

**ЦЕНТР ЮНЕСКО-ЮНЕВОК В РОССИЙСКОЙ ФЕДЕРАЦИИ –
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ОТНОШЕНИЙ»**

**МОЛОДЕЖЬ В СОВРЕМЕННОМ МИРЕ:
ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ**

YOUTH IN THE MODERN WORLD:
PROBLEMS AND PROSPECTS

JUGEND IN DER MODERNEN WELT:
PROBLEME UND PERSPEKTIVEN

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В сборнике материалов IX международной научно-практической конференции «Молодежь в современном мире: проблемы и перспективы», проведенной 15 апреля 2013 года в Башкирском институте социальных технологий (филиале) Образовательного учреждения профсоюзов высшего профессионального образования «Академия труда и социальных отношений», являющимся Центром ЮНЕСКО-ЮНЕВОК в Российской Федерации, представлены результаты научных исследований по социальным, правовым, культурологическим и другим проблемам молодежи.

Предметом научного рассмотрения стали вопросы формирования толерантности, навыков межкультурного диалога, социального потенциала молодежи, ее самоидентификации и др. Авторы не только анализируют теоретический материал, статистические данные, результаты социологических опросов, но и пытаются определить пути выхода из той или иной ситуации, дать конкретные практические рекомендации.

Материалы сборника могут быть использованы в исследовательских, учебных и практических целях всеми, кто интересуется молодежной проблематикой.

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Уважаемые участники конференции!

Значительную часть населения мира сегодня составляет молодежь, поэтому решение молодежных проблем востребовано временем и нацелено на интеллектуальное и социально-экономическое развитие планеты.

Башкирский институт социальных технологий – один из немногих в стране, где ведущее место занимает обучение социальным технологиям. Такой путь мы выбрали совершенно осознанно. В современном мире безгранична возможность использования социальных технологий. Они выступают как интеллектуальный наукоемкий ресурс, использование которого позволяет не только изучить и предсказать различные социальные перемены, но и активно влиять на практическую жизнь, получать эффективный прогнозируемый социальный результат. Международный опыт свидетельствует, что с помощью социальных технологий можно своевременно разрешать социальные конфликты, снимать социальное напряжение, предотвращать катастрофы, блокировать рискованные ситуации, принимать оптимальные управленческие решения устойчивого развития. А это в настоящее время очень важно и актуально.

Поэтому для нашего вуза является принципиальной подготовка кадров, соответствующих требованиям современности, обладающих сформированным чувством причастности и ответственности каждого за все происходящее, социальной активной личности.

Тема, предложенная для конференции, актуальна для всего международного сообщества. О том, какой интерес вызывают молодежные проблемы, свидетельствует число и география участников конференции. О готовности молодых людей вести поиск оптимальных путей для решения стоящих перед нами задач, отвечать на новые вызовы времени свидетельствует тот факт, что на участие в сегодняшней конференции было подано свыше 100 заявок. Это учащиеся школ, студенты колледжей и вузов не только Республики Башкортостан, но и многих городов России и зарубежья, аспиранты и ученые – те, кому не безразлична судьба России и мирового сообщества в целом, кому предстоит взять на себя ответственность за будущее нашей цивилизации.

Мы уверены, что молодежь, при условии ее поддержки и внимания к инициативам, – это не источник проблем, а значимый ресурс общественного и государственного развития. Каждая страна ставит перед собой цель – воспитать патриота, знающего свои права и обязанности, соблюдающего законы, способного осуществить самостоятельный выбор и нести за него ответственность. Поэтому одной из основных задач долгосрочной стратегии является нацеленность не только на социальную поддержку молодых людей, но прежде всего на создание условий для более активного включения молодежи в социально-экономическую, политическую и культурную жизнь общества.

Директор БИСТ

Т.А. Нигматуллина

Dear participants of the conference!

The youth make up a considerable part of the population of the world that is why the solution of the youth problems is undoubtedly important nowadays and it aims at the intellectual and social-economical development of the world.

The founder of our leading institution (i.e. of the Academy of Labour and Social Relations) is the Federation of Independent Trade Unions of Russia. The Academy has been training specialists of the social-economical sphere for more than 90 years.

Bashkir Institute of Social Technologies is one of the few institutes in the country where the social technology training takes the leading place. We have chosen this way deliberately. The opportunity to use social technologies is infinite in the modern world. They act as an intellectual science intensive resource the use of which allows not only learning and predicting various social changes but also influencing the practical life, getting an effective predictable social result. International experience indicates that with the help of social technologies it is possible to solve social conflicts in time, to relieve social tension, to prevent catastrophes, to block risky situations and to make optimal administrative solutions of the stable development. And nowadays it is very important and urgent.

That is why the fundamental issue of our Institute is the training of personnel which would meet the requirements of the present and would have sense of participation and liability for everything what is going on.

The theme of the conference is urgent for the whole international community. The quantity and geography of the participants of the conference indicates that the youth problems raise great interest. More than 100 applications for the participation in the conference were filed and it shows that young people are ready to search the optimal ways of solution of the current problems. The participants are students of the schools, college and university students from the Bashkortostan Republic and from other Russian and foreign cities, post-graduates and scientists, those people who care about the fate of Russia and of the international community in whole, who will take the responsibility for the future of our civilization.

We are sure that the youth is not the source of problems, but a considerable resource of the social and state development, if we pay attention to the youth's initiatives. Every country defines its goal to bring up a patriot who knows his rights and liabilities, who keep the law and who is able to make his choice and be responsible for it. That is why one of the basic tasks of the long-term strategy is to focus not only on the social support of the young people but also on the creation of conditions for more active participation of the youth in social-economical, political and cultural life of the society.

Director of BIST

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THE EUROPEAN CONVENTION ON HUMAN RIGHTS

Everybody knows that many of the rights of citizens are considered human rights. For example, a constitutional right is one which a state guarantees to its own citizens and sometimes even to foreigners who are within its jurisdiction. Still a question comes: What are human rights? Not even one agrees that being born a human being entitled someone to certain freedoms and certain treatment. And those who agree have different opinions as to what these rights are. A human right is one to which people all over the world are entitled, whatever their nationality and wherever they live.

Most of the law in the world is made by governments for their own people. But human rights are independent of any political divisions. They are basic minimum standards of freedom and security for all people. When governments do not meet these standards, they are criticized by their own citizens and even by foreign governments. Sometimes some countries impose economic sanction against those countries where human rights are violated. For example, many countries have limited trade to South Africa because of the policy of apartheid.

As a rule, human rights are violated when governments violate their own constitutions, and very often then policies make citizens to escape to another countries. But legally, most countries of the world have signed international agreements concerning the treatment of individuals. The most important agreement is the Universal Declaration of Human Rights (UDH R) adopted by UN General Assembly in 1948. Article I of UDHR declares that all human beings are born free and equal In dignity and rights, and Article 2 states that it does not depend upon race, color, sex, language, religion or any other difference among people.

The European Convention on Human Rights (ECHR) was first adopted in 1950 and has now been signed by every country of Western Europe. Individual citizens of these countries have the right to bring a complaint before the European Commission if they think their government has broken the Convention. If the Commission agrees, it may try to persuade the country in question to rectify the breach, or it may refer the matter to the European Court of Human Rights, which has the right to order a change of law in that country. Covering countries with similar cultures and economic conditions, the ECHR is more practical than many international human rights agreements. However, individual governments still manage to delay making changes to their laws by claiming special national interests.

When the laws of a country violate human rights, groups like Amnesty International protest to the government on moral grounds. But whenever possible, legal arguments are also used - references to the constitution of the country itself and to any relevant international agreements which its government has signed. But despite the development of legally binding national and international conventions, millions of people in the world still do not enjoy human rights.

The rights included in the European Convention on Human Rights include the right to life, the right to liberty and security of person, the right not to be subjected to

inhuman or degrading treatment, not to be required to perform forced or compulsory labor, the right to a fair hearing, to respect for private life, to freedom of thought, conscience and religion, to freedom of expression and assembly and free elections. These, and the other provisions of the ECHR are called Articles.

The parties to The Convention are Austria, Belgium, Cyprus, Denmark, France, the Federal Republic of Germany, Greece, Ireland, Italy, Luxemburg, Malta, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Turkey and the United Kingdom. Liechtenstein is a member of the Council of Europe but not a party to the Convention.

The Treaty provides for individual states to bring a complaint against a member state for breach of the terms of the Convention. Article 25 also allows for complaints to be received from individuals but only if the country against which the complaint is being made has recognized the jurisdiction of the individual to do so. It was not until 1966 that the United Kingdom government ratified the individual right to petition but only on a five-yearly renewable basis. Individuals must comply with the local remedies rule under Article 26 which requires that all domestic remedies of the state's legal system first be exhausted and that a petition be brought within six months from the date on which the final national decision was taken.

The European Court of Human Rights was established by the European Convention for the Protection of Human Rights and Fundamental Freedoms and was set up in Strasbourg in 1959. The Convention, which was drawn up by the Council of Europe in 1950, was inspired by the United Nations Universal Declaration of Human Rights of 1948 and protects many essential rights as the right to life, freedom from torture and slavery, freedom of thought, conscience and religion, the right to marry and found a family, freedom of peaceful assembly and association, and the right to a fair trial. Only states which are parties to the Convention and the European Commission of Human Rights have the right to bring a case before the Court. Some states have incorporated the Convention into domestic law, but Britain has not, so that it is not directly enforceable as British law.

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EINFLUSS DER INTERNETKOMMUNIKATION AUF BEWUSSTSEIN UND VERHALTEN MODERNER TEENAGER

Computer und Informationssysteme werden auf allen neuen Gebieten der menschlichen Praxis verwendet, indem sie auf die psychischen Prozesse einwirken und nicht nur die einzelnen Handlungen, sondern auch die menschliche Tätigkeit im allgemeinen umformen. Wie viele Autoren bemerken, spielen zur Zeit internetbasierte Technologien in der Umgestaltung der Tätigkeit eine wesentliche Rolle [1, S. 11].

Ungeachtet der mannigfaltigen Aktivität der Internetnutzer, kann man drei Hauptarten der von ihnen ausgeübten Tätigkeit unterscheiden: kognitive (Begeisterung über die Erkenntnis im Bereich des Programmierens und der Telekommunikationen, oder Hacking als extreme Variante), spielerische (Begeisterung über die Computerspiele und insbesondere über die Internetspiele, oder die sogenannte

Spielrauschgiftsucht als extreme Variante) und kommunikative (Begeisterung über die Netzkommunikation, oder die sogenannte Internetaddiction – die einzigartige «Internetdrogenabhängigkeit») [2, S. 13].

Der Terminus «Addiction» wurde 1995 von I. Goldberg eingeführt. Er bezeichnet den aufdringlichen Wunsch, ins Internet einzusteigen, wenn man offline ist, und die Unfähigkeit, das Internet zu verlassen, wenn man online ist. Im weiteren Sinne des Wortes bedeutet die Internetabhängigkeit (Addiction) Vorliebe zur Arbeit mit dem Computer (Spiele, Programmieren oder andere Tätigkeiten); kompulsives (unüberwindliches) WWW-Surfen, Recherche in den entfernten Datenbanken; pathologische Anhänglichkeit an Glücksspiele, online-Auktionen oder elektronische Internetkäufe; Abhängigkeit von Cyber-Beziehungen (Chatten, Gruppenspiele und Telekonferenzen), was zum Ersatz der im realen Leben vorhandenen Familie und der Freunde durch die Virtuellen führen kann; Abhängigkeit vom «Cybersex» usw. [3, S. 251].

Psychische Probleme, Verwirrungen entstehen hauptsächlich wegen der Probleme mit der Persönlichkeitsidentifizierung, wenn Virtuelles und Reales beginnen, verwirrt zu werden. Wenn solche Spiele länger dauern, so nähert sich die Chance, eine gewisse Form der nervösen Verwirrung zu 100 % zu bekommen [4, S. 19].

Die meisten Computerspiele für die Kinder der Grund- und Mittelschule sind keine Ausbildungsspiele. Hauptsächlich sind diese Spiele nicht schöpferisch, sie haben destruktiven Charakter. Die handelnden Personen ähnlicher Spiele sollen entweder Monster, Menschen, abstrakte Gegner töten oder Technik, Bauten, Zivilisationen zerstören, um die nächste Stufe zu besteigen. Solche Spiele entwickeln beim Kind Gleichgültigkeit und manchmal sogar das Bedürfnis nach der Vernichtung im realen Leben. Beim Spielen im lokalen Netz beginnen die Kinder negative Repliken zu verwenden: «ich habe dich getötet, weil ich wusste, wo der Granatenwerfer verborgen ist», «hast du gesehen, wie ich ihm den Kopf abgeschossen habe?» usw. Ähnliche Phrasen haben keine Beziehung auf das reale Leben, beeinflussen aber die Seele des Kindes. Während des längeren Spiels beginnt das Kind allmählich, nach der Zerstörung zu streben: Bruch der Spielzeuge, Schlägerei mit den Altersgenossen, Anzündung der sich entflammenden Stoffe, Erbitterung in Bezug auf die Tierwelt usw.

Noch mehr haben die Teenagercomputerabhängigkeit die globalen Netze verstärkt, wo der Teenager schon nicht mit dem Computer, sondern mit Millionen lebendiger Menschen spielt, die er hinter den Drucktexten nicht identifiziert. Das Netz stellt eine Art Rollenspiele auch dar. Hier erdenkt «der Spielende» seine handelnde Person, d.h. sich selbst, er gibt sich Tausenden Gesprächspartnern für eine reale Person aus. Hier gibt es keine harten Regeln und Gesetze, es gibt nur nichtgeschriebene Verhaltensnormen, deren Nichtbefolgung die Verantwortung nicht nach sich zieht. Der «Spieler» handelt schon nicht nach den Gesetzen, die von den Programmierern und von den Designern beschrieben sind, sondern nach den Regeln, die von ihm selbst erdacht sind. Das Begreifen der Unendlichkeit des Netzraumes, der Straflosigkeit und der Menge der Prozessteilnehmer stößt das Kind ständig an, eigene Verhaltensregeln zu schaffen und zu beschreiben, Entscheidungen zu treffen, die sich nicht auf das reale Leben beziehen.

Nach Meinung vieler Forscher hilft das Internet dem Menschen, den Stress zu überwinden. Im virtuellen Raum mit seinen zahlreichen Versuchungen können nur diejenigen überleben, die über das ausreichende geistige Potential verfügen. Solche gibt es übrigens im Netz auch viel. Mit ihnen solidarisieren sich die Journalisten «der

Russischen Zeitung», die glauben, dass das Internet die Starken festigt und die Schwachen unterdrückt und zerstört [4, S. 51].

So leistet das Internet einigen Menschen eine unschätzbare Hilfe in der Befreiung von den Angewohnheiten, kann aber bei anderen Menschen psychische Verwirrungen herbeirufen. Das globale Netz gibt die Freiheit den Handlungen, dem Ausdruck der Gedanken, Gefühle, Emotionen, die im realen Leben oft nicht immer möglich sind. Jedoch ruft das Netz die Abhängigkeit hervor, die eine Folge der psychoverletzenden Situation sein kann (Verlust des nahen Menschen, der Arbeit, der Familie usw.). Das Internet kann aber nur als spezifische Umgebung für den Ausdruck des abhängigen Verhaltens nicht betrachtet werden. Zugleich gibt es Krankheitsopfer, die die Zeit nicht kontrollieren können, die sie im World Wide Web verbracht haben, die Zahl derer wächst und damit geht das Problem nicht verloren.

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RUNDFAHRT DURCH UFA

Ufa ist eine sehr schöne Stadt, die wichtige und interessante Sehenswürdigkeiten vorweisen kann. Bei genauerem Hinschauen erzählt die Stadt ihre Geschichte, lädt dich auf einen Stadtpaziergang ein.

1574 wurde an der Mündung des Flusses Ufa in die Belaja die heutige Stadt Ufa als Festung zum Schutz gegen kriegerische Stämme gegründet. Man erbaute eine kleine Befestigung aus Eichenholz, der die Stadt noch heute den Spitznamen „Die Eichenstadt“ verdankt. Kurze Zeit später, 1586 verlieh man Ufa das Stadtrecht und vergrößerte das Gebiet um die Festung. 1759 wurde ein Großteil der Holzfestung und der Stadt zerstört, als nach einem Blitzschlag ein Feuer ausgelöst wurde. Im 17. und 18. Jahrhundert wandelte sich Ufa von der militärischen Festung immer weiter zum wirtschaftlichen und politischen Zentrum der Region, sodass sie 1865 von Alexander II zur Hauptstadt des Gouvernements Baschkirien ernannt wurde. Im Laufe der Industrialisierung entstanden wichtige Fabriken, die Ufa zum industriellen Knotenpunkt der Region werden ließen, die Belaja entwickelte sich als Anlaufpunkt für Schifffahrt. Seit 1991 ist Ufa nun die offizielle Hauptstadt der Republik

Baschkortostan, wichtiges Zentrum der russischen Erdölindustrie und Universitätsstadt.

Die Stadt Ufa dehnt sich circa 50 Kilometer von Südwest nach Nordost aus und nimmt eine Fläche von 753,7 km² ein. Der Oktoberprospekt (Prospekt Oktjabrja), die größte Hauptstraße Ufas, zieht sich mit einer Länge von 12 Kilometern durch die Stadt und könnte auch als „Straße der Sehenswürdigkeiten“ bezeichnet werden. Der zentralsten Punkte Ufas – dem Gostiny Dwor, einem Kaufhaus mit Geschichte. Dieser „Gasthof“ ist das älteste Kaufhaus Ufas und war bis Ende des 18. Jahrhundert noch ein unüberdachter Markt. Erst später konstruierte man eine Überdachung. Noch heute ist das Gostiny Dwor eine der beliebtesten und luxuriösen Einkaufspassagen. Die komplexen Zusammenhänge der Stadt zu entschlüsseln dauert seine Zeit, ist aber unabdingbar, um sich halbwegs in der Stadt orientieren zu können. Der Zentralmarkt (Zentralni Rinok) ist ein Handelsmarkt, der alle Wünsche befriedigen kann. Eine Halle voll Obst, Gemüse, Milchprodukten, Fleisch, Tee – soweit das Auge reicht. Möglichkeit für Händler, ihre Waren außerhalb der Straße anzubieten. Dem Zentralmarkt schließt sich nun der Oktoberprospekt an. Diese Straße führt bis zum Stadtteil Tschernikowka, der ehemals eine eigene kleine Stadt war und ist ein vielbefahrener Weg. Mit dem Bus benötigt man für diese Strecke mitunter eine Stunde, um vom Ende bis zum Anfang zu gelangen.

Auf dem Weg in den Norden sind verschiedene Universitäten, zum Beispiel die Universität für Landwirtschaft, Erdöl und Kunst. Es gibt auch viele große Shoppingcenter, die Opfer der Moderne sind. Die Skyline der typisch stalinistischen Bauwerke in ganz Ufa, die in tristem betongrau schimmern und nicht mehr als 10 Stockwerke aufweisen, wurde durch zwei Hochhäuser erweitert, die dank ihrer 20 Etagen eine Nackenstarre erfordern, um ihre Schiefheit in ganzer Pracht bestaunen zu können. Die „schiefen Hochhäuser von Ufa“.

An der Haltestelle Gorsowjet (am Leninplatz) ist das obligatorische Lenindenkmal, das einzig übriggeblieben ist. Hinter dem Platz ist ein Park, an dessen Ende sich eine Synagoge befindet - die einzige in Ufa. Die circa 8000 Juden der Stadt besitzen erst seit 2008 ein Gemeinschaftszentrum, das einen Kindergarten, eine Schule, ein Holocaustmuseum und auch ein Schwimmbad für religiöse Rituale beinhaltet. Das Gebäude beeindruckt durch seine Konstruktion: die Form des Davidsterns. Diese Synagoge in Ufa ist die zweitgrößte Russlands.

Einige wichtige Theater Ufas: das Dramaturgietheater, das Puppentheater, das sowohl für Kinder als auch für Erwachsene interessante Stücke zeigt. Insgesamt hat Ufa eine Vielzahl unterschiedlichster Theater vorzuweisen. Darunter ein baschkirisches, tatarisches, ein Kindertheater, ein Puppentheater, eine Oper, kleinere Alternativtheater. Es gibt einen Zirkus, einige Museen, viele Kinos und ein Planetarium.

Der größten neuerbauten Moschee Ufas – der Ljalja-Tjulpan. Ihre zwei tulpenartigen Türme ragen aus dem Boden und gaben ihr den Namen. 1994 wurde die Moschee erbaut und lädt viele Moslems der Stadt, die den größten Religionsanteil ausmachen, zum Gebet ein. Ufa ist mittlerweile Sitz der Zentrale der hohen Geistlichkeit der Moslems des europäischen Teils Russlands, Sibiriens und Kasachstans. In der Nähe ist auf einem kleinen Hügel, umdacht von graphitschwarzen Platten, eine Bronzeskulptur in der Form einer Frau errichtet worden. Sie symbolisiert die leidtragenden Mütter der gefallenen Kämpfer während der Unruhen in

Tschetschenien und Afghanistan ab 1951 und ist den toten Kämpfern Baschkortostans dieser Zeit gewidmet. Neben dem Denkmal befinden sich 60 Graphitplatten, in die die Namen der 685 betroffenen Familien gefallener Söhne eingemeißelt sind. 2003 wurde die Erinnerungsstätte eröffnet.

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THE INTERNET AS GLOBALIZATION CONSEQUENCE

The following processes such as blurring boundaries between countries, culture and religion interpenetration intensifying, economic and political alliances (EU, NAFTA, SCO, BRICS, G8, G20) and transnational corporations creating, declarations and conventions on human rights signing, new educational standards establishing, official international languages (such as English) selecting can be observed in recent times. This all can be characterized as globalization. Globalization is characterized by distribution of information technologies such as television and the Internet.

Development of World Network is considered to be enormous achievement of globalization. In general, its users are young people as the much more susceptible and capable to develop various innovations. The Internet plays an important role in everyday life of youth. Today it's difficult to find teenagers who don't hang out in the Internet or register in the social networks.

The positive moment of the Internet is its accessibility. Information necessary for learning activity can be easily found, e.g. any required book, an electronic textbook, a magazine, a newspaper, different articles and so on.

The second advantage of Word Network is opportunity to listen to music, watch films or video free of charge. The Internet has become an important source of leisure. You can spend spare time playing various computer games online with people all over the world. The main plus of the Internet is time saving. There is no need to visit library to find necessary book, everything can be easily found in the World Wide Web. In addition, the Internet isn't comparatively expensive resource, and it's available to many people. The Internet is quickly becoming a very important and unique source for communication. Almost all youth and not only youth are registered in social networks. Everyone has a great number of fiends to communicate there. There is no problem to send any message. It takes us just a second to get to the receiver. The Internet gives us a great opportunity to chat online with people living far from us, we even can see them on Skype without leaving our home.

Moreover, you can buy any things in the Internet beginning from household appliances, clothes and ending with food and drinks without leaving your home. You'll be able to do it by one clicking of the mouse. And everything will be delivered to your home. You can clear the weather forecast, exchange rate and news happening all over the world with a help of Internet.

The Internet gives boundless possibilities but at the same time it can bring many negative consequences. Firstly, spending much time in the World Network can lead to the disease called Internet addiction. The Internet addiction is an important concern among adolescents who spend days and even weeks refusing from food, water and without sleeping. Watching TV we can observe them in tantrums, psychosis when they are taken out of computer. Looking at this it becomes fearfully for the future of these children. Secondly, love and friendship in virtuality require from people much less moral and material costs and responsibility than in real life. Entering the adulthood teens aren't ready to make family and take responsibility for other people.

Next disadvantage of using the Internet is the absence of real live communication with people. It's much easier to express emotions and thoughts in virtuality. But spending much time online many people cannot learn to interact and communicate with real people. They are afraid of speaking, when approaching them. This can lead to insularity, modesty and restraint of human being. It's a pity but teens today don't read books anymore, they aren't interested in plays in the theatres, pictures in museums as young people often «hang out» in the social network. Moreover, people are deficient in physical and mental health, enough sleep, vision deterioration and other health problems from long seating on the computer.

Unfortunately, people spend less time in the nature both in the forests and near the river. Our society is becoming more computerized. Human and nature unity loses. Furthermore, there is much negative, useless and unnecessary information for children, a lot of deleterious programs and spam. The Internet opens access to the negative objects such as drug searching, crime, vandalism even political extremism. It's not difficult to get into various sects and religion organizations making their own sites and pages in the Internet.

So, society globalization and informatization have an impact on youth values changing. On the one hand, we can observe cultural integration, simplification, comfort, improvement of people's life. But on the other hand, the Internet is able to be prerequisite to world terrorism and extremism development, reduction of population literacy, physical and emotional health of people, communication problems.

In my opinion, this problem requires immediate and urgent solution. It would be better if all countries united and created community to fight with criminality, to control Net activity, to limit harmful information, to ban some sites in the WWW. Nevertheless everyone must use world network himself more consciously.

I sincerely hope in the nearest future people will use more rationally their staying in the Internet, value «face to face» communication and the following generations will combine the Internet and physical, cultural, educational activity.

ETHICS IN PUBLIC SERVICE IN THE RUSSIAN FEDERATION

Good governance in the public service is not only important for increased effectiveness but it is also one of the main determinants of the country's effectiveness in the 21st century. One of the most actual problems of the Russian modern civil society is the lack of high moral and competent public servants to fully carry out their professional activities to the benefit of the state. In our country there was a negative attitude to civil servants, often colloquially referred to as synonymous with words such as "bureaucracy", "official" bearing the negative emotion. There is a need, therefore, for the public service to maintain its efforts to promote a clean, high performing, more accountable and transparent administration at all levels.

Federal government employee is considered to be the employee performing professional service activities as the federal public service and receiving salaries (remuneration and allowances) from the federal budget.

A civil servant must possess the following qualities as competence, organizational skills, honesty, truthfulness, impartiality, incorruptibility, loyalty, openness, confidence, responsibility, justice, clarity and discipline in work. These qualities are as basic as those of the ability to analyze, the political and social learning, creativity, communication skills, objectivity, validity, integrity, and resistance to stress and frustration.

Ethical standards of conduct for civil servants should be legislated, as any other activity and the professional public servants should be accountable to the law. In the foreign legal system the International Code of Conduct for Public Officials adopted by the United Nation General Assembly on 12 December 1996 is widely used. According to this Code, "public official means a person employed by a public authority. The public official should carry out his or her duties in accordance with the law, and with those lawful instructions and ethical standards which relate to his or her functions. The public official is expected to be honest, impartial and efficient and to perform his or her duties to the best of his or her ability with skills, fairness and understanding, having regard only for the public interest. The public official should not allow his or her private interest to conflict with his or her public position. The public official should not be engaged in any activity or transaction or acquire any position or function, whether paid or unpaid that is incompatible with or detracts from the proper performance of his or her duties as a public official".

There are following regulations in the Russian legal and regulatory framework of conduct for public servants. Some of them are the Federal Law of December 25, 2008, № 273 "Anti-Corruption Activities", the Federal Law of May 27, 2003, № 58 "Civil service of the Russian Federation, Presidential Decree of August 12, 2002, № 885 "Approval of the general principles of conduct for public officials" and other normative and legal acts of the Russian Federation.

As it is seen from the above regulations, there is no special code of ethics of a civil servant in the Russian Federation. But there are such codes adopted in the USA,

UK, France, Spain and many other countries. In Russia, it has not been adopted so far, although there have been attempts to create it.

There exists a draft of the Model Code of Ethics for civil servants in Russia prepared by the Russian Academy of Public Service under the President. It can serve as a basis for the formation of codes of conduct for public servants, individuals, government agencies and institutions of the Russian Federation.

Having followed the foreign legal experience, the US experience in the ethical conduct of public servants is considered to be interesting. It includes an extensive system of special "ethics" legislation based on a separate "ethical" government control structure which is designed to regulate, investigate and prosecute unethical public servants. Special procedures to "ethical" cases and mechanisms of enforcement of ethical standards are being introduced.

This experience is believed to have a positive impact on the formation of ethical standards of public servants in the Russian Federation.

To sum up, we can say that public servants have a huge impact on the lives of ordinary citizens. In many cases, these individuals make decisions that are important for everyday life. In addition to their professional activity, civil servants should follow not only legal aspects but also moral. It is impossible for them to perform their duties and to benefit the state and the public without having internal spiritual and moral "grounds". In the democratic and civil society great attention must be taken to the actions and behavior of public servants. Majority of OECD countries have recognized the issues of ethics and code of conduct for public servants to be the sphere which is becoming increasingly important in recent years.

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AMERICAN YOUTH

Today the life of many young people in America as well as in other countries of the world is influenced by popular culture. Most 18 and 19 year-olds in America are quite independent people. American people say that children grow up more quickly now. Relationships within the family are different now. This is an important time to prepare for more independence and responsibility. Many teenagers start working. Children have more freedom to make their own decisions. For example, children aged 13 may be employed as part-time workers in America. 15 year old teenager is legally a "young person", but not a "child". Age 16 is a school leaving age. They can leave home, drive a moped, marry with "parents' consent" and buy beer. At the age of 17 teens can drive a car. At the age of 18 one can vote, get married and drink in pubs.

Education is a very important part in the life of American youth. One can't become an independent person without it. When time comes to enter a college young Americans choose one far away from home. It is a necessary part of becoming adult.

During the last 30 years there were a lot of different trends in youth movements. All of them were characterized by their own philosophy, way of life, style of dressing. Each tendency was born by the influence of economic and political changes in the

society. These trends are known as the "hippies", the "punks", the "rockers", the "emo", the "skinheads" and so on.

Why do teenagers choose subcultures? All people have problems. Some of them have many problems, the others have one or two problems only. Young people have as many problems as the grown-ups. It is possible to solve some problems but sometimes we cannot solve this or that problem. The first problem is to choose a good friend. They say, "A friend in need is a friend indeed". I agree with it, that's why I try to make friends with true persons. I want to have a friend who understands me. It will be simple and interesting to speak to him or her.

To get a good education is important nowadays. Education enables you to have more perspectives in your future life. It is necessary to pay for good education. I think it is difficult to learn English, for example, without additional classes. It's impossible to enter the University without good knowledge.

I am sure that all teenagers want to have a lot of money to dress well, to go to the theatres, to visit foreign countries, etc. How can they solve all these problems? They have to earn money. I think it is possible to do it. Some boys wash cars, the others sell newspapers and so on.

I think that young people have problems with their parents. The young and adults have different points of view concerning everything. What are they? Sometimes we have different tastes. I like the proverb "There is no accounting for tastes". For example, I go shopping with my mother. She likes this dress but I like that one. My mother wants me to buy the dress she has chosen. But I am sure, that dress I have chosen is much more to my taste. My parents want me to be a doctor but my dream is to be a good financier.

Now we are young people and we are the future of our country. Grown-ups must remember that we are the future of our country and in the present moment our character is formed and that's why our parents must not assert pressure on us.

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YOUTH TOURISM AS AN EFFECTIVE MECHANISM FOR THE PERSONAL, CULTURAL AND SOCIAL GROWTH OF THE YOUNGER GENERATION

Strategic development of the country is largely determined by the role of human capital in the economic and social development, which is impossible without the effective use of innovative, intellectual, creative potential possessed by the youth. Youth – is an important factor of social changes, and innovative power, it is not only the object of influence of the society and the state, but also potentially more energetic, innovative and radical subject of social development. Depending on the technology we would teach young people, how really it would be involved the projects and innovations which initiated by young people, depends the further of socio-economic development of our state. The further development of independent Uzbekistan will straight depend on the ability of the state and society to educate youth in the spirit of intellectual freedom and civic participation, to find and protect the work of talented

and critically-minded young people and their success in the development of the market of ideas, inventions and discoveries.

Education of the younger generation of high moral and ethical principles, the respect to cultural heritage of their nation and the commitment of the national-religious traditions needs to be developed from an early age. At the same time it is impossible to be a patriot without knowledge of the history and culture of the Homeland. To love your country and be a patriot, one must not only know its history and culture, but also see with the own eyes the powerful and beautiful attractions, whose majesty generates in the rising generation a sense of pride and admiration for his ancestors. The most important task of any society is to create conditions of life of teenagers and young people, which will encourage them to be intelligent, highly educated and socially responsible member of society.

Tourism – an effective means of preservation of historical, cultural and natural heritage, and consequently the development of patriotism and responsibility of the young generation in the history and culture of the country.

As a social branch tourism industry can occupy with preparation of valuable, harmoniously developed members of society. Tourism can create the conditions for the involvement of young people in employment popular aspects of sports, introduction to healthy living, the development of patriotism, can cope with most educational problems of the younger generation. From our point of view The World Health Organization (WHO) in the concept of health, on the basis of which should define the concept of "healthy life" – is a positive state, characterizing the personality as a whole, and defines it as a state of complete physical, mental (psychological) and social well being and not merely the absence of diseases and disabilities.

In our opinion, one of the most effective forms of improving the quality of education, personal and professional development of young people can be a particular kind of leisure activities - youth tourism. Participation in tourist trips, walks, town tours, tourist rallies and competitions promotes spiritual and physical development, provide the skills of self-expanding human horizons and contribute to its improvement. Building a healthy lifestyle of young people, the development of physical culture and sports and the development of youth tourism as an effective tool to involve youth in social practices are the most important priorities of the state youth policy in the Republic of Uzbekistan. Thus, youth tourism being an effective means of personal, cultural and social growth of the person contributes to:

- patriotic education of youth, who knows, loves and is proud of their country;
- create opportunities for strengthening the young people's health and cognitive rest in a natural environment and development of leadership in young people and give them the skills and self-government;
- strengthening the country's image as a modern, highly developed, hospitable state, possess not only natural resources, but also the intellectual development of youth, as well as innovative technologies in the field of tourism;
- the development of tourism as an important sector of the economy. By investing in the creation of tourist infrastructure, after few years, the state will benefit from this a lot of revenue as well as get a taste of wandering in the early years, people will be traveling all their life, spending their holidays not at home, and travel around

the country and the world by investing in travel their money and thus bringing revenue to the state;

- increase state revenue, comparable to the raw income countries;
- create more jobs, especially for young people in the tourism industry, which brings a stable high earnings;
- recovery population. The country has reduced mortality and increased life expectancy.

To this day, the youth tourism has a special and significant place in the world tourism development. The entire system of global tourism share of youth tourism is growing by 1.5%. Significantly changed the structure of the age composition of tourist flows. Now the share of travelers under 30 years is over 40% of tourist flows.

Our survey aimed to studying the tourist preferences of the population of Samarkand region, also shows a growing demand for tourist services of young people. The share of the number of respondents chose the answer "tourist ticket" among a number of alternative answers to the question – "What would you buy if you have sufficient funds?" In the total number of respondents was 11 percent. While 58 percent of respondents, who chose this answer was young people.

In our opinion, the following activities could contribute to the further development of youth tourism in the Republic of Uzbekistan:

- with the concerned ministries and departments, youth public associations to develop and adopt a departmental program to support initiatives aimed at the development of youth tourism;
- create a legal framework for the development of youth tourism;
- training for youth tourism development;
- establish the basis for the development of youth tourism;
- coordinate the development of youth tourism in the regional government of youth policy;
- cooperatively in the development of youth tourism commercial structures;
- creating a positive image of youth tourism through advertising;
- cooperation organization with international tourist organizations working with young people and so on.

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PROBLEME DER PATRIOTISCHEN ERZIEHUNG DER HEUTIGEN JUGEND

In letzter Zeit haben sich in der russischen Gesellschaft die nationalistischen Stimmungen wesentlich gesteigert. In der Jugendszene kommen Negativismus, demonstrative Beziehung zu den Erwachsenen, Grausamkeit in den äußersten Erscheinungsformen sehr oft vor. Die Kriminalität ist stark gewachsen. Viele junge Leute sind heute außerhalb der erzieherischen Umgebung, auf die Straße gelandet, wo sie sich die schwere Erziehungswissenschaft unter harten Bedingungen aneignen. Zur Zeit drängen sich die Prioritäten der Weltinteressen über den moralischen und

religiösen Werten sowie den patriotischen Gefühlen in höherem Grad auf. Eine der akuten Fragen ist die Frage der patriotischen Erziehung der heutigen Jugend. Patriot zu sein gehört zum natürlichen Bedürfnis der Menschen, dessen Befriedigung als Bedingung ihrer materiellen und geistigen Entwicklung, Behauptung der humanistischen Lebensweise, Begreifen der historischen kulturellen, nationalen und geistigen Zugehörigkeit zur Heimat und Verständnis für demokratische Perspektiven ihrer Entwicklung in der modernen Welt auftritt.

Das Verständnis des Patriotismus hat eine lange theoretische Tradition, deren Wurzeln viele Jahrhunderte zurückliegen. Schon hatte Platon Überlegungen darüber, dass die Heimat teurer als Vater und Mutter ist. Die Idee des Patriotismus als Grundlage der Vereinigung der russischen Erden im Kampf gegen den allgemeinen Feind erscheint schon deutlich sowohl in «Povest' vremennyhlet» als auch in den Predigten von Sergij Radoneshski. Je nach der Befreiung des Landes vom fremden Joch und der Herausbildung des einheitlichen Staates finden die patriotischen Ideen eine materielle Grundlage und werden zu einer der Erscheinungsformen des staatlichen Patriotismus, zur wichtigsten Richtung in der Tätigkeit der staatlichen und öffentlichen Institute [1, S. 10].

Viele Denker und Pädagogen der Vergangenheit, indem sie die Rolle des Patriotismus im Laufe der Persönlichkeitsentwicklung hervorheben, wiesen auf seinen vielseitigen erzieherischen Einfluss hin. So meinte zum Beispiel K.D. Uschinski, dass der Patriotismus nicht nur eine wichtige Aufgabe der Erziehung, sondern auch ein kräftiges pädagogisches Mittel sei: «Wie es keinen Menschen ohne Ehrgeiz gibt, so gibt es keinen Menschen ohne Vaterlandsliebe, und diese Liebe gibt der Erziehung den richtigen Schlüssel zum Herzen des Menschen und die mächtige Stütze für den Kampf gegen seine schlechten natürlichen, persönlichen, familiären und Stammveranlagungen» [4, Bd. 2, S. 160]. Im «Erklärenden Wörterbuch» von V.I. Dal' bedeutet das Wort «Patriot» «Liebhaber des Vaterlandes, Eiferer für sein Wohl» [2, Bd. 3, S. 24]. Der Patriotismus als Eigenschaft einer Persönlichkeit äußert sich in der Liebe und dem Respekt vor dem Vaterland, vor den Landsleuten, in der Ergebenheit und Bereitschaft, der Heimat zu dienen. Der Patriotismus ist eines der tiefsten Gefühle, die von den jahrhundertlangen Kämpfen für die Freiheit und die Unabhängigkeit der Heimat gefestigt sind. A.N. Wyrtschikow, M.B. Kusmarzew meinen, dass der Patriotismus keine Bewegung gegen etwas, sondern die Bewegung für jene Werte sei, über die die Gesellschaft und der Mensch verfügen. Der Patriotismus sei vor allem der Zustand des Geistes, der Seele [1, S. 48-49]. Von hier aus, so A.N. Wyrtschikow, M.B. Kusmarzew, stamme das wichtigste einheimische soziokulturelle Postulat, das den Sinn der Erziehung öffne: der höchste Wert sei der Mensch, der lieben verstehe und zum Lieben fähig sei, und der höchste Wert des Menschen sei die Liebe zur Heimat.

So schließt der Patriotismus folgendes in sich ein: Gefühl der Anhänglichkeit an jene Orte, wo der Mensch geboren und aufgewachsen ist; achtungsvolle Beziehung zur Sprache seines Volkes; Sorge um die Interessen der großen und kleinen Heimat; Begreifen der Schuld vor der Heimat, Schutz ihrer Ehre und ihres Wertes, der Freiheit und der Unabhängigkeit (Schutz des Vaterlandes); Offenbarung der bürgerlichen Gefühle und die Erhaltung der Treue zur Heimat; Stolz auf die sozialen, Wirtschafts-, politischen, sportlichen und kulturellen Errungenschaften des Landes; Stolz auf sein Vaterland, auf die Symbole des Staates, auf das Volk; Verantwortung für das

Schicksal der Heimat und des Volkes, ihre Zukunft, die im Streben geäußert ist, seine Arbeit der Festigung der Macht und der Blüte der Heimat zu widmen; Humanismus, Barmherzigkeit, allgemeinemenschliche Werte, d.h. der wahrhafte Patriotismus sieht eine Herausbildung und eine langwierige Entwicklung eines ganzen Komplexes von positiven Eigenschaften voraus. Eine Grundlage dieser Entwicklung bilden geistigmoralische und soziokulturelle Komponenten.

Bei der Lösung des Problems der patriotischen Erziehung der Schüler muss man seine Bemühungen auf die Bildung der Wertebeziehung zu den Erscheinungen des öffentlichen Lebens der Vergangenheit und der Gegenwart bei den Jugendlichen konzentrieren. Wie G.K. Selewko bemerkt, ist eine Besonderheit der modernen patriotischen Erziehung die Hervorhebung der Bedeutung der regionalen und lokalen Komponenten des Patriotismus. Er bietet die folgenden Wege der wirksamen patriotischen Erziehung: «die Nutzung des erneuerten Inhalts der Geistesbildung, in erster Linie der historischen Bildung; die Bildung des Modells der Ausbildungsinstitution auf den Prinzipien der russischen nationalen Schule; die weitere Entwicklung der allgemeinen Museen und der Ausstellungen, die Organisation und die Erweiterung aller Arten der heimatkundlichen Tätigkeit» [3, Bd. 2, S. 542-543].

Um bei der jungen Generation die verständnisvolle Beziehung zum Vaterland, seiner Vergangenheit, Gegenwart und Zukunft zu bilden, die patriotischen Eigenschaften und das nationale Selbstbewußtsein der Schüler zu entwickeln, und ihr Wissen über die Geschichte und die Kultur des Heimatlands, über die Heldentaten der Großväter und der Urgroßväter im Schutz der Heimat zu vertiefen, muss der Lehrer über solche Eigenschaften verfügen wie hohe Kultur, Moral, Staatsbewußtsein, Patriotismus, Heimatliebe und -respekt.

Abschließend sei zu bemerken, dass an der Lösung der Probleme der bürgerlich-patriotischen Erziehung der modernen Generation die Jugend selbst in erster Linie teilnehmen soll, indem sie sich der ganzen Wichtigkeit der Teilnahme am Leben der Heimat bewußt ist; sie soll die Kultur, die Traditionen und die Geschichte ihrer Heimat mögen und respektieren. Die Handlungen der Jugend in die nötige Richtung zu lenken sollen aber sowohl der Staat, als auch die Familie, die Schule und die Hochschule. Und ihr Hauptanliegen besteht im Zusammenwirken mit dem Ziel der Herausbildung des nationalen Selbstbewußtseins, des Staatsbewußtseins und des Patriotismus bei der heutigen Jugend.

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ANIMAL CRUELTY AS NATIONAL TRADITION

The modern society is fighting for animal rights and people try to stop animal abuse all over the world. But there are still old traditions which are connected with animal cruelty and it is very difficult to stop people torturing animals because they consider it as the part of their culture.

One of the oldest and cruel traditions which are still popular nowadays is bullfighting a traditional spectacle of Spain, Portugal, southern France and some Hispanic American countries (Mexico, Colombia, Ecuador, Venezuela and Peru) and the Philippines, in which one or more bulls are baited, and then killed in a bullring for the entertainment of the audience. As such, it is often called a blood sport by its detractors, but followers of the spectacle regard it as a 'fine art' and not a sport, as there are no elements of competition in the proceedings. In Portugal, it is now illegal to kill a bull in the arena, so it is removed and either professionally butchered or, in exceptional cases, treated and released into its owners' (gander) fields.

The tradition, as it is practiced today, involves professional toreros (of which the most senior is called a matador) who execute various formal moves which can be interpreted and innovated according to the bullfighter's style or school. It has been alleged that toreros seek to elicit inspiration and art from their work and an emotional connection with the crowd transmitted through the bull. Such maneuvers are performed at close range, which places the bullfighter at risk of being gored or trampled. After the bull has been hooked multiple times behind the shoulder by other matadors in the arena, the bullfight usually concludes with the killing of the bull by a single sword thrust, which is called the Estacada. In Portugal, the finale consists of a tradition called the peg, where men (facades) try to grab and hold the bull by its horns when it runs at them.

In rodeo events, such as calf roping, steer wrestling, bareback horse and bull riding, saddle bronco riding, steer wrestling, steer roping, and barrel racing, normally docile animals are physically provoked into displaying "wild" behavior in order to make the cowboys look brave.

Electric prods, spurs, and bucking straps are used to irritate and enrage animals used in rodeos. Before entering the ring, cows and horses are often prodded with an electrical "hotshot" so that the pain will rile them. [1]

Except for bullfight there are also other cruel festivals known in our modern world. For example, the Farra Do Boi, during this Brazilian festival, people find fun in chasing terrified oxen, and on catching up with them, inflicting on them the worst, most agonizing torture they can think up. They prolong this over a number of hours so the oxen suffer the maximum agony and terror possible. The oxen are terrified and tortured in the cruelest of ways until they can take no more and succumb to death. The oxen are chased towards the sea, so if any are not caught and tortured, they run in to the sea and are so terrified of returning to shore that they drown. [2]

Especially cruel is animal abuse in Asian countries, such as China and Korea.

People consider pet animals as their traditional cuisine, for example, they eat dogs, cats and monkeys. Monkey brains are a controversial foodstuff, often attributed to Chinese cuisine, but also found in that of certain other countries. The practice of eating monkey brains has led to over-hunting in Indonesia, especially due to the belief that eating the monkeys' brain can cure impotence. In western popular culture, the consumption of monkey brains is repeatedly portrayed and debated, often in the context of portraying exotic cultures as exceptionally cruel, callous and strange. It is often portrayed as follows: the brain is eaten cooked; the brain is eaten raw (occasionally directly out of the dead monkey's skull); the brain is eaten fresh, spooned out of the skull while the monkey is still alive.

China is one of few countries where cat and dog meat eating remains legal and socially acceptable. According to Daily Mail, China is yet to make animal cruelty illegal, but with a growing number of middle class Chinese enjoying higher living standards, more are acquiring dogs and cats as pets. Among this group of Chinese, the clamor is growing and pressure is piling up on the authorities to tighten up laws on animal welfare that will ban eating dog and cat meat. Cat and dog meat eating tradition is thousands of years old and many Chinese still maintain distinction between dogs and cats raised on farms for their meat and those bred to be kept as pets in homes.

Dog and cat meat markets thrive in Guangzhou, a city in southern China where cat and dog meat dishes are popular. At several dog meat restaurants in the city, dog meat lovers may choose from a long list of specialty dishes, including dog soup and steak dishes. Lovers of dog meat may stand and watch the animals of their choice butchered and prepared to their taste.

There are several folk beliefs in China that recommend dog meat as healthy. Digital Journal reports consumption of dog and cat meat is believed to help keep the body warm in winter cold. Others say dog meat promotes sweating in summer and helps the body offload heat. [3]

The South Korean belief that eating dog helps beat the heat in the summer months has angered animal rights activists around the world. Known as 'Bok-Nal', the dog eating days, it is a ritual celebrated by South Koreans where dog meat is eaten to increase stamina during the hottest days of the year.

Animal rights group In Defense of Animals (IDAUSA) said dogs and cats are kept in cramped, filthy cages and slaughtered in unimaginable ways as part of the \$2 billion dog and cat meat industry. A statement on their website said: 'Two and a half million South Korean dogs are electrocuted, hanged, or beaten to death each year. 'The dogs are slaughtered in unimaginable ways: electrocuted, hanged, and even beaten to death, because of the prevailing myth that the greater the suffering the more tender and tastier the meat, and that the mythical health properties are enhanced.' Thousands of cats are also eaten in soups and 'tonics'. IDAUSA said: 'Cats are often bludgeoned and thrown into boiling water while still alive. 'According to Yon hap news agency, Seoul is experiencing the longest period of time with temperatures above 35 degrees Celsius since 1994. [4]

The Dog Meat Industry in South Korea is notoriously cruel, barbaric and inhumane. Dogs that are kept for food in South Korea live in tiny cages above the ground all of their lives. They are separated from their mothers at an early age and some are slaughtered as puppies, they do not know what walking on the ground is like, they cannot mingle with other dogs, other than those in the cages beside them, they

suffer the summer heat and the freezing winters outdoors, they are not given clean water to drink and have to eat human food waste as their main source of nourishment, they get no exercise and they have been known to have their eardrums burst to prevent them from barking. Every natural instinct they have is thwarted by the inhumane and tortuous conditions they must live under.

These Dogs are electrocuted, hanged, beaten or burned to death. There is a macabre belief in South Korea that dog meat tastes better if dogs have high adrenaline levels in their meat before they die. Therefore, some dogs are made to experience extreme fear and suffering just prior to their deaths, usually by being forced to watch the brutal murder of other dogs. Some are hanged and then beaten while they are still alive. Others are hanged and then a blow torch is used on them to remove their fur, again, while they are fully conscious. Others are simply beaten and tortured to death. THIS TORTURE IS INTENTIONAL AND DELIBERATE. Generally, at South Korean markets, dogs are electrocuted and then their necks are broken to order.

Known as “Gaegogi” in South Korea, dog meat is made into dog meat soup, dog liquor, and dog "health" elixirs. Dubious health claims are made about dog products, including the claim that it assists male stamina and sexual prowess. Such pathetic claims are made throughout Asia with regard to all manner of animal products.

Although a fair number of South Koreans (anywhere from 5 to 30%) have eaten dog meat at least once in their lifetime, only a small percentage of the population eats it regularly. In recent years, many South Korean people have changed their attitudes towards eating dog meat, from “personal choice” to “unnecessary cruelty.” Also, there are many animal rights activists in South Korea who are bravely protesting against the custom of eating dog meat. A recent survey by the South Korean Ministry of Agriculture showed that 59% of South Koreans aged under 30 would not eat dog. Some 62% of the same age group said they regard dogs as pets, not food. Many young South Koreans now believe that those who eat dog are an anachronism. Attitudes are changing. It is important to remember these facts before making generalizations regarding all South Koreans, as many are actually opposed to the dog meat industry.

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BREAKING ANIMAL RIGHTS FOR HUMAN PROFIT

Animal rights teach us that certain things are wrong as a matter of principle, that there are some things that it is morally wrong to do to animals. Animal rights is the idea that some or all nonhuman animals are entitled to the possession of their own lives, and that their most basic interests-such as an interest in not suffering- should be afforded the same consideration as the similar interests of human beings. Advocates oppose the assignment of moral value and fundamental protections on the basis of species membership alone-an idea known since 1970 as speciesism, when the term was coined by Richard D. Ryder – arguing that it is a prejudice as irrational as any other. They agree for the most part that animals should no longer be viewed as property, or used as food, clothing, research subjects, or entertainment. [1]

Accepting the doctrine of animal rights means:

- No experiments on animals
- No breeding and killing animals for food or clothes or medicine
- No use of animals for hard labor
- No selective breeding for any reason other than the benefit of the animal
- No hunting
- No zoos or use of animals in entertainment

Nowadays the rights of animals are broken in many different ways, but especially rude and inhuman is when people do it for their profit. Especially profitable is pet-trade industry. A well-kept secret of the pet-trade industry are puppy mills. They supply animals to pet stores and purebred enthusiasts without any concern for the millions of animals who will die in animal shelters as a result. It's standard practice for puppy mills to keep animals in cramped, crude, and filthy conditions without proper veterinary care or socialization. Undercover investigations of puppy mills have revealed that dogs often had no bedding or protection from the cold or heat and no regular veterinary care even when they were ill. Health conditions such as crusty, oozing eyes, raging ear infections, mange that turned their skin into a mass of red scabs, and abscessed feet from the unforgiving wire floors all were ignored or inadequately treated. Investigators have observed dogs circling frantically in their small cages and pacing ceaselessly back and forth, oblivious to anything around them-their only way of coping with despair. Since puppy mills breed dogs for quantity, not quality, genetic defects are rampant. These can include physical problems that require costly veterinary treatment as well as personality disorders that often frustrate guardians into abandoning their dogs. With millions of unwanted dogs and cats (including purebreds) dying every year in animal shelters, there is simply no reason for animals to be bred and sold for the pet-shop trade. Without these stores, the financial incentive for puppy mills would disappear, and the suffering of these dogs would end.

Using animals in circus performances is also a kind of animal cruelty and abuse which is also profitable for the people who do it, as bears, elephants, tigers, and other animals do not voluntarily ride bicycles, stand on their heads, balance on balls, or jump

through rings of fire. They don't perform these and other difficult tricks because they want to; they perform them because they're afraid of what will happen if they don't.

For animals in circuses, there is no such thing as “positive reinforcement” – only varying degrees of punishment and deprivation. To force them to perform these meaningless and physically uncomfortable tricks, trainers use whips, tight collars, muzzles, electric prods, bullhooks, and other painful tools of the trade. In the Ringling Bros. circus, elephants are beaten, hit, poked, prodded, and jabbed with sharp hooks, sometimes until bloody. Ringling breaks the spirit of elephants when they're vulnerable babies who should still be with their mothers. Unsuspecting parents planning a family trip to the circus don't know about the violent training sessions with ropes, bullhooks, and electric shock prods that elephants endure. Heartbreaking photos reveal how Ringling Bros. circus trainers cruelly force baby elephants to learn tricks, and it's not through a reward system, as they claim. [2]

Animal-Free Circuses can be solution of the above mentioned problem. Because of concerns about animal mistreatment and public safety, a growing number of communities are banning or restricting the use of animals in circuses. We applaud trapeze artists, jugglers, clowns, tightrope walkers, and acrobats, but let's leave animals in peace. The Latest Shows on Earth – Cirque du Soleil, the New Pickle Family Circus, Cirque Eloise, and others – are exciting and innovative circuses that dazzle audiences without animal acts.

Using the animals' fur for fashion industry or for other purposes is especially inhuman kind of profit. Whether it came from an animal on a fur farm or one who was trapped in the wild, every fur coat, trinket, and bit of trim caused an animal tremendous suffering – and took away a life.

Animals on fur farms spend their entire lives confined to cramped, filthy wire cages. Fur farmers use the cheapest and cruelest killing methods available, including suffocation, electrocution, gas, and poison.

More than half the fur in the U.S. comes from China, where millions of dogs and cats are bludgeoned, hanged, bled to death, and often skinned alive for their fur. Chinese fur is often deliberately mislabeled, so if you wear any fur, there's no way of knowing for sure whose skin you're in. Animals who are trapped in the wild can suffer for days from blood loss, shock, dehydration, frostbite, gangrene, and attacks by predators. They may be caught in steel-jaw traps that slam down on their legs, often cutting to the bone; conifer traps, which crush their necks with 90 pounds of pressure per square inch; or water-set traps, which leave beavers, muskrats, and other animals struggling for more than nine agonizing minutes before drowning. During the annual Canadian seal slaughter, tens of thousands of baby harp seals are shot or repeatedly bludgeoned with clubs tipped with metal hooks. Also in Canada, hundreds of black bears are shot at point-blank range or caught in traps and left to suffer for days so that their skins can be used to make the ceremonial hats worn by Queen Elizabeth II's Five Guards' Regiments. Luckily, there is no need to be cruel to stay warm and look cool. Cruelty-free fabrics and faux furs are available in stores everywhere, and PETA continues to work with designers and clothing retailers to encourage them to use and sell only animal-friendly fabrics. [4]

Animal rights are also broken when they are used for scientific purpose, especially for testing cosmetics on animals. This form of animal testing, intended to ensure the safety and hypoallergenic properties of the products for use by humans.

Because of the harm done to the animal subjects, this testing is opposed by animal rights activists and others, and is banned in the European Union. As hard as it is to believe, some personal care and cleaning product companies still conduct cruel, unnecessary experiments on animals. Huge multiproduct manufacturers, including Unilever, SC Johnson and Johnson & Johnson, driven by a fear of lawsuits (though animal tests have not proved effective in a company's defense when a consumer sues) and, inexplicably, frozen by inertia, continue to poison, burn, and blind animals in tests. Product testing is commonly performed on animals to measure the levels of skin irritancy, eye tissue damage, and toxicity caused by various substances used in the manufacture of cosmetics. In the Draize test, caustic substances are placed in the eyes of conscious rabbits to evaluate damage to sensitive eye tissues. This is extremely painful for the rabbits, who often scream when the substances are applied and sometimes break their necks or backs trying to escape the restraints. Lethal Dosage (LD) tests are used to determine the amount of a substance that will kill a predetermined ratio of animals. For example, in the LD50 test, subjects are forced to ingest poisonous substances (through stomach tubes, vapor spray inhalers or injection) until half of them die. Common reactions to LD tests include convulsions, vomiting, paralysis and bleeding from the eyes, nose, mouth or rectum. [3]

Not only is animal testing inhumane; it is inherently inaccurate. For example, LD tests do not measure human health hazards, but only determine how toxic the product is to the type of animal it was tested on. Test results cannot be extrapolated from a mouse to a rat, let alone from a rat to a human. Each species reacts differently to various substances. Moreover, LD test results can be affected by the age and sex of the animals tested their housing and nutritional conditions and how the compound is administered. The best way to stop companies from using animals is to refuse to purchase their products and to write and tell them why you won't be applying their eye shadow, cleaning your clothes with their detergent, or washing your child's hair with their shampoo.

Fortunately there are some organizations, supporting those who fight for animal rights, one of them is PETA. People for the Ethical Treatment of Animals (PETA) are the largest animal rights organization in the world, with more than 3 million members and supporters PETA works through public education, cruelty investigations, research, animal rescue, legislation, special events, celebrity involvement, and protest campaigns.

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ДЕФИЦИТ ВОДЫ В ЙЕМЕНЕ: ПРОБЛЕМА И ПУТИ РЕШЕНИЯ

Исследования ООН показывают, что к 2025 году 30 (!) наций планеты будут испытывать водный дефицит (против 20 в 1990 году). 18 из них придется на Ближний Восток и Северную Африку.

Так, согласно отчету Центра стратегических и международных исследований (Вашингтон) за декабрь 2010 г., подземные воды в бассейне столицы Йемена Саны настолько истощены, что местные жители вынуждены использовать нефтедобывающее оборудование, чтобы хоть как-то продлить срок эксплуатации скважин, глубина которых местами достигает одного километра. Уровень подземных вод ежегодно снижается на 4-6 м, но есть места, где эта цифра возрастает до 10-30 м. Колодцы частного пользования полностью исчезли, перестали функционировать и многие общественные колодцы. Вода для населения Саны добывается в основном частными компаниями из скважин за пределами города и транспортируется к месту назначения грузовиками. Еще большую нехватку воды испытывают йеменцы, проживающие в сельской местности, где на поиски действующего колодца жители порой вынуждены затрачивать по несколько часов.

Нехватка воды в конечном итоге приводит к тому, что сельские жители переезжают в города, где вода более доступна. Значительное увеличение населения столицы способствует росту его конфликтного потенциала, который может вызвать серьезный кризис, особенно в случае окончательного истощения скважин, прогнозируемого экспертами на 2017 г. В таком случае йеменцам ничего не останется, как сначала перебраться в другие города страны, а потом и мигрировать в соседние аравийские монархии, для которых Йемен с его хронической бедностью, повстанцами-зейдитами и боевиками «Аль-Каиды» давно является проблемным соседом.

Известный доктор Лия Зигхарт довольно однозначно оценивает проблему как катастрофическую. При этом данную проблему она связывает не только с территориальным расположением страны, но и вероисповеданием большинства населения. Дело в том, что верующие мусульмане приходят молиться в мечеть пять раз в день, а перед молитвой необходимо совершить ритуал омовения. «Вода течет практически непрерывно. В то же время, это вода очень высокого качества, поскольку религия не позволяет использовать мыло для омовения», – говорит доктор Лия Зигхарт. Однако при общем дефиците вода, используемая в

этом ритуале, считается оскверненной и попросту стекает в канализационную систему, что еще больше осложняет проблему нехватки воды в стране.

В рамках предложенного доктором Лией Зигхарт проекта вода, использованная для ритуала омовения, будет собираться, очищаться и использоваться для орошения земель, расположенных возле мечетей, где произрастают сельскохозяйственные культуры. По мнению Зигхарт, в Йемене огромное число мечетей, только официально зарегистрированных насчитывается около 75000. В среднем мечеть посещают около пятисот человек в день, если вода из мечетей будет использоваться для орошения, можно будет обеспечить ирригацию дополнительно семнадцати процентов сельскохозяйственных площадей. Идея повторного использования потребляемой мечетями воды уже получила поддержку общества.

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ПРОБЛЕМА ТЕРРОРИЗМА В ЙЕМЕНЕ

С момента своего создания в 2009 году Аль-Каида на Аравийском полуострове (АКАП) постепенно стала гибкой и смертоносной организацией значительного масштаба. В настоящее время в Йемене она процветает, потому что в этой стране очень много других экономических, политических и других проблем.

Аль-Каида и вдохновляемые ею организации обретают прибежище в районах Йемена, в которых не установлено надлежащее управление. В связи с ухудшающейся безопасностью для террористических организаций складываются практически идеальные условия для ведения различного рода действий и подготовки операций внутри страны и за ее пределами. Именно присутствие Аль-Каида на Аравийском полуострове (АКАП) вновь приковало внимание всего мира к Йемену.

В течение всего прошлого года Йемен был для всего мира проблемой безопасности, уступающей по значимости только Афганистану и Пакистану.

Так, совсем недавно американские официальные лица заявили в «Нью-Йорк Таймс» и «Вашингтон Пост», что базирующаяся в Йемене АКАП может представлять большую угрозу международной безопасности, чем центральное отделение Аль-Каиды, которое, как предполагается, скрывается в Пакистане.

Терроризм и экстремизм Йемена известен давно. Большое число йеменцев, придерживающихся консервативных религиозных и общественных взглядов, боролись с советской оккупацией в Афганистане в 80-е годы. По окончании конфликта многие из числа так называемых «арабо-афганцев» перебрались в Йемен, включая тех, кто не являлся йеменцем и не мог вернуться в свою страну.

Свои первые удары по американским объектам Аль-Каида нанесла в Йемене почти 20 лет назад. В декабре 1992 года было совершено нападение на две гостиницы в Адене, в которых разместились американские военнослужащие, следовавшие в Сомали, в результате чего были убиты двое случайных прохожих. Восемь лет спустя, в октябре 2000 года, 17 моряков погибли в результате нападения на корабль ВМС США «Коул» в Аденском порту. Аналогичному нападению практически ровно два года спустя подвергся французский танкер «Лимбург», что привело к гибели людей и потере 90000 тонн сырой нефти.

Несмотря на первоначальные успехи в области борьбы с терроризмом и Аль-Каидой в Йемене после терактов 11 сентября, организация вновь набрала мощь. По оценке аналитиков, этому способствовали несколько факторов, в том числе: сложности и недоверие в двусторонних отношениях между США и Йеменом, радикализация в результате войны в Афганистане и в Ираке. Ситуацию усугубили ухудшающиеся экономические и социальные условия в Йемене, а также тот факт, что сотрудничество правительства Йемена с США в контртеррористической сфере ослабило его легитимность в глазах населения страны.

В последние годы число террористических атак в Йемене значительно выросло. В июле 2007 года на месте проведения археологических раскопок в Марибе в результате взрыва подложенной в автомобиль бомбы погибли восемь испанских туристов и местный шофер. В январе 2008 года в Гадрамуте, в восточной части Йемена, были застрелены два бельгийских туриста. Весной 2008 года было совершено несколько нападений в столице Сана, в частности, минометному обстрелу подверглось посольство США, западный жилой район, посольство Италии и Таможенная служба Йемена. Согласно сообщениям, в этот же период в Сане произошли теракты в офисе западной нефтяной компании и ресторане, посещаемом гражданами западных стран. В сентябре 2008 года был совершен очередной теракт против посольства США в Сане. В результате взрыва двух автомобилей погибли десять человек, в том числе шесть йеменских сотрудников безопасности, хотя нападавшим не удалось проникнуть за внешнюю ограду посольства. Тот факт, что насилие перекинулось на столицу, означает, что ситуация существенно ухудшилась. До этого считалось, что уровень безопасности в Сане не допустит подобных действий.

В 2008 году в связи с улучшением положения дел с безопасностью в Саудовской Аравии Аль-Каида порекомендовала своим боевикам перебираться из этого королевства в Йемен. В январе 2009 года был выпущен видеоролик, объявивший о слиянии саудовского и йеменского филиалов Аль-Каиды. В состав получившей новое название организации «Аль-Каида на Аравийском полуострове» вошли граждане Йемена, а также значительное число разыскиваемых саудовских экстремистов. Считалось, что в момент слияния около 30 процентов наиболее опасных и разыскиваемых террористов из Саудовской Аравии находились в Йемене, включая 11 террористов,

вернувшихся из тюрьмы в Гуантанамо (с тех пор четверо из них были убиты или пойманы).

В течение 2009 года нападения участились. В феврале в Гадрамуте в результате теракта смертника погибли четверо южно-корейских туристов, а в Сане был совершен теракт еще одним смертником против направлявшейся в аэропорт колонны автомобилей с родственниками погибших южнокорейских туристов. В апреле власти Саудовской Аравии объявили о поимке 11 боевиков, проникших на ее территорию из Йемена. Как утверждалось, при себе у них имелись детали для изготовления более 30 поясов смертников. Это стало первым конкретным признаком того, что нестабильность в Йемене представляет угрозу безопасности Саудовской Аравии.

Вскоре после этого нападения АКАП смело заявила об изобретении нового взрывчатого соединения, которое невозможно обнаружить, и о своем намерении применить его в ближайшее время. В Рождество то же самое химическое соединение и аналогичная схема нападения были применены во время операции на рейсе 253 авиакомпании Northwest. Ответственность за нападение взяла АКАП.

Неудавшаяся попытка взорвать самолет Northwest существенна: это первая операция Аль-Каиды, которая проводилась с целью нанесения удара по объекту на территории Америки и которая не была задумана в Южной Азии. Она также продемонстрировала, что Йемен стал новым прибежищем, в котором примкнувшие и состоящие в Аль-Каиде экстремисты могут готовить заговоры, планировать, вести учебную подготовку и проводить операции на территории Йемена, в регионе и в мире.

Траектория АКАП явно свидетельствует о растущей способности этой организации к подготовке смертоносных операций внутри Йемена, направленных на региональном уровне против Саудовской Аравии, а на международном уровне – против США и их европейских союзников. За последние несколько лет АКАП четко обозначила свои намерения и стремилась выполнить свои угрозы. Организация научилась на ошибках, допущенных ею в Саудовской Аравии, и постоянно стремится повышать свою жизнеспособность в Йемене, избегая широкомасштабных нападений с большим числом жертв. Основными объектами нападений по-прежнему являются иностранцы и туристы, энергетическая инфраструктура и преследующие ее государственные службы безопасности.

Несомненно, в Йемене существует насущная необходимость в противодействии терроризму, однако необходимо придерживаться более широкого подхода, чем просто операции по уничтожению или поимке террористов. Обеспечение безопасности в краткосрочной перспективе и незамедлительные контртеррористические операции необходимы современному Йемену для того, чтобы избежать краха. Необходим комплексный и всеобъемлющий подход к решению проблем угрозы терроризма, который учитывает коренные причины нестабильности как в стране, так и в регионе в целом.

WECHSELBEZIEHUNGEN ZWISCHEN POLITISCHER KRISE IN RUSSLAND UND EXTREMISTISCHER STIMMUNGEN IM JUGENDMILIEU

Die inneren Krisenerscheinungen, die von der disproportionalen Verteilung des nationalen Reichtums, der sozialen Ungerechtigkeit, den Fehlern der Behörden in der Kombination mit der äußerlichen Einwirkung seitens der hochentwickelten Länder begleitet werden, bilden eine besondere Situation der chronischen politischen Instabilität auf eine lange Zeit.

Die Hauptkomponenten der Krisenumgebung können den Ausgang der realen Ereignisse beeinflussen. Die Gründe ihrer Aktivierung können verschiedene Ereignisse werden. Jedoch treten die Handlungen der Behörden, die Handlungen der extremistischen Kräfte und das Vorhandensein der äußerlichen Stimuli als die wahrscheinlichsten Katalysatoren gewöhnlich auf. In diesem Zusammenhang gewinnt eine besondere Bedeutung Eigenschaft und Fähigkeit der Behörden zur staatlichen Verwaltung, d.h. die politische Führung. Zwecks der Neutralisation der extremistischen Drohung verwendet die Macht das typische Maßnahmenpaket: Durchführung der Reformen, Sozialisierung der Bevölkerung und Vervollkommnung der Formen und Methoden des Kampfes gegen die Opposition.

Die extremistische Bewegung als Deviationstyp stellt das komplizierte sozialpolitische Phänomen dar, das zur Selbstentwicklung neigt. Sein Erscheinen ist durch eine Reihe von den sozialökonomischen und soziokulturellen untereinander eng zusammenwirkenden Faktoren bedingt. Gleichzeitig behindert das Fehlen eines oder mehrerer dieser Faktoren die Ausweitung extremistischer Stimmungen wesentlich und verringert die Einwirkung extremistischer Ideologie auf die nationale Mentalität und soziokulturelle Tätigkeit. So ist es zum Beispiel schwierig, die Tätigkeit der Banden in Tschetschenien unter solche Klassifikation zuzuführen. Die Ideologie einiger ausländischer extremistischer Organisationen schließt in sich Elemente sowohl linksradikaler, pseudomarxistischer Theorien als auch ultranationalistischer Konzeptionen ein [1, S.63].

Es sei bemerkt, dass heutzutage in Russland ein Teil extremistischer Haufen die nicht organisierte Jugend einbezieht. Fehlen der Beschäftigung mit öffentlich-nützlicher Arbeit, Nichtteilnahme an der aktiven erzieherischen Arbeit beeinflussten einen grossen Anteil dieser sozialen Gruppe am organisierten System des politischen Extremismus. Infolge der ungenügenden Lebenserfahrung, des schlechten Verständnisses für die Besonderheiten des politischen Kampfes, der rechtlichen Unwissenheit wird diese Bevölkerungsgruppe zu einem blinden Vollzieher der Weisungen der erfahrenen Extremisten. Gerade diese Bevölkerungsgruppe greift meistens äußerst gewaltsam auf die Verfassungsrechte anderer Bürger ein. Verschlechterung der materiellen Lage der sozial Schwachen bei der unveränderlichen Politik der Landesführung kann zur sozialen Explosion führen.

Die Organisierte Kriminalität gewinnt für sich die Jugend geschickt vor allem dadurch, dass sie jene sozialen und Wirtschaftsfunktionen oft übernimmt, auf die der Staat verzichtet hat. Die von der Organisierten Kriminalität künstlich geschaffenen offiziellen kommerziellen Strukturen gewährleisten den Arbeitnehmern, den Klein- und Mittelunternehmern reale Wirtschafts- und soziale Präferenzen, z.B. Darlehen, Kredite, Verdienst, Arbeitsplätze (ca. 400 Tausend junge Leute arbeiten zum Beispiel heute nur als Wachpersonal). 40% Jugendliche sind davon überzeugt, dass in Russland heute Macht, Geschäft und Kriminalität verwachsen sind und auf dieser Grundlage die neue russische Elite entstanden ist. Das Vertrauen zu den Machtorganen der Rechtsprechung sei ernst gesprengt, die nach Meinung des bedeutenden Teils der Jugendlichen (53 %) in der Korruption versumpft seien. Das alles bewirkt die junge Generation sieht negativ [2, S.126-131]. Andere Forschungen bestätigen, dass in der Veränderung der sozialen Lage und des Motivationsbereichs des Bewusstseins der Jugendlichen objektive Veränderungen in der Gesellschaft eine bedeutende Rolle spielen [3, S.17].

Die Gesellschaftsgefährlichkeit der potentiellen Persönlichkeit des Extremisten ist durch die folgenden psychophysischen, sozial bedeutsamen Eigenschaften bedingt: Aggressivität; Grausamkeit; Kaltblütigkeit; Rachsucht; Frechheit; Sadismus; Sparsamkeit; Verschlossenheit; erhöhtes impulsives Verhalten; Ausnahmezynismus, Selbstsucht und Maximalismus; Angst; Erbitterung; Unausgeglichenheit; niedrige Erfolgsmotivation; gesenkter Optimismus in Bezug auf das Leben als höchster Menschenwert; Hass und Zorn in Bezug auf die Menschen, die die extremistischen Ideen nicht teilen; Gleichgültigkeit, Verachtung und Unfähigkeit zum Mitleid mit den Menschen; Verzicht auf allgemein gültige gesellschaftliche soziale Rechtsnormen; Verlust der zwischenmenschlichen Kontakte mit der Gesellschaft; Auswechslung der Werte; blinder Glaube an die Richtigkeit der extremistischen Ideologie; ständige Bereitschaft zur Selbstaufopferung; Neigung zum suizidalen Verhalten; Fanatismus; Streben nach Selbstbehauptung und Autoritätsgewinnung; äusserste Unduldsamkeit fremder Kulturen, Glauben und Meinungen; Neigung zu Konflikten, Extremsituationen, scharfen Emotionen, unvoraussagbaren Handlungen, erhöhtem Verhaltensrisiko usw. [4, S.21].

Die Gefahr des modernen russischen Extremismus besteht nicht nur in der Destabilisierung der sozialpolitischen Situation im Lande, der Einbeziehung der Menschen in die verbrecherische extremistische Tätigkeit, sondern auch in der negativen Einwirkung auf ihre Persönlichkeit, in der Herausbildung der moralisch und weltanschaulich degradierten Persönlichkeit. Deshalb ist es unter gegenwärtigen Bedingungen unmöglich, dem Extremismus wirksam entgegenzuwirken ohne Berücksichtigung, Analyse und Verallgemeinerung der Daten über die Persönlichkeit des Extremisten, seine Innenwelt, moralisch-psychologische und persönliche Eigenschaften, Besonderheiten ihrer Bildung im Laufe des Lebens, Bedingungen und Faktoren, die die Auswahl des extremistischen Weges voraussetzen.

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KRIMINALEINFLUSS AUF DIE SOZIALISIERUNG DER JUGENDLICHEN VON KOMMUNIKATION, INFORMATION UND WISSEN

Rechte und Freiheiten eines Menschen und Bürgers sollen nicht von Rechten und Freiheiten der anderen Menschen verletzt sein.

Russlands Grundgesetz stellt fest, dass die Handlungen einer Person die Rechte und Freiheiten der anderen nicht verletzen sollen. Aber in jeder Ecke der Welt gibt es ein kriminelles Umfeld, das die Entwicklung der Gesellschaft und die Sozialisierung der Jugendlichen beeinflusst. Ein junger Mann mit unsicheren sittlichen Wertorientierungen ist „eine leichte Gewinnung“ für die Kriminalwelt.

Solche Eigenschaften wie Anständigkeit, Ehrlichkeit, Intelligenz, Ausbildung, kulturelle Erziehung sind nicht nur unangesehen, sondern auch von vielen jungen Menschen verachtet. Massenmedien üben einen großen Einfluss auf Bewusstsein der Jugend in erster Linie mittels des Überflusses von Gewalt, Alkohol und Drogen aus. So hat die Kriminalität die Sozialisierung der jungen Männer verändert.

Der Einfluss und Druck der kulturellen Kriminalwelt auf die Sozialisierung der Jugendlichen mit Hilfe von Massenmedien deformiert Wertorientierungen, was zu der Senkung der Schwelle der Unduldsamkeit in der Kriminalität führt. Es wird der Rand zwischen dem Unmoralischen und Kriminellen gewaschen. Heutzutage hat ein Verbrechen eine große Bedeutung in der Sozialisierung der jüngeren Generation. Es führt zur sozialen Aggression, die später auf Teil VII des Strafgesetzbuches übergeht und strafrechtliche Haftung veranlassen kann. es zerstört das Leben des Menschen und sein Teilnehmen am Verbrechen wird immer öfter. Die jungen Menschen leben jetzt den sogenannten „ihren Konzepten“ nach, sie lehnen historische Traditionen und Lebensnormen ab.

Die Jugendkriminalität in Russland ist in den vergangenen zehn Jahren sechsmal schneller gewachsen als die Gesamtzahl der Altersklasse. In den vergangenen fünf Jahren ist die Zahl der Verbrechen, die von den Jugendlichen begangen wurden, fast um 2% gestiegen.

Die meisten Verbrechen sind Straftaten gegen Eigentum (Diebstahl, Betrug, Raub, absichtliche und boshafte Beschädigung fremden Eigentums). Etwa 11% sind die Straftaten gegen öffentliche Sicherheit und Gesundheit der Bevölkerung (Rowdytum, illegaler Drogenhandel, unbefugter Waffenbesitz).

Die Sozialisierung der Jugendlichen in der heutigen Gesellschaft ist mit drei Faktoren verbunden:

1) Veränderung (Zerstörung) des Wertesystems. In dieser Situation kann die ältere Generation die Jugend auf neue Lebensbedingungen nicht vorbereiten.

2) Veränderung der sozialen Gesellschaftsstruktur.

3) Schwächung der formalen und informellen Sozialkontrolle.

Wie es oben erwähnt wurde, beeinflusst die Kriminalwelt die Sozialisierung einer Person mit Hilfe der Massenmedien. Dieses aktuelle Problem ist ein zentrales Thema der modernen Gesellschaft. Bestimmte Maßregeln sollen gegen die Vereinigung der Kriminalität mit der Jugend ergriffen werden.

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YOUTH AND MODERN LABOUR MARKET OF KAZAKHSTAN

"Youth" is the social and demographic group allocated on the basis of features caused by age of a social standing of young people, their place and functions in social structure of society, their specific interests and values.

By all means, youth as the social group has the features. Often they are connected to difficulties of adaptation to modern social and economic conditions: with professional and social self-determination, employment, housing discrepancies etc.

As of January 1, 2012 year the total number of youth in Kazakhstan made 4 436 210 people, that is 27% from the total number of the population of the country [2]. Significant specific weight of category of the young does it responsible and in many respects by the reformatory force upon which the authorities rest hopes, but do not support with the corresponding support. While to these problems prefer to react various initiations of bills on development of the public youth policy, actions without result and attraction of youth to various public actions as the mobilizing force. Thus, the youth remains object, instead of the subject in a political system of the country.

There is a number of the problems interfering full work of youth:

- development of the received specialty in practice is interfered also by that without experience the employer usually takes the young graduate with a reluctance. The requirement of obligatory experience forces the student already from a first year of university to reflect on the beginning of labor activity;

- lack of possibility of passing of full, high-quality work practice, in particular, among technical specialties. Thus, acquired qualification and theoretical knowledge do not meet the requirements of real time;

- initial discrepancy of professional education with modern requirements of a labor market: the increasing share of the unemployed is made by young people with the higher education who work as a result not by profession;

- absence of uniform information base about a condition of a labor market in the country that complicates an objective assessment of requirement for experts;

- lack of effective mechanisms of the state support of youth policy. There is no the service coordinating work on vocational guidance, youth relief action in professional self-determination taking into account requirements of national economy;

- fast change of an environment on a labor market which, in turn strengthens/reduces motivation in a choice of this or that profession. Thus, students seek to master that profession which will be able potentially to bring in them the bigger income, instead of that which is pleasant;

- not demand of many experts who have got an education abroad. Practice shows that the most part of the deplumed graduates or is compelled to work not in the specialty, as occurs now, or is retrained and receives more demanded specialty;

- discrimination on a labor market. Influence of a personal factor, use of communications at the employment, often interfering impartial selection of the candidate for a vacant place;

- the low education level of students reducing to them level of trust.

Efficiency of the person depends on set of the numerous social and economic factors influencing today employment of youth:

- existence is market the focused education at youth;

- aspiration to training, to receiving experience;

- creative thinking;

- increase in demand on a labor market;

- support from the state;

- vigorous activity of youth NGO.

The listed factors are advantage of young specialists which needs to be developed forces, both the youth, and the employer, the state, society as a whole. Official statistical data show unprecedented indicators on the success. If to trust the provided data, level of youth unemployment in the 3rd quarter 2012 made only 3,8% that is 1,4 times lower than the general level of unemployment on the republic. Young people are taken into account at the age of 15-24 years. It is interesting that according to the law "About the Public Youth Policy in RK" which defines age of youth from 15 to 28 years, the level of unemployment is comparable with all-republican and makes 5,2% [1]. But thus the share of hired workers makes 58,2%. Other part is carried in category self-busy which makes 41,8% (fig. 1).



Figure 1 – Level of unemployment in 2010-2012gg. in the Republic of Kazakhstan (as a percentage).

In Kazakhstan it is necessary to create all necessary conditions for receiving by the Kazakhstan youth of better vocational training and through it more their adequate adaptation on a labor market.

And in the conclusion a jota to offer the following: for further development of the sphere of employment of youth it is necessary:

- to conduct special researches on labor market studying
- to develop communications between basic educational institutions and the enterprises;
- to develop system of the social services promoting providing youth employment (youth employment agencies, fair, etc.).

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CROSS-CULTURAL DIALOGUE AS A MEANS OF FORMING A TOLERANT PERSON

“Tolerance, inter-cultural dialogue and respect for diversity are more essential than ever in a world where people are becoming more and more closely interconnected.”

Kofi Annan, Former Secretary –
General of the United Nations

Bashkortostan is a multinational republic. The tree main national groups are Bashkirs, Russians and Tatars. Ukrainians, Chuvashes, Kazakhs, Byelorussians, Maris, Udmurts, Germans and others live in Bashkortostan. All in all, more than 100 nationalities live in my republic. On these conditions the problem of forming a tolerant person is becoming more urgent.

It’s no secret that today's educational lebensraum is rapidly becoming vast, as our environment expands to include numerous cultures. What can be difficult, however, understands how to communicate effectively with individuals, who speak another language and have different culture. Cross-Cultural Communication is the new form for modern people.

I am a teacher and every day I meet my pupils of different nationalities, who speak different languages, practice different religions, or are members of a society that requires a new understanding, so I need to take into account it. We must be mindful of

cultural differences and work to keep everyone involved aware and respectful of such differences.

Teaching foreign languages is one of the ways of bringing up tolerance, mutual communication, common understanding and respect regardless of race, nationality and religion. Exactly so I understand the aim of my work with pupils in the experimental plot "Cross-cultural education in multinational school". Three foreign languages are taught in Gymnasium № 1. Also the pupils learn Russian and such native languages as Bashkir and Tatar. A dialogue is one of the main methods of teaching foreign languages. So, in social life the dialogue between different cultures, religions and opinions is very important nowadays. With the view of forming sociocultural competence and teaching foreign languages, we solve not only traditional tasks, but we bring our pupils into the world of other countries and familiarize them with the life of children around the world. Doing thematic tasks at the lessons, children learn cross-cultural communication and get basic notions closely connected with diversity in the world. Role games and dialogues, where pupils play different social parts, solve problems of communications in various situations. Knowledge of foreign languages is classified as a component of common culture, by the use of it person enjoys world culture. At the same time cross-cultural dialogue will be possible on the basis of your own national culture and native language. It's interesting for children to learn their neighborhood, write compositions "My native land", "My republic", "My school", "The weather in Bashkortostan", "Bashkir holidays" etc. This creative work helps pupils to participate in cross-cultural communication and to become true citizens of their country and rightful inhabitants of our planet.

As all teachers, I can have a profound influence over how our pupils react to a variety of cultures, ethnicities or disabilities because we are their primary role models. Our pupils will look to us for guidance. Teaching children from an early age to ask questions rather than judge when they see something that looks different is a great way to encourage curiosity. Trying to answer their questions with facts, rather than judgments of your own is also a great way to help them embrace diversity. So, when they ask "Why has that little girl such strange name Rashida?" – I try to explain!

We must teach our children from an early age to ask questions rather than judge when they see something that looks different. We must be honest with our children about the differences that exist between people and groups. I tell my pupils about how people celebrate different holidays, religions, and other traditions. Children won't be comfortable with difference if they never experience it. We expose our pupils to food, languages, and cultural festivals from cultures in our republic and around the world. When possible, we enroll them in a school or other activities that include a mix of children from various ages, religions and socio-economic backgrounds. So, Gymnasium №1 has a good tradition to carry out school cultural events in five languages: Russian, Bashkir, English, German and French. They have a great educational value: children learn to live in tolerant society, collaborate with each other, understand and respect different cultures.

We mustn't forget about a wealth of children's literature that addresses multicultural and tolerance themes. Such books, as "The Summer of the Swans" by Betsy Byars, "To Kill a Mockingbird" by Harper Lee, "From Anna" by Jean Little, teach children to be tolerant discussing the characters of the books.

"We didn't all come over on the same ship, but we're all in the same boat." American financier and statesman Bernard Baruch said. When dealing with people in a different culture, courtesy and goodwill can also go a long way in ensuring successful communication.

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THE LEGAL STATUS OF THE EMBRYO IN RELATIONS OF SURROGATE MOTHERHOOD

Today extracorporal fertilization, or test-tube fertilization, is called one of the most effective methods to solve the problem of infertility. Although there is a necessity to develop this branch of medicine, it is undoubtedly important to achieve legal certainty in this sphere. For a long time scientists have been contending the fact that it is necessary to introduce a special law, which can regulate the legal relationship among a surrogate mother, genetical parents and other parties of the surrogate motherhood contract, as well as the child born in such a way [1].

The institution of surrogate motherhood is not sufficiently regulated by the legislation of the Republic of Belarus; therefore it is impossible to relate it to one or another kind of contracts. The most difficult issue in the identification of the contract under consideration is the definition of its subject and legal result on the achievement of which the will of the parties is directed. It is meant that the result of the contract is the child born by a surrogate mother. According to the civil law, the child, who is an individual person, can't be the object of any contractual relations. Therefore in the current circumstances the most reasonable solution will be the application of legal fiction, according to which the object of the surrogate motherhood contract is the embryo that subsequently develops in a fetus. However, even the recognition of the embryo as a direct object of the contract isn't an absolute panacea. There is a divergence in understanding of the legal status of the embryo in science. According to one of the points of view, the embryo is already the beginning of a new life, which means that it can't belong to anybody or be the object of any contract.

From the religious point of view we can assert that the embryo represents the absolute value, it has the right to live from the moment of conception and should be provided with protection from the state at any stage of development. This position finds its expression in a whole number of the international documents, which proclaim the sanctity of human life from the moment of conception.

The second approach to understanding this issue considers it only as the beginning of a new life, but not as a mature person, therefore, it has no independent existence, and its destiny completely depends on the will of the people who have given genetic material for its creation [2]

Referring to the Ethical Standards of the American fertilization society, the following is stated: «the embryo can't be considered as a person because it hasn't yet developed all the features of an individual, and it may never realize its biological potential». But if we follow this logic a newborn child isn't also a person because it is not an individual in the full sense of this word and because it is subject to the special vulnerability, it can die at any moment not having realized his human potential [3].

It is necessary to admit that from the point of view of law it is a rather difficult object for identification. After appealing to the world-scale judiciary practice it is obvious that courts, according to a general rule, refuse to recognize the right of property on embryos under the fact that the latter represent the beginning of a new human life. Accordingly, the people participating in creation of embryos by granting their genetic material can have only limited rights concerning the possibility of further implantation of embryos [3].

Thus, the declared noble principles concerning the sanctity of human life from the moment of conception, as a rule, remain only on paper. To some extent the rights of an embryo for life and birth are protected by the current legislation of Germany, France, Italy, the legislation of our country. There were also such incidents in the USA, when the embryo became the subject of the controversy over ownership connected with divorce and division of property [1].

In the Republic of Belarus deputies intend to legalize the rights of embryos and surrogate mothers. They will be detailed in a new bill concerning auxiliary reproductive technologies and guarantees of the citizens' rights during their implementation.

The effective law principles of the Belarusian legislation, which regulate the legal relations arising when using methods of artificial reproduction, are fragmentary, materially disputable and deal only with certain aspects of the problem.

The law «About public health services» from 18th June, 1993 №2435-XII defines the concepts of extracorporal fertilization (further – IVF), sterilizations, but the rights of an embryo, surrogate mothers and genetical parents aren't mentioned, there are no concepts of donors of genetic material. Moreover, the problems, which have ripened in the sphere of IVF application, surrogate motherhood over the last 10 years, have begun to be applied in law proceedings. For example, when a woman applies to court to get alimony from the man who under her request has become the donor of genetic material, and the man appears to be guilty.

This law should reflect the legal and ethical status of an embryo, the legal and moral status of artificial insemination, legitimacy of freezing of an embryo (cryopreservation), ovums, spermatozoons, the terms of their storage and use for recipients, the rights and duties of donors of sex cells, legal and ethical peculiarities of surrogate motherhood. One of the main tasks while working out the bill is to create an appropriate legal regime for realization of human rights in using methods of artificial reproduction in order to protect human life from the attempts of manipulation.

Moreover, the procedure of IVF itself has become accessible in recent years: today it costs 1500 dollars, which is only 500 dollars more than 15 years ago when the

average salary was 15-20 time less. In the state reproductive center «Mother and the child» the prices even lower as the state pays for work of doctors. In 2010 one attempt cost 1,1-1,2 million roubles without cost of medicine. In Belarus 4 centers provide the service of artificial insemination: two state centers (in Minsk and Gomel) and two commercial ones.

It is planned to introduce the bill in the House of Representatives in November - December, 2011 [4].

The law doesn't distinguish between children born in marriage or out of marriage. As well as there is no difference between a uterine embryo and the one in a test tube.

To sum up, we can state that human life is sacred and must be under protection of law from the moment of conception. It means it is inadmissible to destroy human embryos or to use them for the purpose of research, except for the cases when it is impossible to implant embryos or to use cryopreservation, including the cases of their non-viability or the presence of any genetic defects.

After the creation of embryos parents-customers of the reproductive programme shouldn't have the right to withdraw their consent. In case of disagreements between parents-customers of the reproductive programme concerning the destiny of their cryopreserved embryos the preference should be given to that parent, who wishes to continue the reproductive programme in order to give birth to a child. If a woman doesn't want to continue, the programme of surrogate motherhood should be used. Thus, the second parent, who doesn't want to continue the mentioned programme, is not obliged to bear the parental rights and duties towards the child who will be born in the result of its realization [5].

In order to avoid a great quantity of «surplus» embryos it is desirable to use sparing records of stimulation. Anyway, if parents-customers of the reproductive programme (one parent) don't want to continue it, the received embryos should not be destroyed, and they ought to be used for donation of other infertile couples [5].

The proposal to make amendments in article 16 of the Civil code of the Republic of Belarus (further – GK RB) will be absolutely fair. In paragraph 2 article 16 of GK RB it is stated: «Legal capacity of a citizen arises from the moment of his birth and stops at the moment of his death» [5]. It makes sense to replace the concept «from the moment of birth» to «from the moment of conception», thereby having legalized the right to live of unborn children.

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CIVIL COMPETENCE AND LEGAL CULTURE OF A PERSON

During the recent years the peculiarities of the personality development demand integrative view on the problem of citizen formation in connection with its legal efficiency. That is why it became productive to consider the civil education with relation to the competences formation. Civil education means the process of transmission of special knowledge to the students, formation of abilities and skills which serve the purpose of mastering the positive social experience and basic social competence development, such as:

- competence in the sphere of social and political activity (realization of the citizen’s rights and duties, performance of civil functions etc.);
- competence in the social and economic sphere (the analysis of one’s own professional inclinations and abilities, orientation in the sphere of market relations, in the labour legislation, acquirement of skills of labour organization, knowledge of the norms of labour and collective ethics);
- competence in the educational-cognitive activity (independent search and getting the information from different sources, ability to analyze and think critically).

It is also necessary to note that the problem of personal competence formation in general and civil competence in particular is the problem which concerns the development of the whole world educational system. Earlier, the subject of the social concern was the formation of the civil qualities in whole, but nowadays the problem of civil competence formation is put in the forefront.

In the European countries civil education is a part of school education as a separate obligatory subject or an optional subject (“Knowledge of citizenship”, “Civil relations”, “Man and society”, “Political education”). The bases of these programs are political- legal and moral knowledge that is knowledge of man and society which help the students to prepare for life in the modern society.

The basic functional purpose of the legal consciousness is in the perception, reflection and reproduction of the legal events and processes, legal principles and norms.

A.V. Malko differentiates legal culture of a person and legal culture of society.

Legal culture may be observed as a quality inherent in a person (as a subject of historical process). Every person acts as an object of cultural influences. Legal culture of a person is knowledge and understanding of law and action by order. It becomes apparent in the volume and depth of theoretical knowledge, skills and abilities to solve problems of practical behavior in the legal sphere. In other words, legal culture of a person is a person who has creative activity corresponding to progressive achievements in the legal sphere and due to this fact constant enrichment of an individual takes place. Legal culture of a person means legal erudition of a person including legal conscience, abilities and skills of using the legal norms.

Legal culture of the society is a part of its general culture; it contains cultural and material wealth related to the legal reality. It is characterized by the following factors:

- the needs for law reality;
- status of law and right in the state;
- the degree of jurisprudence and legal education development in the society.

Thus, the legal characteristic of the society is the characteristic of the society which reveals the level of legal system development: the level of legal conscience and legal activity of the society, the degree of progressiveness of the legal norms and legal activity. Being the term of guaranteeing freedom and safety of a person and person's rights legal culture of the society "oblige" the authorities to give legal significance to person's legal status.

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ПРОБЛЕМИ ВИХОВАННЯ І ОСВІТИ МОЛОДІ В УКРАЇНСЬКИХ ВУЗАХ¹

В Україні велика увага приділяється підготовці і вихованню кваліфікованих фахівців. За прогнозами ЮНЕСКО рівень національного добробуту, що відповідає світовим стандартам, досягнуть лише ті країни, працездатне населення яких на 40-60% становитимуть особи з якісним вищою освітою.

Українських викладачів хвилює ситуація, яка склалася з навчанням і вихованням студентів.

Студентська молодь обґрунтовано розглядається найважливішим стратегічним ресурсом суспільства. Сьогодні тільки в Донецькій області чисельність студентів досягає майже 200 тис. осіб. Але за даними Донецького обласного центру зайнятості 34,2% безробітних – це молодь у віці до 28 років, а з кожних 100 безробітних 41 осіб мають вищу освіту. Ректор Київського Політехнічного інституту, колишній міністр вищої освіти і науки України академік М.З. Згуровський з гіркотою констатує: «У масовому вимірі освіта стала менш якісною, а більша частина випускників ВНЗ (особливо нових) не конкурентоспроможна на європейському ринку праці».

Спеціальні соціологічні дослідження показали, що 4-5 студентів у ВНЗ України не дотягують до нормального інтелектуального рівня розвитку. Такими вони приходять до ВНЗ вже зі шкіл.

Сьогодні ВНЗ Україні доводиться боротися за якість освітнього процесу в умовах радикально змінилася, гранично ускладнилася і вельми нестабільною економічною, соціальною та політичного середовища.

Спеціальний фонд Ріната Ахметова, постійно і глибоко досліджуючи якість вищої освіти в економіко-управлінській сфері в Україні, стверджує, що головна проблема становлення ділової кар'єри молодих фахівців знаходиться не в ринку, а в самих молодих людей. Роботодавці в Україні вказують на наступні 10 головних недоліків в освіті та вихованні нинішніх молодих ділових людей:

1. Непунктуальність і необов'язковість.

¹ При підготовці доповіді були використані матеріали методичного семінару кафедри "Менеджмент організацій" ДонНАБА, керівник семінару к.е.н., доц. Летніков М.С.

2. Розмиті особисті цінності.
3. Недисциплінованість.
4. Висока зарозумілість без достатніх на те підстав.
5. Низька працездатність і відверта лінь.
6. Невміння вести себе в колективі співробітників
7. Бажання заробити «все і відразу».
8. Незнання іноземних мов.
9. нерозуміння необхідності постійного професійного зростання.
10. Елементарна безграмотність, невідання говорити і слухати інших.

Зараз здійснюється перехід України на Болонську систему навчання. Передова європейська система освіти докорінно відрізняється від вітчизняної тим, що у них студент не просто здобуває знання, а вчиться самостійно думати. Введення тестової системи в екзаменаційний процес, на думку багатьох українських викладачів, негативно впливає на формування фахівця високої якості. Суть Болонського процесу - в увазі до кожного окремого студента, в керівництві його індивідуальною роботою. Постійних студентських груп у них не існує, тому що там на першому плані не колектив, а персональна особистість, там кожен студент має свій індивідуальний план, побудований в залежності від його бажань і запитів, а не від велінь деканату з його розкладами та ін., необмежений доступ до літератури навчальної та наукової. Освіта на 80% стає самоосвітою.

В українських ВНЗ велику увагу приділяється процесу виховання студентів. У Донбаської національної академії будівництва і архітектури діє інститут кураторів, регулярно проводяться академічні години, лекції для студентів, активно працює студентське самоврядування.

Одним із головних завдань є визначення системи ціннісних орієнтацій культурно-естетичного виховання студентської молоді, формуванні у неї національної свідомості, патріотичних поглядів і переконань, мінімізації впливу на молоде покоління «сурогатної» культури.

В ВНЗ робляться спроби розроблена максимально об'єктивної системи оцінки навчальної та виховної роботи викладача. Однією із складових частин такої системи це оцінка викладача самими студентами з дотриманням певних правил її поведінки та забезпечення конфіденційності.

Важливим моментом є працевлаштування випускників. Є пропозиція з читання спецкурсу з теми «Технологія працевлаштування», де студенти отримали б навички як вести себе з роботодавцем, як презентувати себе, складати резюме, як вести переговори.

Кафедра «Менеджмент організацій» ДонНАБА розробила та впроваджує основні стратегічні напрями виховної роботи серед студентської молоді. Це:

- вчити молодого фахівця як стати «людиною успіху», як зробити ділову кар'єру;

- готувати фахівців – управлінців нової ринкової формації, здатних, спираючись на знання менеджменту і законів ринкової економіки, забезпечити вітчизняним підприємствам прорив в майбутнє, реалізувати інноваційну модель їхнього розвитку і забезпечити довгостроковий випуск конкурентоздатних товарів;

- гарантувати відповідність змісту програм менеджмент-освіти вимогам

державних і міжнародних освітніх стандартів.

- озброювати випускників адаптованими до вітчизняних умов сучасними методами управління, що застосовують процвітаючі фірми світу, – стратегічне планування, командний дух, корпоративна управлінська культура, етика бізнесу та інші;

- шукати і ростити майбутніх керівників із задатками лідерів, здатних повести співробітників за собою, узяти на себе відповідальність, внести в колектив дух підприємництва й оптимізму.

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STATE REGULATION OF AGRICULTURE DEVELOPMENT (REGIONAL ASPECT)

Agriculture of the Russian Federation, being an important indicator of development of all our society, functions as a result of the active, purposeful and organized management on the basis of the agrarian policy developed by the country leaders.

State regulation of agriculture development is understood as purposeful impact of the state on the organization of economic activity of the commercial organizations in the specified sphere by the publication of regulations. As the most important instruments of such regulation the purchasing, tax, price, credit, insurance, external economic policies, i.e. mainly economic methods [1] act.

Let's consider agriculture development on the example of the Republic of Bashkortostan.

Bashkortostan is one of the largest agricultural regions of Russia. In the volume of gross output, the agriculture of the republic takes a stable first place in the Urals and the fourth place in the Russian Federation. Land grounds make up more than 7 million hectares; an arable land is about 5 million hectares of them.

The agro-industrial complex of the republic at the present stage of development represents difficult social and economic system. In its framework the organizational and production unity of processes of providing by means of production, direct production of agricultural raw materials and products, their processing in products of final consumption and their finishing to the consumer is reached.

Difficulties in development of domestic agriculture have been and remain a consequence of underestimation of a state role in formation of a national agrarian policy, lack of necessary material and financial support of branch. One of alternative problems of development of agriculture is shortage of young stuff, with agricultural professions (the livestock specialist, the veterinarian, the agronomist, the machine operator, etc.) [2].

To solve the problems of agriculture development the state carries out active support which has the various directions. Among them are payment of compensations and subsidies, land management and increase of fertility of the soil, providing personal farms with agricultural machinery, etc.

Now the Ministry of Agriculture of the Russian Federation work on the most important the long-term document for the village, the State program of development of agrarian and industrial complex for 2013-2020 proceeds.

In turn, taking into account the directions and the tasks set in the State program the republic Ministry of Agriculture together with the interested ministries, departments, and the scientific organizations will develop Strategy of development of agro-industrial complex of the Republic of Bashkortostan till 2020. Creation of innovative competitive branch becomes its main objective.

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PSYCHOLOGICAL ASPECTS OF TAKING AND REALIZATION OF MANAGERIAL DECISIONS

The necessary part of any manageable system including organizational one is the choice of management means, the most important of which is taking managerial decisions. The psychological understanding of a managerial decision presupposes a creative and volitional impact of an agent of management based on the knowledge of objective laws of a managed system functioning, its state and management information analysis and aimed at the assigned task achievement.

The process of the managerial decision taking has become a subject of research from different angles since 1960-s: social problems of managerial decision-making analysis (Y.L. Tikhomirov, I.P. Shadrin, Vendelin); economic indications of effective decisions (O.E. Rotchina, D.G. Oleynikov, M. A. Bushtsev); information and cybernetic aspects of decision-making, connection with prediction processes (O.V. Dobrosotskaya, Smolkny, Y.S. Solnyshkov); risks decision-making (R.G. Saitova, L.E. Bozhedomova, T.G. Izotova); the structure of specifics of decision-making in different spheres (S.N. Sheverin, Y.L. Tikhomirov); the decision of difficult problems with psychological aspects opening (A.A. Derkach, V.N. Stepanov, Y.L. Tikhomirov); decision-making was investigated in social activity (Philly House, Svenitsiskky, B.F. Lomov); main principles of managerial decision-making (L.I. Berg, A.L. Bogdanov,

D.M. Gvishiany, H. Raifa and G. Raifa, L.N. Tsygichko and V.N. Tsygichko); requirements for their development and realization (G. Raifa, D.M. Gvishiany).

In the result of the theoretical analysis we singled out two directions of decision-making research. The first direction emphasizes the stage of choice of alternative decision options (R.A. Farkhutdinov, M. Mescon, M. Albert, F. Hedowry, G. Saimon, O.I. Laritchev). “The result of analysis, prognostication, economic foundation and alternative choice in the multitude of variants of a management specific goal attainment”, states R.A. Farkhutdinov. “A decision is a choice of an alternative”, state M. Mescon, M. Albert, F. Hedowry. G. Saimon divides the process of decision-making into three stages: information search, alternative search and finding and the best alternative choice. O.I. Laritchev defines decision-making as “a specific process of human activity aimed at the choice of the best option”.

In the second direction researchers consider a managerial decision as an “act”, “order” of a management subject including not only the choice of an alternative but also control, planning, realization and estimation of an obtained result (G.I. Petrov, V.G. Afanasyev, O.V. Kozlova, N.P. Lebedev, V.S. Osnovin, I.P. Shadrin and others).

Y.L. Tikhomirov states that “a managerial decision is a social act based on the optional analysis and estimation taken in the established order and having instructive and obligatory character, including goal-setting and their attainment means substantiation, organizing practical activity of a management subject and object”. L. Plankett and G. Hail distinguish in the process of a standard management decision making the following stages: goal attainment, their desirability decision standard-setting, alternative working-out and comparison, risks and decision-making cost determination.

Having analyzed the authors' positions (A.A. Derkach, L.I. Lukichev, D.N. Yegorychev, R.A. Fatkhutdinov, A.L. Lomakin, R.L. Krichevsky, O.D. Volkogonov, A.T. Zub), we made a conclusion that decision-making process constitutes a structural, balanced complex of specific, inter-linked and inter-conditioned measures oriented at the realization of production, economic, social and other tasks.

The conducted analysis of management activity study in the context of management decision-making efficiency permitted us to ascertain:

1. Managers' qualities are studied in economic and psychological interpretation in the context of decision-making and activity successfulness with prevailing reliance on foreign researchers' data and their theoretical preferences.

2. The set of successfulness indicators of both activity as a whole and management decision-making has sustainable repetition: achievement motivation, internal locus-control, risk inclination, activity value and goal-setting that constitutes invariant part of managers' psychological portrait. The separate psychological phenomena are investigated in most works.

3. In recent works one more direction is formed: the search of integral characteristics and potential possibilities of managers formulated in managerial decisions.

4. The data systematization permits to conclude that it is necessary to search for psychological peculiarity (psychological culture demonstration) of this social and professional group in the context of managerial decision-making successfulness and going away from description of peculiarities and their manifestation.

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“ACCEPTING” VOLUNTEERS OF EURO 2012

Euro-2012 cities for rather short time of preparation for tournament should become comfortable for Europeans. Having arrived to us, foreign guests should be guided, travel freely the city. Volunteers of the accepting cities – Supervisors, assistants, guides, translators and rescuers will help them with it. They will work for all guests of the championship – tourists, representatives of mass media, organizers and fans.

Will recognize them easy on a bright uniform with symbolics of the cities owners. They will be everywhere – at the airports, stations, in the subway, on the areas, streets, near stadiums, in the fan zones, hotels and in other places of a congestion of people.

Requirements to the "accepting" volunteer the simple. To them can become the person from 18 years which wants to help and has for this purpose forces and health. The main requirement – free possession of one of foreign languages: English, French, Polish and so forth.

Will choose volunteers of the city owners approximately according to identical schemes. To join the organization of the championship it is necessary to be registered on a site of the accepting city, to fill the questionnaire and to pass interview.

After selection training will begin. To volunteers, except the main knowledge of objects of Euro and the championship, will remind history, outstanding places and excursion routes of the city, will teach to present it to tourists. During trainings volunteers also will take control of skills of first aid, service of people with special needs, will improve English and will learn to react to emergency situations.

They will work generally with small groups on 2-3 persons. Assistants will provide with necessary equipment – handheld transceivers, first-aid kits, the Internet and mobile communication, directories, cards, booklets with excursion routes. In addition, with each volunteer will sign the relevant agreement and will issue an insurance, and after the championship will issue certificates on participation in the tournament organization tournament.

Each accepting city in own way planned training of volunteers-2012 and defined needs for them:

Kiev – 6 000;

Donetsk – 3 000;

Kharkov – 1 500;

Lviv – 1 000.

Kiev in which the championship ending will take place, plans to involve the greatest number of volunteers – about 6 thousand. Registration of candidates started at the beginning of March, and will last till February, 2012 on a site of the accepting city. Since May interviews with the first volunteers will begin, and study in the autumn starts. Volunteers will pass a 100-hour course of language and functional preparation.

On the volunteers the capital, except habitual functions, assigns special mission. They become the main assistants and translators for militiamen and physicians. And in case of emergency need the volunteer and itself can render first aid. In it will train about 2 thousand Kiev volunteer assistants from the Red cross.

Each "accepting" volunteer of the capital receives equipment which after Euro leaves as a gift – a tennis shirt, trousers, a windcheater, shorts, a cap, footwear and a bag. Besides, for tournament to volunteers will issue tickets and will provide with mobile communication. And the help for Euro recon to students as educational practice or offset on the corresponding discipline. All volunteers will be insured and can eat during the changes.

For assistants to the city foreseen additional preferences are a certificate of gratitude for the help in the organization of tournament of UEFA, participation in a festive party on the occasion of project end, providing with permits in rest camp.

Donetsk – the most experienced city in preparation of volunteers. Here volunteers involved and in carrying out the ending of youth tournament on football in 2009, and to opening of Donbass arena stadium which will accept five matches of Euro.

The need of the city for volunteers-2012 makes about 3,5 thousand people. Selection of candidates since summer of 2011 then within a year train is begun.

Will dress volunteers in white T-shirts and caps with a logo of the accepting city and an inscription "volunteer" in English.

After Euro assistants will receive the certificate on participation in an event, the right to free journey in public transport, a volunteersky form and memorable souvenirs.

Lviv also not the first time involves volunteers in cooperation – here the program «Constantly operates become the volunteer for Lviv». For Euro the city plans to involve nearly one thousand volunteers. The set of the wishing started in August, 2010 and lasted till the end of December, 2011. Training will carry out in May, 2012.

Special attention уделяют to preparation of "tourist" volunteers which will present to guests historical and cultural monuments, tourist routes and other sights of which Lviv is proud.

Also considerable attention will give to a health and safety course on which will fulfill actions in emergency situations, will teach them to prevent.

Will dress volunteers in a special form with an emblem of volunteersky movement of Lviv which after the championship, together with photo albums of events will present to assistants. Besides, to them will issue the certificate which will grant the right free of charge to go in public transport, to visit a VIP-zone and parties of organizers.

Kharkov received the first lessons of the organization of volunteers during a companionable match Ukraine – Lithuania. For Euro the city defined the requirement in 1,5 thousand volunteers. Selection and preparation of volunteers was planned for June-December, 2011.

In the tournament organization the city counts not only on students, but also on «corporate volunteers» – groups of staff of the companies which will be interestingly

and favourably for the sake of image to join tournament. For communication of volunteers here plan to create a special volunteersky social network.

Will dress the volunteers the city in a white form with a logo of the accepting city – T-shirts and baseball caps, and also will give out bags tablets with directories, cards and booklets.

Will encourage volunteers Kharkov with exclusive souvenirs, possibility to get on dress rehearsals, organizing committee presentations, and also to receive autographs from football celebrities.

All cities owners though differently, but equally responsibly approached to education of the volunteers. Therefore after Euro Ukraine will receive more than 11 thousand skilled volunteers which become a basis for creation of the Ukrainian institute of volunteering.

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UNSERE JUGEND UND BILDUNG

Im Leben ist es schwierig, nicht nur für diejenigen, die erzogen werden, sondern auch diejenigen, die das selbst verwirklichen. Probleme der Erziehung der jungen Menschen sind nicht verschwunden. Im Gegenteil, brachte die Zeit mit sich ihre Anpassungen. Wenn es in der Organisation des Bildungswesens im Hochschulbereich alles in Ordnung war, gibt es eine traurige Statistik zu diesem ernsthaften Problem bei jungen Menschen, darunter Studenten. Datenanalyse des Jugend Milieus zeigt, dass in den letzten Jahren eine zunehmende Zahl von jungen Menschen vorhanden ist, die weder lernen, noch arbeiten wollen. Sie existieren mittels von Eltern, Verwandten und Bekannten gebettelter Gelder. Datenanalyse des Jugend Milieus zeigen, dass in den letzten Jahren eine zunehmende Zahl von jungen Menschen, die nicht lernen und arbeiten wollen, aber von Eltern-, Verwandteneinkommen leben, mit ihren Körpern verdienen, etwa 12 % beträgt, dazu gehören die leistungsschwachen Schüler und die Studierende auch. [1].

Für junge Leute von heute ist, leider, den Wunsch charakteristisch, Alkohol zu konsumieren: im Alter von sechzehn Jahren trinken die meisten jungen Menschen (ca. 64,%), und 21 % von 18 -30 -jährigen zwei oder drei Mal pro Woche Alkohol. Es gibt Daten einer aktiven Drogenabhängigkeit elitären Teils der russischen Jugend, Studenten auch, Drogenabhängige unter ihnen für einzelne Schulen betragen bis zu 30 Prozent [2].

Alkohol ist unter den 18- bis 25-Jährigen nach wie vor stark verbreitet: 40% griffen und greifen jede Woche zum Glas. Besorgniserregend hoch ist die Rate des Rauschtrinkens: 42 % der jungen Erwachsenen gaben an, in den zurückliegenden 30 Tagen mindestens einmal heftig gezecht, das heißt, fünf oder mehr alkoholische Getränke auf einmal geschluckt zu haben. Für immerhin 13 % ist dies kein gelegentlicher Ausrutscher; sie verpassten sich mindestens viermal im Monat einen heftigen Rausch [3].

Etwas besser war die Lage bei den Minderjährigen: 15 % von ihnen konnten dem Rauschtrinken etwas abgewinnen. 2004, als dieser Wert erstmals abgefragt wurde, lag er noch bei 23 Prozent. Zum gemäßigeren Alkoholkonsum bekannten sich mit 14 % ebenfalls etwas weniger Jugendliche als 2001.

Dass weniger Heroin konsumiert wird, bedeutet nicht, dass insgesamt weniger zu Drogen gegriffen wird. Mittlerweile hat Kokain unter den harten Stoffen die größte Verbreitung. Die Beliebtheit dieser Droge wird nur noch von Alkohol und Cannabis übertroffen. Der Vormarsch von Ecstasy wurde dagegen gestoppt; Amphetamine werden häufiger nachgefragt. Crack und Crystal Meth, beides äußerst gefährliche Stoffe, fanden in der Schweiz anders als in anderen Ländern nie große Verbreitung [4].

Bei College-Studenten im Allgemeinen ist Interesse für Sport sehr gering, etwa 70 Prozent der Befragten bevorzugen den Sportarten Zeit mit Freunden zu verbringen, "party" zu besuchen. Zu den wichtigsten Merkmalen der heutigen Studierenden gehören vor allem "gute Kommunikation", "Computer", "Sex".

Ein weiteres Problem - Extremismus und Fremdenfeindlichkeit: Mehr als 54 % der Studenten verschiedener Nationalitäten hatten negative Haltung gegenüber Menschen anderer Staatsangehörigkeit und Studenten russischer Staatsangehörigkeit glauben, dass "Russland für die Russen" ist, fast 60% [5].

Über 45 % der Schüler würden gerne Russland nach dem Abitur verlassen: 33 % - auf der Suche nach einem besseren Leben, 31 % - bedingt durch erhebliche Chancen zur Selbstrealisierung und nur 18 % konnten nicht artikulieren: "Warum". Fast jeder, der gute Leistungen hat, will weiterstudieren, 3/4 von ihnen - Jungen. Der Argumentation für "exit" - "Karrieremöglichkeiten", "Wunsch, ein hohes Niveau der medizinischen Versorgung zu erhalten", "Erreichung eines hohen Lebensstandard." Von denjenigen, die, ob es notwendig ist, Russland zu verlassen, sind 5 % "nicht sicher in ihrem Wissen, "26% - "patriotischen" und etwa 30% sind "mit der Familie, den Freunden gebunden." Nur 24% würden gerne ein fremdes Land besuchen, „um Geld zu sparen und dann zurückzugehen“ [6].

In den letzten Jahren hat sich die Stellung der Bildung im Bildungssystem deutlich erhöht: Bildung hat beträchtliche Aufmerksamkeit als Leitfaden bei Universitäten und Beamten auf der staatlichen Ebene erhalten. Besonders sichtbar sind positive Veränderungen in den Schulen, in denen gibt es spezielle Abteilungen und Agenturen, die für den Prozess der Bildung zuständig. In vielen Universitäten im Land ist Prorektor für pädagogische Arbeit vorhanden, etablieren Zentren der zivilen und patriotischen Erziehung, geistiger und moralischer Erziehung [7].

Das Hauptproblem, das in der Organisation des Lernprozesses in russischen Universitäten vorhanden ist, wird in der Abwesenheit von spezifischen Strukturen gesehen und sollen für die erzieherische Arbeit der Universität Mitarbeiter vorbereitet werden. Bereits folgten erhebliche Ausarbeitung, methodische und technologische Ausrüstung des Prozesses.

Leider weiß nicht jeder, dass noch Socrates Thema lautet: "Bildung ist eine schwierige Angelegenheit, und die Verbesserung ihrer Bedingungen ist eine der

heiligsten Pflichten eines jeden Menschen, denn es gibt nichts Wichtigeres als Bildung sich selbst und seiner Nächsten." [8]

Es ist wichtig, um die Universitäten Spezialisten als moralische Menschen, Bürger und Patrioten ihres Landes heranzubilden. Die Gesellschaft braucht Profis, die ihre Kenntnisse und Fähigkeiten in Dienst dem Vaterland stellen können [9].

In der Welt gibt es eine Tendenz zum Erreichen des Zieles, ohne Berücksichtigung des Ergebnisses. Dies führt zu einer neuen Art von einer erfolgreichen Person, die die Bedingungen für die Entwicklung der Produktion schafft, anstatt persönliche Bedürfnisse und persönliche Ambitionen zu verbessern [10].

Die andere Seite dieses Prozesses ist die Aktualisierung der Bildung wettbewerbsfähiger Person, wenn in der Schule, wird der Wunsch nach frühen Errungenschaften, hohe Platzierungen stimuliert, gewann der Wettbewerb. Das ist nicht schlecht. Aber wir sollten nicht vergessen, dass in dieser Situation das Ergebnis höher Leistung wichtig ist, aber nicht das Ergebnis der persönlichen Entwicklung. [11]

Auf der entsprechenden Ebene sollten Strukturen wie die Abteilung für pädagogische Arbeit arbeiten, der Körper des Schülers Regierung, die Konferenz Organisationskomitees, Studentenclub, der Abteilung für Jugend-Initiativen, Zentren der sozialen Aktivität der Jugend-, Studenten-Gruppen künstlerische, wissenschaftliche Gesellschaft, Student Sportmannschaften, etc. Formen und Mittel der pädagogischen Arbeit kreativ entwickeln und sich bereichern. Diese Abteilungen müssen ständig lernen, die positiven Erfahrungen der pädagogischen Arbeit mit Schülern umfassen und Aufsichtsbehörden in den Abteilungen und in allen anderen Teilen der Hochschule zugänglich machen.

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ПОЧЕМУ КОЛИЧЕСТВО ВЬЕТНАМСКИХ СТУДЕНТОВ В РОССИИ УМЕНЬШАЕТСЯ?

В последние 15 лет многие из молодых людей – детей достаточно обеспеченных родителей уезжали учиться в США, Австралию, Великобританию, Сингапур. Во время июньского 2007 года визита в США президент Вьетнама Нгуен Минь Чиет принял участие в работе образовательного форума по Вьетнаму, организованном в Нью Йорке. В последнее время тенденция усилилась. С 2008 г. по 2010 г. ежегодное количество вьетнамцев, уезжающих на учебу в США, утроилось. На фоне моды получать высшее образование по американским стандартам во Вьетнам устремились американские и другие западные образовательные учреждения, часто имеющие низкую репутацию в своих странах, которые хотели бы открыть во Вьетнаме свои представительства и филиалы.

За дипломами в Россию едет не так много вьетнамцев и тому несколько причин.

Оной из них является сложность изучения русского языка. В школах Вьетнама в качестве иностранного языка преподают английский, часто китайский, реже французский (культурное влияние Франции как бывшей метрополии еще присутствует).

Вторая причина нежелания учиться в России в том, что на расстоянии вьетнамцам кажется, что по улицам российских городов ходят группы потенциально опасных скинхедов.

Третья – понизившееся за годы реформ качество уровня образования в России, особенно упадок материально-технической базы технических университетов, который начал восстанавливаться только в последнее время. При этом раньше вьетнамцы приезжали в СССР учиться даже в ПТУ.

Тем не менее, имеется тенденция к увеличению числа вьетнамских студентов в России. В 2010 г. их насчитывалось уже шесть тысяч. Они учатся в Москве, Санкт-Петербурге, Воронеже, Казани, Томске, Уфе и некоторых других городах. Если в западные страны едут учиться дети богатых людей или чиновников на экономические специальности, то в России молодых вьетнамцев привлекают специальности, которые востребованы сейчас или будут востребованы в их стране в ближайшее время в следующих сферах: горнодобывающая отрасль, черная и цветная металлургия, радиотехника.

Традиционно вьетнамские студенты считаются хорошими студентами: они хотят учиться, трудолюбивые, умные, они достигают отличных результатов.

Однако диплом российского вуза не является «пропуском» на престижное место работы. Ежегодно сотни талантливых студентов возвращаются домой. Этот человеческий и профессиональный ресурс потенциально может стать существенным вкладом в социально-экономическую сферу, однако необходимо создать уже в родной стране механизм для создания условий активного творчества, профессионального роста и действенной работы.

На сегодняшний день не проводится исследований о трудоустройстве студентов после возвращения в ранге специалистов из-за рубежа. Думается, целесообразно проводить мониторинг уровня трудоустроенности выпускников российских вузов на предприятиях Вьетнама с целью создания на макроуровне механизма обеспеченности области социальной экономики высококлассными специалистами.

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SOCIALIZATION OF YOUTH IN MODERN TERMS: THE ROLE OF STATE REGULATION OF THE INTERNET AND THE FORMATION OF INTERNET CULTURE

The life modern person is inconceivable without the internet which offers the user a range of opportunities such as (simplification and speeding information search, facilitate the communication process, the availability of many products of modern culture in the form of audio and video recordings, graphics, etc.). At the same time we should not forget that the Internet is fraught with a number of risks: identity theft, cyberbullying, Internet addiction, etc. Young people have the greatest chance to meet with this kind of risk because the youth is a major Internet user. Thus, according to “Gemius Belarus” at the end of 2012 the majority of Belarusian Internet users are people aged 25-34 years (30%). Youth 19-24 years and people aged 35-44 years make up 20% of the Belarusian Internet audience [1]. In Russia Fund data "Public opinion" reflect the popularity of the Internet among young people: 83% of people aged 18-24 use the Internet at least once a month in 2011, 72% among those to whom 25-34 years old [2]. In accordance to the results of the survey "The youth of Ukraine" conducted by the Gorshenin Institute, the majority of youth (71.9%) use the internet every day [3].

The widespread use of youth Internet technologies in their life leads to spontaneity, lack of control of socialization of the younger generation. In this connection it is necessary raises the question on the regulation of processes of socialization in the World Network of the younger generation. In general, there are two ways of intervention in the selection of an individual can spend time in the Internet environment: 1) regulation of the Internet by the state through the preparation and adoption of an appropriate legal and regulatory framework and 2) formation of Internet culture of people.

Under the first track to minimize the negative effects of Internet use there was introduced regulation of access to Internet resources in many countries (France, Britain, China, Kazakhstan, etc.). Vinton G. Cerf (Vice President of Google) noted that "Some 42 countries filter and censor content out of the 72 studied by the Open Net Initiative" [4]. In Belarus, state regulation of Internet space also exists. Thus, the July

1, 2010 entered into force Decree of the President of the Republic of Belarus № 60 "On Measures to Improve the Use of the National Segment of the Internet". It should be noted that state regulation of the Internet finds both its supporters and opponents. In 2008, a survey was conducted as part of a joint research project "WorldPublicOpinion.org" with participation of research centers around the world and managed by the Program on International Policy Attitudes at the University of Maryland (sample – 20,512 respondents, territorial coverage – 22 countries). On average, 62% of respondents in 22 countries in favor of free access to the information on the Internet, 30% of respondents think that governments should have the right to restrict access of Internet users to some information placed on the network. In Russia the ratio of supporters and opponents of freedom of access to all information available on the network is 57% to 27%, in Ukraine – 64% to 21%. Note, however, that in response to the more general question, namely: "How important it is for the media to publish news and ideas without government control?" – respondents from Russia and Ukraine have been more reticent. Thus, 39% of respondents from Ukraine and 23% of respondents from Russia indicated that it is very important, 35% and 41%, respectively – that the rather important. These indicators are one of the lowest among respondents from 22 countries. Belarus wasn't among the countries in the study [5]. It is fair to note that the state regulation of the Internet is supported by the Belarusian population. According to a sociological study "Use of the Internet in the Republic of Belarus", conducted by the Information and Analytical Centre of the Administration of the President in December 2011 (coverage – Republic of Belarus, the method – phone interview, sample – 1000 Internet users aged 16 and older), 74% of respondents consider it necessary to restrict access to information for users of erotic and pornographic nature, 70% – to the sites of terrorist organizations, 64% –to information of an extremist nature, with calls for ethnic, sectarian strife, civil war [6].

Therefore, another way to minimize the negative effects include the formation of citizens (and first of all - young people) Internet culture, the subject of which is the Internet environment and its features. It is important to note that the activity on the formation of Internet culture is not something new for the developed countries of the West. For example, in Australia there is an advisory body on Internet Safety "NetAlert", which aims to develop training courses, techniques, conducting promotional activities. In Eurozone Countries there is a network of education centers "Insafe", which seeks to promote the safe and responsible use of youth the Internet and mobile devices. At present the efforts of the Belarusian state is still more focused on the formation of Internet literacy. So, from school and finishing post-graduate education in the curriculum included studies in computer science. There are a number of commercial organizations providing education of the public computer for a fee. Free training computer courses offered at the Republican Scientific and Technical Library of Belarus.

It should be noted that in all the above cases, it is about technical skills of various categories of citizens on the use computers with Internet access (under the technical skills, followed by I.B. Gurkov, we mean "special knowledge and skills needed to perform the job tasks, i.e. skills to use methods, techniques and equipment" [7]. However, the formation of Internet literacy, which is based on knowledge and skills, is only part of the Internet culture (information culture), which also includes the value orientations, norms and ideals. Inculcation of these values should be one of the most important tasks of any state at the present stage of development of information

technologies (and of Belarus in particular), regardless of the presence / absence of Internet regulation at the legislative level because only through them becomes possible sensible, rational and safe behavior in the virtual space.

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COMPUTERSUCHT ALS EIN AKTUELLES PROBLEM DER JUGENDLICHEN

„Die Tage der Jugend, sie glänzen und blühn;
O, laß uns die Jugend genießen“
(Johann Wolfgang von Goethe)

Unter Computersucht versteht man den zwanghaften Drang, sich täglich (so viel wie möglich, oft stundenlang) mit dem Computer zu beschäftigen. Die Computersucht kann fast mit einer Internetsucht gleichgesetzt werden.

Die wichtigste Erfindung unserer Zeit ist natürlich der Computer. Mit einem Computer kann man leichter leben und lernen. Es gibt verschiedene Lernprogramme in Fremdsprachen, Mathe, Physik, die das beweisen. Mit Hilfe eines Computers kann man Texte tippen, verarbeiten, speichern und auch drucken. Außerdem kann man am Computer spielen. Da entsteht ein großes Problem - die Computersucht. Computersüchtige spielen häufig stundenlang Computerspiele oder halten sich im Internet auf. Dabei wird häufig ein Kontrollverlust beschrieben, diesen jungen Menschen fällt es schwer, sich an einem bestimmten Zeitpunkt von der Computertätigkeit abzuwenden. Ein besondere Risiko sind Computerspiele. Sie „verschaffen den Spielern grenzlose Glücks- und Allmachtsgefühle“. Am gefährlichsten sind sie für die Jungen zwischen 14 und 16 Jahren. In den USA wurden zahlreiche Erforschungen durchgeführt. Die Experten haben festgestellt, dass die Computerspielsucht eine Suchterkrankung ist, die vergleichbare Verhaltensmuster, Abhängigkeitssymptome und Entzugerscheinungen wie Alkohol oder Drogen hervorruft.

Von Computer- beziehungsweise Internetabhängigkeit wird gesprochen, wenn drei der folgenden Kriterien erfüllt sind:

Unwiderstehliches Verlangen den PC zu nutzen (Verschiebung Tag/Nachtzyklus);

Kontrollverlust bezüglich des Beginns und der Beendigung des Spielens, Surfens;

Ständige Steigerung der Zeit für computerbezogene Aktivitäten ist zur Erreichung von Zufriedenheit nötig (Toleranzentwicklung);

Anhaltendes, Nutzen des Computers trotz schädlicher Folgen wie Leistungsabfall in der Schule, Übermüdung und Mangelernährung;

Entzugerscheinungen ohne PC-Nutzung wie Unruhe, Nervenerkrankung, Schlafstörungen;

Vernachlässigung von Familie, Freunden, Interessen und Pflichten;

Verheimlichung des Umfangs der PC-Nutzung vor der Familie oder Freunden;

Flucht vor Problemen (Angst und Depression).

Ursachen der Computersucht liegen also im psychischen Bereich. Ursachen der Computersucht können ein Problem im zwischenmenschlichen Bereich sein. Solche Ursachen der Computersucht sind häufig bei sehr introvertierten Menschen zu beobachten, denen es schwerfällt, sich offen mit anderen Menschen zu unterhalten. Rollenspiele oder auch Chatrooms bieten solchen Menschen dann eine einfache und sichere Möglichkeit der Kommunikation. Die Ursachen der Computersucht, die sich hieraus entwickeln kann, liegen dann aber nicht bei den Rollenspielen oder den Chatroom, sondern in der besonderen Ausrichtung des Abhängigen.

In erster Linie tragen die Eltern eine große Verantwortung ihren Kindern gegenüber. Die Eltern sind hier auch inzwischen auf einer völlig anderen Ebene gefordert. Im Gegensatz zu Alkohol und Drogen ist es aber beim Computer so, dass dieser in den meisten Haushalten einen normalen Teil des Lebens darstellt. Erst spät – wenn überhaupt – spüren die Eltern, dass das Verhalten des Kindes im Hinblick auf

den Computer deutlich gefährliche Ausmaße annimmt. Und der Schritt, dann aktiv zu werden, ist selbst dann häufig noch weit entfernt. Einerseits sind die Eltern selbst nicht selten davon betroffen, den Computer oft zu benutzen, andererseits fehlt es an adäquaten Ansprechpartnern, wenn Eltern bei den eigenen Kindern eine Computersucht vermuten. Aber alles in deiner Hand!!!

Am PC vergeht die Zeit oft viel schneller als sonst. Die Stunden rasen wie Minuten und es wird nie langweilig. Im Internet gibt es immer was Interessantes zu erleben, meistens sind viele nette Leute da, das neue Computerspiel bringt ständig neue spannende Abenteuer. Wie kann man da ein Ende finden? Ohne Zweifel: Spielen und surfen machen Spaß. Aber siehe mal, draußen gibt es auch noch ein richtiges Leben, oder?

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MASS MEDIA

Mass media-that is press,radio and television play an important role in the life of society.They inform,educate and entertain people.They also influence the way people look at the events and sometimes make them change their views.Mass media usually create public opinion.

Millions of people watch TV and read newspapers in their spare time. People listen to the radio while driving a car.On the radio one can hear music, plays, news and various discussions of current events.Lots of radio or TV games and films attract large audience.

Newspapers give more detailed reviews of political life, culture and sports.Basically they are read by the people who are subscribers and those who are interested in politics.

There is a lot of advertising in mass media.Many TV channels, radio stations and newspapers are owned by different corporations.The owners can advertise whatever they choose.

Practically all newspapers also give radio and TV programs, weather forecasts. Television and radio helps you to get the latest news not after they have happened but even when they do happen. Today Russia can be proud of the great verity of newspapers circulating though the country. One can find newspapers of all kinds: national and local, official and private, quality and popular, newspapers issued for children, teenagers, for all kinds of fans: sport-fans, car-fans, music fans, etc. The freedom of press has become actual in our days. Most of the newspapers can boast their independence, their individual styles and their peculiarities.

But we cannot say that mass media do not try to raise the cultural level of people or to develop their tastes. Mass media bring to millions of homes not only entertainment and news but also cultural and educational programs.

There is a great number of TV channels, cable TV, satellite TV and lots of radio stations and newspapers now in the Russian Federation.

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THE LAW OF KIDNAPPING IN THE USA

The crime of unlawfully seizing and carrying away a person by force or fraud, or seizing and detaining a person against his or her will with an intent to carry that person away at a later time.

The law of kidnapping is difficult to define with precision because it varies from jurisdiction to jurisdiction. Most state and federal kidnapping statutes define the term kidnapping vaguely, and courts fill in the details.

Generally, kidnapping occurs when a person, without lawful authority, physically asports another person without that other person's consent, with the intent to use the abduction in connection with some other nefarious objective. Under the model penal code, kidnapping occurs when any person is unlawfully and non-consensually asported and held for certain purposes. These purposes include gaining a ransom or reward; facilitating the commission of a felony or a flight after the commission of a felony; terrorizing or inflicting bodily injury on the victim or a third person; and interfering with a governmental or political function.

Kidnapping laws in the United States derive from the common law of kidnapping that was developed by courts in England. Originally, the crime of kidnapping was defined as the unlawful and non-consensual transportation of a person from one country to another. In the late nineteenth and early twentieth centuries, states began to redefine kidnapping, most notably eliminating the requirement of interstate transport.

A person who is convicted of kidnapping is usually sentenced to prison for a certain number of years. In some states, and at the federal level, the term of imprisonment may be the remainder of the offender's natural life. In jurisdictions that authorize the death penalty, a kidnapper is charged with a capital offense if the kidnapping results in death. Kidnapping is so severely punished because it is a dreaded offense. It usually occurs in connection with another criminal offense, or underlying crime. It involves violent deprivation of liberty, and it requires a special criminal boldness. The act of moving a crime victim exposes the victim to risks above and beyond those that are inherent in the underlying crime.

Most kidnapping statutes recognize different types and levels of kidnapping and assign punishment accordingly.

Two key elements are common to all charges of kidnapping. First, the asportation or detention must be unlawful. Under various state and federal statutes, not all seizures and asportations constitute kidnapping: Police officers may arrest and jail a

person they suspect of a crime, and parents are allowed to reasonably restrict and control the movement of their children.

Second, some aggravating circumstance must accompany the restraint or asportation. This can be a demand for money; a demand for anything of value; an attempt to affect a function of government; an attempt to inflict injury on the abductee; an attempt to terrorize a third party; or an attempt to commit a felony.

In most states, kidnapping statutes specify that any unlawful detention or physical movement of a child, other than that performed by a parent or guardian, constitutes kidnapping. An abduction of a child thus need not be accompanied by some other circumstance, such as extortion or physical injury, to qualify for the highest level of kidnapping charge. In the absence of an aggravating circumstance, an unlawful, non-consensual restraint or movement is usually charged as something less than the highest degree or level of kidnapping.

Many states have enacted special laws for carjacking, a specialized form of kidnapping. Generally, carjacking occurs when one person forces a driver out of the driver's seat and steals the vehicle. Carjacking is a felony whether the aggressor keeps the victim in the car or forces the victim from the car.

Kidnapping laws are similar to laws on unlawful or felonious restraint, parental kidnapping, and false imprisonment. These crimes cover the range of unlawful-movement and unlawful-restraint cases. Felonious or unlawful restraint, also known as simple kidnapping, is the unlawful restraint of a person that exposes the victim to physical harm or places the victim in slavery. It is a lesser form of kidnapping because it does not require restraint for a specified period or specific purpose. False imprisonment is a relatively inoffensive, harmless restraint of another person. It is usually a misdemeanor, punishable by no more than a year in jail. Parental kidnapping is the abduction of a child by a parent. The law on parental kidnapping varies from jurisdiction to jurisdiction: Some jurisdictions define it as a felony, others as a misdemeanor. Many states consider parental kidnapping to be less offensive than classic kidnapping because of the strong bond between parents and children.

The chief judicial concern with the charge of kidnapping is double jeopardy, which is multiple punishment for the same offense. It is prohibited by the fifth amendment to the U.S. Constitution. Kidnapping often is an act that facilitates another offense, such as rape, robbery, or assault.

In most states, an asportation of a few feet may constitute the separate offense of kidnapping; in other states, distance is not a factor. Some states have eliminated the asportation element from their kidnapping statutes.

The kidnapping of children has presented a particularly emotional issue for lawmakers. Under AMBER Alert bill, the attorney general, in cooperation with the secretary of transportation and the chairman of the federal communications commission, appoints a National AMBER Alert Coordinator to oversee the communication network. The AMBER Alert Coordinator at the justice department works with states, broadcasters, and law enforcement agencies to set up AMBER

plans, to serve as a point of contact to supplement existing AMBER plans, and to facilitate appropriate regional coordination of AMBER Alerts.

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COMPUTER: USEFUL OR HARMFUL

Computer is a great invention of the 20th century and it is the necessary component of the high technologies era but at the same time person's intercourse with computer leads to various negative consequences. Psychologists claim that this phenomenon affects absolutely everyone including children and the youth.

In the opinion of teachers, psychologists and parents the teenagers' keenness on the computer games causes particular negative consequences. Computer addiction is like the drug one. The symptoms are practically the same: the teenager has interest in education, he doesn't need friends and he doesn't care about family problems. The virtual life seems to be the real one for him; he goes to the Internet because he can't adapt to the reality. Such teens can't find the contact with parents and coevals, they don't have hobbies. They choose the online communication as in the virtual reality the interlocutors don't have disadvantages and they seem ideal.

Why do the teenagers fall into a net of the Internet? First of all, the full freedom and the absence of any liabilities attract them, the freedom of speech tempt them: no one knows who you are in reality. The net is always ready to talk to the teenager. It has no headache and bad mood.

The influence of the computer games on children is the burning issue as they replace all other children's activities. The useful and vital thing (the computer) becomes dangerous. At the beginning the simple games appeared which were created for entertainment and relaxation. These games advanced attention and reaction. While the child was growing he was getting interested in more complicated games, i.e. intellectual ones. Thus, passing through labyrinth may be good mental training developing logical thinking. These games were changed by more difficult ones, these are strategic games. These games differed from the previous ones substantially as they simulated reality; or rather they set the movement way creating the reality by themselves. Such kind of games teaches how to plan and they develop analytical thinking. That is why kids who play computer games are broad-minded. Such kids usually take the lead over coevals being more developed mentally, they learn better and they are sure in their knowledge. But there is a negative side of being keen on computer games, when the Cyberspace becomes the reality for the child. It is especially revealed when the child suffers from the socially unsuccessful contacts and he is absorbed in the game world where he feels that he is the master of the situation. In this unreal world the feeling or presentiment of the victory raises self-respect, makes up the understated self-appraisal and forms the behavior when the only meaning of life is the pleasure of the computer games. Thus, the computer or game addiction develops. This type of the disease may be characterized as a redundant keenness on the computer games for the escape from the reality and that leads to qualitative changes of personality: social, professional, material and family values of the person deform. The role playing games (RPG) (where the computer game player gets the role of the

computer character) are especially dangerous in the frames of getting the addiction. The virtual reality forms the unreal world of the computer game, develops the “presence” effect. The so called “ego-disintegration” into “virtual ego” and “real ego” happens. Such games undermine the mental state and are able to change the concept of oneself and the outward things fundamentally. This is conducive to increase of anxiety and disharmony. There is an opinion that some computer games, such as war strategies and shooters in particular which were originally created for the sake of development of special soldier’s skills mound cruelty. A lot of researches were examined on this subject which confirmed this point of view. From the one side these games help to get rid of the aggression and negative emotions, but from the other side they form definite negative stereotypes of behavior. And they affect the mentality even more dramatic than action movies do. While watching the action movie the child watches the events at the screen, worries about the characters, tries on the roles but while playing the game he takes the role of the character, he is absorbed in the character’s world and he becomes this character for a certain time. Thinking or acting on behalf of the character he transfers this experience into the real life. Another peculiarity of the game is that its characters are “immortal”: every time they were destroyed they revive again and again and the quantity of their lives is unlimited. This fact inevitably affects the perception of values of life, erases the distinction between life and death and develops the tendency to the life-dangerous behavior. That is why the problem of computer addiction and computer games influence is very urgent.

I think that computer is a good thing but within reasonable limits: for someone it is necessary for work, for other people it is necessary for games or communication. There is a saying: “Better a little fire to warm us, than a great one to burn us”. There is no definite answer to the question if the computer is useful or harmful. But computer shouldn’t be treated negatively as it is of the same benefit as of the harm. There just should be certain limits.

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VERVOLLKOMMUNG VOM VERWALTUNGSSYSTEM DES GESUNDHEITSWESENS (am Beispiel der Republik Baschkortostan)

Seit der Einführung des neuen Gesetzes „Über die Krankenversicherung“ im Jahre 2011 und der nachfolgenden Modernisierung des regionalen Systems des Gesundheitswesens ist es notwendig, ein effektives Verwaltungs- und Organisations-Modell des regionalen Gesundheitswesens zu erarbeiten. Das Modell soll den modernen Weltstandarten entsprechen, über wirtschaftliche und finanzielle

Mechanismen verfügen, die zur Verbesserung der Funktionsweise des Systems beitragen.

Die Besonderheiten des modernen Zustands des regionalen Systems des Gesundheitswesens sind durch die Evolution und Entwicklung der Ökonomik bedingt. Das sind:

- ein hohes Maß der Zentralisierung und der direktive Charakter der Verwaltung des Gesundheitswesens;
- die Monopolie der obligatorischen Krankenversicherung;
- Unvollkommenheit des Mechanismus der finanziellen Abrechnung unter den Subjekten des Systems.

Die Einführung von öffentlich-privaten Partnerschaften für Lösung der bestimmten Aufgaben für die Qualitätskontrolle der Gesundheitsversorgung, der medizinischen Versorgung, der Bildung vom regionalen Budget für obligatorische Krankenversicherung und territoriale Programme der staatlichen Garantien der Bevölkerung, die Aufsicht darüber ist ein wirksamer Mechanismus in den modernen Bedingungen.

Die obligatorische Versicherung der beruflichen Ärzteverantwortung sowie die Lizenzierung der Ärzte sind sehr aufwändig. Auch im Falle der Einzelverantwortung jedes Gesundheitsexperten sehen wir einen Gegen-Effekt: der Arzt ist dann überzeugt, dass für jeden seinen Fehler die Versicherungsgesellschaft Verantwortung trägt. Die medizinische Einrichtung soll seine Mitarbeiter selbst streng kontrollieren, denn von Resultaten ihrer Tätigkeit und von der Häufigkeit der Versicherungsansprüche wird das Maß des nächsten Versicherungsbeitrags abhängen.

In diesem Zusammenhang wird der Finanzierung von vorbeugenden Maßnahmen und Maßnahmen zur Frühfeststellung von Krankheiten erstrangige Bedeutung. Beim System der obligatorischen Krankenversicherung müssen obligatorische systematische Untersuchungen der Bürger organisiert und finanziert werden. Danach sollen nachfolgende Programme der individuellen medizinischen Hilfe erarbeitet werden. Diese vorbeugenden Maßnahmen führen zu erheblichen finanziellen Einsparungen. Dies gilt insbesondere im Hinblick auf die häufigsten Ursachen der tödlichen Unfälle, wie Krankheiten des Kreislaufsystems und bösartige Neubildungen.

Wir schlagen folgende Maßnahmen zur Verbesserung des Systems der Gesundheitsversorgung in der Republik Baschkortostan. Nämlich:

- die Schaffung eines Fonds der Pflichtversicherung der beruflichen Verantwortung von Gesundheitseinrichtungen, seine Funktionen sind dann die Sammlung der Versicherungsbeiträge und die Zahlung von Entschädigungen an Dritte Personen nach Eintritt eines versicherten Ereignisses;
- Priorisierung der Finanzierung von vorbeugenden Maßnahmen und Maßnahmen zur Frühfeststellung von Krankheiten;
- Verlegung von einem erheblichen Teil der Funktionen der Kontrolle für Realisierung der Ziel-Programme auf die Subjekte der öffentlichen Kontrolle. Das ermöglicht eine objektive und unabhängige Bewertung der Wirksamkeit der Umsetzung der Ergebnisse ihrer Anwendung.

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STUDENT EMPLOYMENT IN MODERN SOCIETY

The necessity to study the youth's position in the labour market is caused by many circumstances: firstly, their contribution to the national economy and role in different spheres of social life is very notable in a quantitative sense. Secondly, it is that part of the population which is mainly aimed at the future: what youth is formed nowadays affects the future of the country in many respects. At the same time throughout the world, this group is one of the most vulnerable ones in the labour market. Thirdly, the youth already now defines the political and economic structures of the society.

In modern conditions of Russia the problems of the students' economic situation and material security have become urgent. The decrease in the most part of the population's standard of living, unemployment, development of paid education, scanty scholarships force students to search for additional earnings. Higher education institution's graduates will have to solve the problems developing in the society, that is why what principles, norms and values modern students adhere to will influence the success or failure of the taken attempts of the society modernization.

During the market reforming of the Russian economy, along with the reduction of number and share of the able-bodied population occupied in the economy, the contingent full-time students combining training with work in various fields is quickly growing. Today a few millions of students have already been working and much more ones are looking for a job. Thus, the students' labour activity has taken mass character the modern Russian society.

In the course of labour activity the students acquire new understanding of the role of a profession and professional achievements in life, purposes of professional activity and ways of their attaining, as well as their value landmarks and criteria of social differentiation change. The abrogation of the system of graduates' assignment, education commercialization, inflation - all these factors turn the survival of a modern student into one of the burning social issues, and the labour activity is one of the elements of the students' security. The particular interest represents research of the

influence of the students' secondary employment on their value orientations, social and professional adaptation, socialization and integration into the social structure.

It is obvious that the thought-over system of students' employment is necessary. The development of students' employment services is the major condition not only for students' employment, but also institutionalization of working students' status, their position in the labor market, process of new labour ideology formation.

Today in the country as a whole there have been established the normative and legislative bases of youth policy and structure of services and funds which could really provide realization of this policy. However, the pursued youth policy is extremely ineffective, especially the public services' activity connected with the studying youth's secondary activity. It is caused by the weakness of performing structures, lack of systemacity and interrelation of youth services and funds, absence of performing vertical structure's control and, of course, the shortage of means for the solution of this task. The employment public services owing to objective and subjective reasons unsatisfactorily solve the students' employment problems, they have neither sufficient personnel, nor material resources, nor other conditions. Unemployed students do not especially hope for the help of the state structures, according to the statistics only 5,9% of students hope to find work by means of public services' help. The students' employment is promoted by parents, relatives, adult acquaintances, friends and people of the same age, and the latter more often than others help to find work.

For the solution of employment problems the following directions are the most suitable:

- the development and implementation of the system optimization program of the students' labour activity. The mechanism of the program implementation has to provide main units: normative and legal, organizational, technological and resource. The fulfillment of such a program is possible only by the cooperation of the employment public services and regional and municipal administrations;

- the creation of workplaces particularly for students. For this purpose it is necessary to develop employment centers at universities which mostly are engaged in finding jobs for graduates, and expand contacts between higher education institutions and employers;

- the creation of students' recruitment agencies where students could receive data on vacancies. For this purpose it is necessary to provide information support of the employment system, develop the database of students (a chosen field, year, progress in studies), as well as regular and temporary jobs.

The combined efforts of everybody concerned with the solving of the students' employment problem are necessary and also material resources. The requisite is that ignoring this problem we will inevitably result in progressing social losses already in the near future. The young generation is not only a driving force of innovative changes. In the case of the public reproduction process violation the youth can become a possible and very probable factor of social instability and social destruction. Therefore, the optimization of the students' secondary activity process has to be considered as a measure of preservation of stability and viability of the public system as a whole.

We can note that in Ufa and the Bashkir Institute of Social Technologies due attention is paid to the graduates' employment – there are Financial Service and Legal Clinic where the places for the students' internship with the following employment are

found. Many employers give positive references to the students and the Institute and this leads to the graduates' employment in these companies. The work of Financial Service and Legal Clinic also includes such services, as free consultations to the population. They are provided by under-graduates and their scientific Supervisors.

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PRESENT-DAY LABOUR-MARKET AND YOUNG PEOPLE: YOUTH UNEMPLOYMENT

One of the most pressing problems in Russia at present is youth unemployment – the situation on the labour-market when the able-bodied citizens are capable of working, active in searching a job but for some reasons unable to find it.

It is well-known that life without means of subsistence is impossible nowadays. The teenagers start to look for a job not only for the sake of earning money, but also to put emphasis on their independence from the parents. The causes the most employers often refuse to hire pupils or school-leavers are that they are not adult, they do not have a higher education, and they will have to combine school and work. However, this does not mean a failure: teenagers are still able to work as seasonal, casual or day workers. There is a list of some sorts of jobs pupils can always get, for example: a courier, babysitter, waiter, news vendor. It all depends upon the ability of the person and his or her habits of work.

Temporary and unqualified jobs are suitable for pupils, school-leavers and people who look for an occasional employment. But for those ones who want to attain success, to make their own career and to live comfortably, it is indispensable to continue education. This is where the young people have to face with the need to make a decision of prospective specialty.

To be sure of the future, it is necessary to know the current situation on the labor-market and be abreast of what professions and specialties are demanded for today. The correct choice of scope of activity and profession is a very significant step in the life of every man. It impacts not only on our own well-being, but also on the economic situation in the country in a whole. In case of making the wrong decision, young people take chances to be unemployed.

Employment assistance is essential for young specialists too. University graduates are not welcomed by employers because they do not have any work

experience. The situation is different in the European countries where the graduates do not suffer from these difficulties. Employers just have no right to refuse to young specialists in job placement if they have no experience.

According to the latest statistics, the youth unemployment in Russia reaches almost to 30%. This is much higher than in the previous years and this figure increases with every twelvemonth. The reasons for this lamentable development may be a consequence of the financial crisis of 2008, the impact of optimization, low demand on manpower. The economy in Russia is much weaker than in Europe and Western countries. There is also a loose coupling between the educational institutions and the real labour-market. Fairly often the workplaces are simply not being created.

For today it is important to find ways to provide effective assistance to young people experiencing difficulties with employment. Youth is the most socially unprotected group of population. The ministers should create effective strategies to protect the younger generation and take some serious measures for betterment of young people's plight on the labour-market. There is no doubt that the youth needs a strong defense from the government because they are the future of our country.

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THE ENGLISH LANGUAGE

The English language has become widely spread now. It is one of the world's most important languages. It is an international language, the language of progressive science and engineering. We may say that English now is number one in the world, second only to Chinese.

English is one of the official languages of the United Nations organization. It is the major international language of communication in such areas as politics, science, technology, business, cultural and trade relations. It is the language of navigation, aviation, literature, education, modern music, international sport and tourism.

Those who like foreign languages as well as teaching may enter the Linguistic University and become a teacher of one or two foreign languages – English, German, French, Spanish or Italian. Some graduates may work as teachers at schools or Institutes, others – as interpreters, translators, publishers, public relations agents.

A more general aim to learn foreign languages is to make our intellectual and cultural horizons wider through reading foreign authors in the original and through contacts with people of another culture. Languages study is an important key to understanding other peoples' cultures.

As any other languages, English is a manifestation of culture. With the help of the English language one can acquire cultural background information and increase the knowledge about English-speaking countries and the people who live there, about their customs and traditions.

A foreign language is absolutely necessary for those who work in any branch of science. If you want to know much about the world's famous scientific research information, you need command of a foreign language. And first of all you need English, because it is the language of most scientific books and magazines.

Nowadays English is becoming the language for practical usage. It is spoken in business. English is widely spoken at international conferences and also by those who travel in Europe, Asia, Africa and even in South America.

Nowadays, above 350 million people speak English as their native language. About the same number use it as a second language. English is spoken by no less than 50 per cent people on the Earth.

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PROBLEMS OF THE MODERN BRITISH CAPITAL

At the present stage in the capital of the UK, there are several problems: increased immigration, overload of roads with traffic, and the high cost of housing.

The belief that London is a source of corruption is one reason for wanting to constrain its growth. Three groups of people are particularly unpopular in Britain at the moment – rich people, bankers and immigrants. Since London depends on them for its prosperity, policies aimed at making life harder for them will hit the capital. The tax system has become somewhat less friendly to well-off people since the financial crisis.

Attitudes to foreigners are hardening, too. Britons are now more hostile to immigration than people in any other wealthy country. This shapes policy and harms the economy. Getting a visa for Britain is more expensive and time-consuming than getting one for most rich countries.

In a survey of residents of the capital of Great Britain, 48% of respondents said they'd choose to stay here if given the option to leave, 52 % said they'd rather live elsewhere. Asked to pick two issues the London mayor should concentrate on, 39 % put tackling crime at the top of their list, 37 % the cost of living, 31 % affordable housing and 30 % creating jobs. Invited to pick three characteristics that best describe London life, 65 % went for "expensive". Londoners weren't too cheerful about the future of their city either, with 43 % saying they thought it will become worse in the next 25 years compared with only 30 % who thought it will improve.

Demand for London property is driven by a rising population and foreign money. The soaring demand for London properties is being met by scant new supply. London's population is rising at around 100,000 a year.

But perhaps the biggest constraint on development in London is the Green Belt. Established after the war, it runs all around London, to a depth of up to 50 miles, and bans almost all building on half a million hectares of land around the city.

The high cost of housing has become a political issue. It has been pushing up the government's bill for housing benefit, the rent it pays on behalf of people who are out of work or on low pay.

In London, some streets completely given to pedestrians, sidewalks widened, so overloaded road transport. There are various ways of freeing up roads. Cycles are another, though they are costly too. Londoners can pick up one of 8300 "Boris bikes" from a rack of their choice and drop it back at another.

One way of alleviating it is to bury roads. London already has a few underpasses. That should cut down on roadworks, and therefore on jams. But it is too expensive to be widely used.

London, despite the challenges, continues to attract people at a glance: an effective legal system, brilliant schools and universities, clean air, fun and fairly safe streets. And on how the city government will solve these problems depends prosperity not only in London, but the UK as a whole.

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PROBLEMS OF UNEMPLOYMENT OF YOUNG PEOPLE

One of the most fundamental problems faced by young people today is unemployment. Today, a large number of young and ambitious people entering the labor market face the daunting challenge of finding a decent job. University graduates are often forced by the market to accept jobs that do not utilize the advanced training they have received. In contrast, others start working before they have reached the age of 15 which is too early for them to also receive a decent education.

Today's situation in the realm of developing the new generation of young people is twofold. On the one hand, young people in Russia are more self-dependent, practical and mobile than ever before. They feel responsible for their own destiny and are thus very interested in getting high-quality education along with first-class vocational training, which does influence their subsequent job placement and their future careers. Young people aspire to further integrate into the international youth scene, and to participate in global economic, political and humanitarian developments. On the other hand, however, young people have shown lower levels of interest and participation in political, economic and cultural developments. The largest increase of deaths due to unnatural causes, including those resulting from drug abuse and AIDS, various destructive subcultures and groups have been increasing their influence on Russian youth. It is important for the government to develop and effectively implement policies aimed at improving the condition of the young people to better integrate in social, economic, political, and cultural relations. Objective assessment of conditions, problems and tendencies as they are today in the sphere of education, job placement, health, and other key areas of developing the potential of the young generation will play an important role in this activity.

I think, the problem of youth employment is very actual and must be solved as quickly as possible. Jobs are considered to be at the heart of a country's growth and a person's security and livelihood. Economic growth isn't possible without jobs and opportunities.

The reason for the difficulty for young people to find a well-suited job is due to the limited employment opportunities and low-quality jobs. In many labour markets one can find many, small monopolies that forbid the creation of new perspectives for new ideas. The aspect of corruption and the question of having "contacts" also handicaps the young generation in the market. Unfortunately, lower levels of education and skills often do not provide suitable work. Salaries are also poor for

recent graduates, even in prestigious fields such as law and medicine. As a result, many young graduates are forced to seek part-time jobs or work outside their professional areas. There are occupations that show a high proportion of unemployed graduates. Lawyers and economists top the list. Universities facing problems with applications for places and a low success rate for graduates seeking employment, etc. should review the range of majors they offer.

There is a lack of state control. More than 500 commercial universities were established, many of them offering a low-quality level of teaching, resulting in non-competitiveness in the domestic graduate labour market.

It is important for the University to know about the destinations of its graduates, so every year Labor and Employment Centre should collect this information from students six months after they graduate.

Career services must work collaboratively with academic divisions, departments, individual faculty members, student services, employers, and other relevant constituencies of the institution to enhance students' career development. The institution must provide experiential education programs that include student employment and/or cooperative education, work-based learning, apprenticeships, internships, volunteer jobs, service learning, and shadowing experiences. Experiential education programs should help students obtain career-related experiences with organizations that provide adequate supervision and opportunities for students to reflect upon their learning and career development. Programs and services must be structured purposefully and managed effectively to enhance program effectiveness and efficiency.

Youth unemployment is an important characteristic of the young people's condition. It is especially actual considering the objective of construction of civil society in Russia. All over the world, the condition of the youth on the labor market is, generally speaking, not satisfactory. As noted above, the youth employment level is defined by a number of specific factors. Aside from the general economic situation, the most important factors include educational levels among the young people, forms of managing the learning process and training.

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ADVERTISING AND MODERN LIFE

It is impossible to imagine our television, newspapers, radio, Internet and even streets without advertisements. Nowadays advertising plays an important role in modern life and in the life of every person. We can't imagine our life without advertising because every day we hear or see advertising, we try to find information we need in hundreds of advertisements. Even when we go for a walk or just go shopping we see a lot of different advertisements in the streets. There is a lot of advertisement in mass media. Some of the TV and radio stations and newspapers are owned by different corporations. The owners can advertise whatever they choose.

What are the functions of advertisements? The first one to mention is to inform. A lot of the information people have about household devices, cars, building materials,

electronic equipment, cosmetics, detergents and food is largely derived from the advertisements they read. Advertisements acquaint them with new products or remind them of the existing ones.

The second function is to sell. The products are shown from the best point of view and the potential buyer, on having entered the store, unconsciously chooses the advertised products. One buys this washing powder or this chewing gum, because the colorful TV commercials convince him of the best qualities of the product.

But it is hardly fair to say that mass media do not try to raise cultural level of the people or to develop their artistic taste. Mass media brings to millions of homes not only entertainment and news but also cultural and educational programs.

The earliest kind of mass media was newspaper. The first newspapers were probably handwritten newsheets posted in public places. The earliest daily newsheet was "Acta Diurna" ("Daily Events") which started in Rome in 59 B.C. The first printed newspaper was Chinese publication called "Dibao" ("Ti – pao") started in A.D. 1040. It was printed from carved wooden blocks. The first regularly published newspaper in Europe was "Avisa Relation" or "Zeitung", started in Germany in 1609.

Newspapers have certain advantages over other mass media – magazines, TV and radio. Newspaper can cover more news and in much detail than TV or radio newscasts can do.

Magazines appeared in 1700s. Magazine is one of the major mass media. Magazine is a collection of articles and stories. Usually magazines also contain illustrations. The earliest magazines developed from newspapers and booksellers catalogs. Such catalogs first appeared during the 1600s in France. One of the first British magazines "The Gentleman's Magazine" was published from 1731 to 1914.

The first American magazine was called the "American Magazine", or "A Monthly View". Magazines provide information on a wide range of topics such as business, culture, hobbies, medicine, religion, science, and sports. Some magazines entertain their readers with fiction, poetry, photography or articles about TV, or movie stars.

Magazines, unlike newspapers, do not focus on daily, rapidly changing events.

There are specialized magazines intended for special business, industrial and professional groups, and consumer magazines intended for general public. There are several kinds of consumer magazines.

Children's magazines contain stories, jokes and articles on subjects especially interesting for children and instructions for making games or useful items. Hobby magazines are intended for collectors of coins, stamps, and other items; people interested in certain sports or games; photography enthusiasts.

Intellectual magazines provide analysis of current cultural and political events. Many of them publish fiction and poetry as well.

Men's magazines focus on such topics as adventure, entertainment, men's fashion and sports. Women's magazines deal with child-raising, fashion trends, romance. They offer ideas on cooking and home decorating. Many of the monthlies with big circulations are women's magazines.

Infomercials describe, display, and often demonstrate products and their features, and commonly have testimonials from consumers and industry professionals. Radio advertising is a form of advertising via the medium of radio. Radio advertisements are broadcasted as radio waves to the air from a transmitter to an antenna and a thus to a

receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the obvious limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage.

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual ads that appear on search engine results pages, banner ads, in text ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

In-store advertising is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters, eye-catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays.

Advertising on the World Wide Web is a recent phenomenon. Prices of Web-based advertising space are dependent on the "relevance" of the surrounding web content and the traffic that the website receives.

Digital signage is being successfully employed in supermarkets. Another successful use of digital signage is in hospitality locations such as restaurants and malls. As the mobile phone became a new mass media in 1998 when the first paid downloadable content appeared on mobile phones in Finland, it was only a matter of time until mobile advertising followed, also first launched in Finland in 2000. The mass media play an important role in the life of society. They inform, educate and entertain people. They also influence the way people look at the world and make them change their views.

Advertising very strongly influences society as a whole, and each person separately. Children as at children's age of people absorbs any information as a sponge are subject to especially strong influence. Advertising creates certain manners of behavior, rate of development, moral foundations in society. But often advertising is directed not to the best, propagandizing violence, alcohol, tobacco smoking, drugs.

But there is also a social advertising which propagandizes the help to the homeless, opposes fight against tobacco smoking, alcoholism and drug addiction. Every year constantly make amendments to the law "About Advertising" try to make more rigid requirements.

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INTERCULTURAL DIALOGUE AS A RESULT OF THE DEVELOPMENT OF MUSICAL CULTURE

Intercultural communication – is communication between different human cultures.

Intercultural competence – the ability to communicate effectively with people from other cultures, in the narrow sense of the ability, of a successful two-way communication with people, from other cultures. This ability may come from a young age, or may be developed. The basis for a successful cross-cultural communication is emotional competence and intercultural sensitivity.

A necessary condition of the contemporary world politics is the interaction of civilizations. This interaction will inevitably manifest contradiction between the global and the local – the acquisition of a citizen of the world level without losing their roots. The processes of economic modernization and social change more common for people blur the traditional relationship. This leads to some weakening of the role of the nation state as the source of human identification.

Globalization of culture becomes widespread.

On the one hand, the world is becoming more and more common on the basis of economic, technological, information integration. On the other hand, increased integration leads to increased cultural awareness. This process consists of different conglomerate in their history, traditions, language, religion, cultural societies that evolve, interact and influence each other on the basis of cross-cultural communication for by its internal law. They are relatively independent, and remaining different face in a single information space. These differences affect the relationship to a variety of issues – human rights, trade, the environment, are the essence of modern politics.

In the transformation of Russian society, painfully seeking their socio-cultural identity, seeking to establish an effective system of social organization, the need to study the problems of intercultural communication becomes more important.

Russia is home to more than a hundred ethnic groups, and many other cultural groups who hold different beliefs and cultural traditions and customs. As the experience of recent years, the problems of cross-cultural communication are equally important, and sometimes more stressful than the political and economic. They appear in the interaction with the neighboring countries claiming their identity, cultural specificity, its own national language, forming national intelligentsia. This requires an understanding of the current cross-cultural communication.

Progress of musical culture in the last century is an example of the intensive development of the parallel, non-formal, multi-faceted musical language serving emotional communication and reflective human spiritual experiences, bad language transmitted speech. Music cannot be translated into the language of natural communication. But, at the same time, both speech and music have a lot in common, objective and subjective conditions. And most important of these should include those that lie at the heart of these languages, the reasons for their occurrence. In our opinion, these common driving factors are the following:

- a) the need for social communication processes;
- b) functioning under the laws of acoustics;
- c) Submission to the norms of perception psychology.

In our republic of Bashkortostan there are different peoples, such as the Bashkirs, Tatars, Russian, Ukrainian, Mordovians, Chuvash, Belorussians and many other nations. In the Republic of Bashkortostan, and in particular in our city Sterlitamak annual cultural events that promote cultural communication, strengthen inter-ethnic unity.

On the example of Bashkortostan, we see how the process of cultural globalization. And at the same time to preserve the cultural identity of the peoples living in Bashkortostan, preserve traditions that have been inherent in our ancestors, in Sterlitamak held annually, as in ancient times, the holiday Sabatntuy.

Anciently Sabantuy was ubiquitous favorite national holiday. That is why it will not stop its existence in the present. True, the changed conditions of life in their own

impact on it. Gone are local differences that were observed in the traditional way of life. This is reflected, first, that the single became its timing. A common term is more convenient: sabantui celebrate the summer, after the spring sowing, before reaping.

Sabantui translated from Bashkir – "plow festival". It traditionally begins with honoring the foremost agricultural, rewarding them with valuable gifts and prizes.

Now has the status of national sabantui holiday. He has not only entertaining. First, sabantui symbolizes the unity of people – representatives of more than a hundred nationalities living in Bashkortostan. Annually in Sterlitamak held Bashkir national holiday Sabantuy. And in the past 2012 was no exception to the rule. Celebration was held as usual on the beach location near the river, there is the benefit of a few years, "registered" necessary props: pole climbing for the gifts and the beam, which is usually fighting with pillows.

As usual, the program included arm wrestling, wrestling "kuresh" traditional national competition. To the program of sports events added archery.

Throughout the holiday was played traditional music, uplifting people, performed provocative and lyrical dance. Was the performance of a traditional dance group to Sabantuy folk dance "Agidel." And it says only one thing that the people of our city Sterlitamak, in addition to their culture, their native culture has become even people living nearby – for the Bashkirs – Russian for Russian – Bashkir, Tatar, Chuvash. And this is the most unique quality – communicative competence, giving different people to live in peace, harmony and understanding.

According to the results of sociological research in the form of questioning spent directly on holiday Sabantuy, the question: "Is music a means of communication of different cultures?" – Was given positive answers 88 out of 100. And as to the question: "Is music a means to improve the culture?" – Voted for it – 17 respondents. The question: "Music is a means of entertainment?" – 3 people voted.

Based on the analysis of questionnaires, we see that people consider music a powerful communication tool that can develop inter-ethnic unity, cultural dialogue and tolerance.

In conclusion we can say that we have considered the important function of music – communicative, since the aim of this work was to study the effect of music on the communicative competence of different people.

Russia's integration into the European and global processes has led to the problem of developing cultural characteristics of other countries. Entering the common space is impossible without the development of its cultural context. Awareness of belonging to a single world space is required to achieve understanding between different cultures.

Relevance of intercultural acquired currently unprecedented sharpness, as in recent years, the social, political and economic upheavals of the world have led to an unprecedented scale migration of peoples, their relocation, resettlement, clash, mixing, which of course leads to a conflict of cultures.

Using the ability of music to influence people's emotional state in a positive way, as well as using music to explore the culture of the people living in our country, we thus do a great deal to improve the understanding of different cultures and the development of inter-ethnic unity. On the example of the activities carried out in Sterlitamak, we see that music is a means of communication of different cultures.

MODERN LABOR MARKET AND YOUTH

Situation developing in the Russian youth labor market in recent years is quite tense and characterized by a tendency to deteriorate. The rates of hidden and registered unemployment, as well as its duration are increasing among young people. Meanwhile, opportunities for young people are already limited because of their lower competitiveness compared to other population groups.

Unemployed young people is one of the well-defined stable segments of the labor market, characterized by stable growth in labor supply. The youth labor market is formed by young people in need of employment. They are unemployed university graduates, professional educational institutions. The labor market is maintained by demobilized soldiers. Recently, the situation in the central regions of Russia is characterized by the afflux of refugees and migrants. Of course, not all new graduates look for a job and enter the labor market. Some of them plan to continue their education, others are not employed for other reasons. Youth labor market has its own peculiarities:

- Firstly, there is uncertain supply and demand due to the variability of youth orientation, their social and professional uncertainty. The situation is aggravated by the sharpening of young people's social problems connected with the radical change in socio-cultural and political context of personal development, which results in increasing difficulty of young people's self-determination, including professional sphere;

- Secondly, low competitiveness is specific to the youth labor market compared to other age groups. The young people are most at risk of losing their jobs or being unemployed. Employment opportunities for new workers entering the labor market for the first time are reducing. The limited demand in the labor market lowers employability of graduates;

- Thirdly, the youth employment has visible and hidden proportions. The group of young people who do not work or study is continuing to grow;

- Fourthly, the youth labor market is characterized by wide variance. This is due to the fact that educational institutions train students in all possible professions. The lack of demand on the labor market for many of them results in most of the young people seeking work, including recent graduates, being employed in the field which is far from their basic education, so retraining for many of them is the only way to get a job. Each year every fourth graduate is a potential candidate for the retraining to get the second profession. In addition, a fifth of young people resign because of their dissatisfaction with a profession, or the nature of a job during the first year of work after graduation;

- Fifth, in the youth labor market there is an extremely difficult situation with women's employment: traditionally, among graduates, especially with university degrees, females make up a significant share while employers give a clear preference to men.

The existing labor market presupposes the identification of priority professions and specialties in a given time. In this connection there have emerged theoretical and applied tasks of quantitative and qualitative comparison of professions in demand and fields of training in educational institutions.

Thus, young people in the labor market constitute rather vulnerable group, so the questions of monitoring and help are matters of the state policy. Outlining the prospects of organizing teenagers' and young people's employment it is necessary to take into consideration new forms, such as:

- the creation of small enterprises able to employ the youth and females more widely;
- the organization of job quotas through legislation fixing the requirements to employers to provide young people with jobs as well as the system of benefits for them;
- the creation of more effective and stable mechanisms for organizing temporary employment of teenagers.

The issue of the state youth policy effectiveness remains valid. The state has so far been poorly able to mobilize youth initiative according to the public interest. In addressing these issues it is also important to achieve clear separation of powers and responsibilities between district authorities and local self-government. The programs should provide stronger links of the state youth policy key elements with the main mechanisms of reforming the Russian economy and social sphere in general. It is urgent to work out the practice of budget payments for the purposes of the state youth policy. Compensatory actions should be strictly limited to clearly distinguished categories of young people in need of help and precisely delineated range of tasks. But main efforts should be aimed at the specific embodiment of investment in the youth. This purpose requires a different approach to the calculation of financial resources to support the youth and children's organizations. It means the prediction of positive (including financial) consequences of such social investments in the nearest, and especially distant future because the world experience shows that the basic ideas of the state youth policy is realized in about 30-40 years after the start of the first activities.

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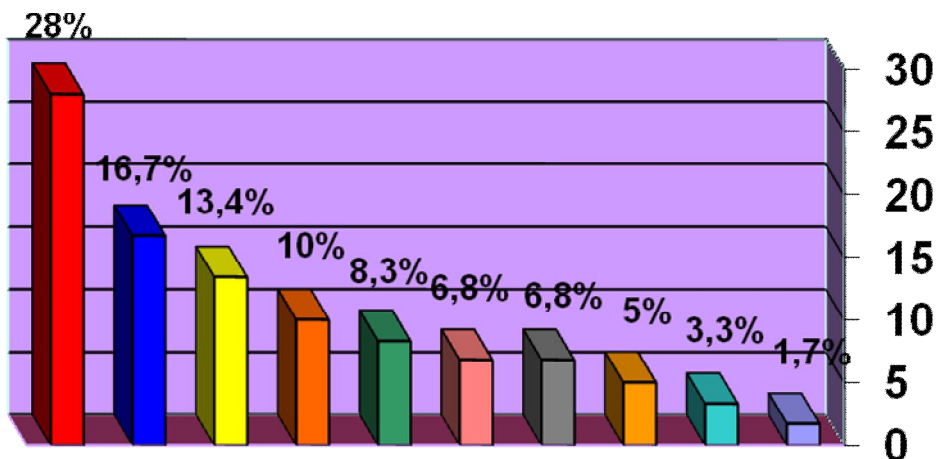
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DAS PROBLEM DER BERUFSWAHL

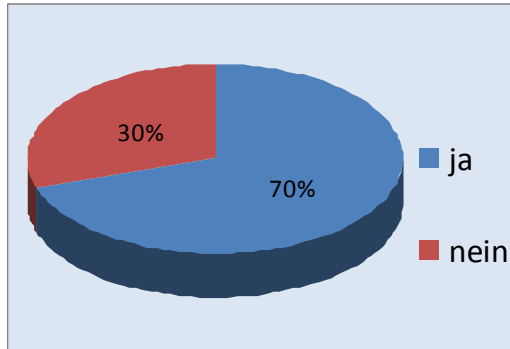
Das Problem der Berufswahl ist heute sehr aktuell. Viele Jugendliche wollen an den Hochschulen studieren, manchmal ist es egal, an welchen. Die Arbeitsberufe sind nicht populär. Es gibt zu viele Juristen, Ökonomen. Aber unser Staat braucht verschiedene Fachleute. Man muss das berücksichtigen und den Arbeitsmarkt erlernen. Es kommt auch oft so vor, dass der Mensch von seinem Beruf enttäuscht ist. Der ausgewählte Beruf muss nicht nur den Interessen, sondern auch realen Möglichkeiten und Fähigkeiten der Person entsprechen. Entscheidend bei der Berufswahl sind vor allem Leistungen, Fähigkeiten und Neigungen. Man muss selbstkritisch sein und seine Fähigkeiten richtig einschätzen. Wenn der Beruf gefällt, empfinden die Menschen ihre Arbeit als Freude. Solche Arbeit bringt Genugtuung. Leider ist es nicht immer der Fall. Darum muss man möglichst mehr von verschiedenen Berufen erfahren und sich auf die Berufswahl gut vorbereiten.

Es wurde eine Umfrage durchgeführt, an der 60 Schüler der Oberstufe verschiedener Mittelschulen teilnahmen. Hier sind die Fragen und Ergebnisse:

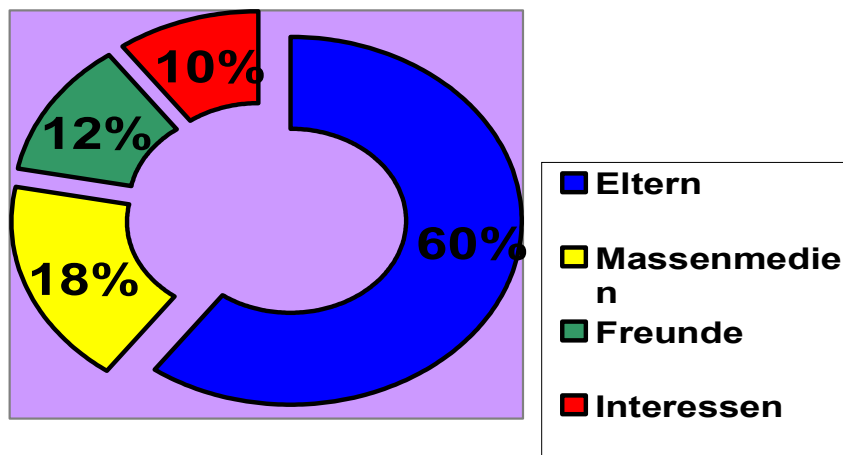
1. Welcher Beruf ist jetzt besonders populär?



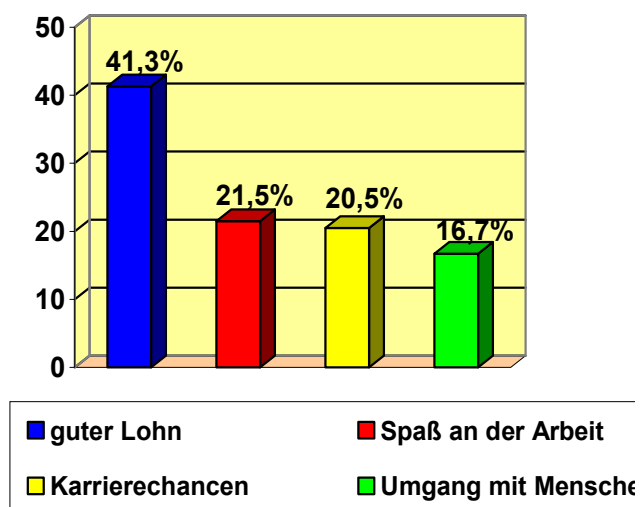
2. Hast du deinen zukünftigen Beruf schon gewählt?



3. Wer hat auf deine Berufswahl Einfluss ausgeübt?



4. Was spielt für dich in deinem zukünftigen Beruf die größte Rolle?



Die Ergebnisse der Umfrage zeigen, dass nicht alle Schüler der Oberstufe den künftigen Beruf schon gewählt haben. Aber es gibt viele Berufe, die für die Jugendlichen attraktiv sind. Man muss mehr über moderne Berufswelt erfahren. So möchte ich mehr über die Berufe schreiben, die man an meiner Hochschule erlernen kann.

Jurist

Jurist ist ein Mensch, der juristische Ausbildung hat. Aufgaben von Juristen ist es, Antworten auf Rechtsfragen zu finden. Sie gewährleisten, dass die für die Steuerung und die Kontrolle des Miteinanders in dem Gesellschaft durch den Gesetzgeber festgelegten Rechtsnormen umgesetzt werden. Die Juristen sorgen dafür, dass gegensätzliche Interessen innerhalb eines Gemeinwesens oder auch zwischen zwei Parteien, Staaten oder Unternehmen durch Anwendung der Rechtsvorschriften ausgeglichen werden. Auch können sie für Legislative Gremien in beratender Funktion tätig sein.

Jurist muss folgende Kompetenzen beherrschen: Fachterminologie, Kundenberatung, Rechtswissenschaften, Sachverständigentätigkeit, Justizverwaltung, Lehrtätigkeit, Mediation, Recherche, Informationsbeschaffung, Rechtsvertretung, Vertragsausarbeitung. Jurist kann als Rechtsanwalt, Staatsanwalt oder Richter tätig sein. Es gibt auch Anwaltsnotar. Er beurkundet einen Vertrag oder ein Testament. Er muss neutral die Interessen aller Beteiligten wahrnehmen. Der Syndikus ist ein Rechtsanwalt, der bei einem Unternehmen angestellt ist. Wegen der Weisungsgebundenheit gegenüber seinem Arbeitsgeber darf er diesen nicht vor Gericht vertreten. Jurist muss intelligent, kontaktfreudig, flexibel, berechtigt, verantwortungsbewusst sein.

Manager

Die Unternehmensführung heißt Gestaltung, Steuerung und Überwachung eines Unternehmens. Die Unternehmensführung lässt sich unter Tätigkeits-, Personal-, Organisations-, und Prozessaspekten betrachten. Zu den typischen Hauptführungsaufgaben des Managements gehören: die strategische Unternehmensplanung, Festlegung der Langfristigen Rahmenkonzeption für die strategischen Geschäftsfelder, die Konzeption, Einführung und Pflege wesentlicher Leistungsfähiger Systemstrukturen z.B. Planung- und Kontrollsysteme, das Organisationssystem. Als grundsätzliche Planungszeiträume werden die kurzfristigen, mittelfristigen oder langfristigen Unternehmensplanungen unterschieden. Die kurzfristige Planung umfasst ein Jahr oder weniger, die Mittelfristplanung bezieht sich in der Regel auf eine Zeitspanne von ein bis fünf Jahren, Langfristige Planung umfasst einen Zeitraum von mehr als fünf Jahren. Manager ist Führungskraft eines Unternehmens. Aufgabe eines Managers ist die Planung, Durchführung, Kontrolle und Steuerung von Maßnahmen zum Wohl des Zweckes der Organisation unter Einsatz der ihm zur Verfügung stehenden betrieblichen Ressourcen. Das Ziel des Managers ist die Versorgung der stabilen Konkurrenzfähigkeit des Unternehmens. Manager braucht gutes Gedächtnis, Kontaktfähigkeit, Geduld. Er muss entschlossen, selbstkritisch, kompetent, humorvoll, ehrlich, aufmerksam und pünktlich sein.

Ökonom

Ökonom ist der Fachmann auf dem Gebiet der effektiven wirtschaftlichen Tätigkeit. Dieser Beruf ist den Berufen wie Buchhalter, Marketer, Manager, Finanzmann sehr nah. Ökonomen planen und berechnen Finanzen, kontrollieren Finanzverbrauch, analysieren die Arbeitsergebnisse und bestimmen die Rentabilität des Unternehmens. Die Funktionen der Ökonomen sind Untersuchung, Planung und wirtschaftliche Begleitung der finanzwirtschaftlichen Tätigkeit des Unternehmens. Ökonomen können im universitären, staatlichen oder privaten wirtschaftlichen Bereich tätig sein. Sie arbeiten in Organisationen, Banken und Betrieben, die Bedarf für Prognosen und Analysen der Wirtschaftslage haben.

Ökonom muss über wirtschaftliche Hochschulbildung verfügen. Er braucht analytisches und logisches Denken. Er muss ordentlich, pünktlich, aufmerksam und geduldig sein. Häufig sind auch Fremdsprachenkenntnisse nötig.

Buchhalter

Buchhalter geben die beim geschäftlichen Verkehr eines Unternehmens anfallenden Daten finanzieller Geschäftsvorfälle in die Geschäftsbücher ein. Sie kontrollieren diese und führen am Ende einer Rechnungsperiode in der Finanzbuchhaltung vorbereitende Tätigkeiten zum Jahresabschluss durch. Zusätzlich zu Bearbeitung der Transaktionen von Kunden (Debitorenbuchhaltung) und Lieferanten (Kreditorenbuchhaltung) fallen Aufgaben wie das Verfassen von Steuererklärungen, Lohnabrechnungen und eventuell auch Verzollungserklärungen an. Die dem Unternehmen dienenden Langlebigen Wirtschaftsgüter werden in einer Anlagenbuchhaltung erfasst. Die Buchhaltung liefert das Zahlenwerk und somit die Arbeitsgrundlage für das Controlling und stellt Informationen für die Geschäftsleitung bereit. Buchungen und Jahresabschlüsse, die von Buchhalter vorgenommen wurden, werden von Revisoren geprüft. Der Buchhalter braucht rechnerisches Denken, Gewissenhaftigkeit, Aufmerksamkeit, gutes Gedächtnis.

Informatiker

Informatik ist die „Wissenschaft von der systematischen Verarbeitung von Informationen, besonders der automatischen Verarbeitung mit Hilfe von Digitalrechnern“. Historisch hat sich die Informatik einerseits als Formalwissenschaft aus der Mathematik entwickelt, andererseits als Ingenieursdisziplin aus dem praktischen Bedarf nach einer schnellen und insbesondere automatischen Ausführung von Berechnungen.

Informatiker arbeiten im Bereich der Informatik. Sie forschen und entwickeln oder wenden die Informatik an, dies vor allem in der Informationstechnik.

Die Pioniere der Informatik prägten und prägen die Informatik, die die Grundlage der Informationstechnik (IT) ist. Manche Informatiker untersuchen ausschließlich Probleme theoretischer Natur wissenschaftlich in der Informatik, deren Lösungen jedoch oft von anderen Informatikern in der Informationstechnik umgesetzt werden, meist in Form von Software.

So kann man sagen, dass die Berufswahl ein wichtiges Problem ist und man sich gut in der modernen Berufswelt orientieren muss.

GLOBALIZATION AS A FACTOR OF MODERNIZATION OF THE YOUNG PEOPLE'S SOCIAL VALUES

System of human values is base/foundation of attitude to the world. Values are comparatively stable, socially conditional selective attitude to human material and cultural public goods.

“Values are what people need to meet the needs and interests as well as the ideas and their motivations as the norm, ideal and goal” – wrote the philosopher V.P. Tugarinov.

Our value-world is immense. However, there are some "cross-cutting" values which are the kernels in almost every sphere. These include hard-working, education, kindness, politeness, honesty, integrity, tolerance, humanity.

According to V.P. Tugarinov there is a division "on the life values and culture values". The life is given by nature and culture is created by people. Accordingly, the life values include life itself, health, long life and heredity. Cultural values are divided into material and spiritual ones. What are these values today? What do they depend on? What do young people live for today?

A survey was conducted among young people from 14 to 20 years old. The results show that the most important values in life of young people include: health (43.9%), financially secure life (31.6%), love (31.2%), a happy family life (31.1%).

The young generation get over becoming in very difficult conditions of breaking many of the old values and the formation of new social relations. Hence the confusion and pessimism and lack of faith in the future. Increasing aggression and extremism, chauvinism and criminality.

Someone lives listening to the stories that the older tell about wonderful time “when all problems were easy to solve”.

While others behave aggressively towards all innovations, criticize everything and search "enemies", who could be blamed as the cause of all ills.

Others, in desperation, go to "nowhere", become criminals, alcoholics and drug addicts.

The fourth are looking for "the way to God," joins various sects, addicted mysticism and witchcraft.

The fifth, knowing that only through their own activity they can be successful in life, objectively evaluate new realities, looking for ways to solve problems.

And the main factors of the contrast level of social development of young people are family and education. The analysis shows that in a general social crisis that we are experiencing today, family and education are also in crisis. Number of divorces is still high, children and the elderly are abandoned, and children run away from home, frequent cruelty to children and the elderly. These are signs of social unhealthy family. In the area of education we observe a negative attitude towards school from children and parents, conflicts with teachers, the degradation of teaching profession (many examples of professional insolvency of the teachers), the decline in prestige of

education, low levels of preparing experts at universities, etc. It all shows the social crisis.

In other words, there is a struggle of values in the public mind and in the community. Today the values are crumbling, although only yesterday they seemed stable. It happened because of social security disappearance and economic upheaval increase. At the end of XX century there was the loss of the established system of values and traditions. Emerged sociocultural vacuum was quickly filled by Western mass production. Emergence of new telecommunication and information systems gave impetus to the phenomenon of globalization. Particularly social group of young people exposed to the process of globalization in modern society due to their psychological and age characteristics, which are characterized by spontaneous and active controlled by no one borrowing of cultural values.

What is globalization in the understanding of young people? In a narrow sense, globalization is a specific historical phenomenon, which includes the processes and the development of relations between the two countries when they go to a new level, creating a single global system of social relations in which each element cannot function without the other.

The process of globalization is based on economic attitudes and market relations, and now it covers cultural, social and scientific area. Globalization of international relations is the natural process of civilization. Globalization has pushed modern Russian society to the sociocultural shift, where "the people's needs become more diverse and the subordination of their interests becomes more difficult." To avoid jumping to conclusions about the consequences of globalization, we need to consider its impact on the life of an individual, for example, me.

At first globalization gives me the opportunity to be closer to my family and friends. This is very important in our vast country. For example, using the Internet, I can congratulate my friends with New Year wherever they are. We can ask each other for help; encourage each other if we have troubles.

On the other hand since I started using the Internet I not so often talk to people face to face. I have forgotten how to welcome visitors. Moreover, when I had no computer, I was able to get along with people better than now.

Secondly globalization helps me to learn. I guess I have never had better chance of getting a decent education than at the era of globalization. If I lived thirty years ago, I would not be able to participate in international educational programs and competitions, an internship abroad, using the Internet, turn to my friend from another country for help. All these things are so commonplace today that I cannot imagine my life without them.

Undoubtedly, globalization gives me the opportunity to get a good education. In particular, the Internet makes it easier for me at school. But I have noticed that sometimes I forget the saying "no sweet without sweat" and rely too much on the internet. But really this is not a problem. We just have to remember that if we want other people to do our work for us, we have no chance to reach our goals.

Thirdly, globalization gives me freedom. No one can cut my wings. I can independently select everything: the place where to live, the country where to relax, the country which products and items to use.

It gives us the opportunity to develop in the direction which we want. Using the experience of specialists in the world, I can become a professional in my area. Thus, in

the era of globalization, I can make a good career. It is impossible to overlook the fact that as a result of the globalization of culture leading positions occupy American and European pop singers and movie. At the same time, globalization means competition. Many people want to achieve the same goals as me. But, unfortunately, there is not so much place under the sun. It means that even a good specialist cannot find a job. In addition due to globalization the policy of the volunteer movement actively develops where I am involved. In general volunteering is the best achievement of globalization as I think. The more I do this activity, the more I penetrate world problems and their solutions. For example, there was a planned approach to preservation of the cultural heritage of all mankind and in each country. UNESCO's just a prime example of positive effects of globalization. If at the initial stage of the process of globalization is absorbed by individual crops now in the process of modernization emerged a planned approach to preservation of the cultural heritage of all mankind, and in each country, as there is a danger of losing their identity in many countries and peoples.

Thus, in understanding today's young generation globalization is more positive, although very controversial process. Among young people is not so many ant globalists if you compare the age of all members the anti-globalization movement.

Rapid development of information and communication technologies, which play an important role in the formation of a single political, economic and socio-cultural space, promoted active participation of young people in the process of transformation of the international system. Accepting challenges of the technological revolution, the young people not only play an important role in the economic life, but also change the characteristics of civilization and cultural environment.

Ideological, political, moral, legal and artistic and aesthetic value orientation determines the social status and social well-being of today's youth, which is in its term affected by globalization as a historical process. So we must constantly improve globalization. Youth is the future of the planet, that's why everyone's task is to work on global problems of youth.

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CYBER-ATTACKS AND INTERNATIONAL LAW

A cyber-attack is an attempt to undermine or compromise the function of a computer-based system, or attempt to track the online movements of individuals without their permission. Attacks of this type may be undetectable to the end user or network administrator, or lead to such a total disruption of the network that none of the users can perform even the most rudimentary of tasks.

A cyberattack can be malevolent in its intent. In situations of this nature, the purpose is not to gather information without anyone noticing, but to create problems for anyone who uses the attacked network or computers connected with that network. The end result can be loss of time and revenue and possibly the disruption of the delivery of goods and services to customers of the company impacted by the attack. Many businesses today take steps to ensure network security is constantly being enhanced to prevent these types of malicious computer attacks.

Attempts by cyber-terrorists to interfere with the function of power grids and other means of delivering public services are also classified as cyber-attacks. Because attacks of this kind can quickly cripple the infrastructure of a country, they are considered an ideal means of weakening a nation. A strategy utilizing a series of cyberattacks timed to simultaneously disrupt several different key systems can, in theory, render a nation unable to successfully overcome any of the attacks before a great deal of damage has taken place. Fortunately, many nations recognize the very real threat of cyber-terrorism and take steps to protect government and public service systems from any type of Internet attack, as well as the manual introduction of software that could disrupt the systems.

Just as governments and corporations must be aware of the potential for a cyber-attack to occur, individuals must also take steps to protect their home computers and related equipment from sustaining an attack. A basic preventive measure is to secure high quality anti-virus and anti-spyware software, and update it on a regular basis.

States have become increasingly dependent upon computer networks and the information that they hold in order to effectively regulate their societies. It is therefore unsurprising that hostile states, individuals and non-state actors have sought to attack computer networks of target states with greater frequency and ferocity. A day barely seems to pass without the media reporting that a state has been a victim of a cyber-attack.

Cyber-attacks can take many different forms. On the one hand, a cyber- attack can cause physical damage comparable to that caused by conventional weapons. A cyber-attack can corrupt the operating system of a power plant and cause a nuclear meltdown, for example, or shut down civil aviation systems, thus causing civilian aircraft to crash. On the other hand, a cyber-attack may not cause any physical damage. However, this does not mean that cyber-attacks causing non-physical damage does not affect adversely the security of a state. The damage they can produce can be extremely serious. A good illustration would be a cyber-attack that cripples a state's financial sector or disables military defense systems.

The international law has long sought to construct an international legal framework to protect states from hostile attacks from abroad. An international legal framework was constructed to address the threat of kinetic force.

The conclusion is that a cyber-attack producing non-physical damage would seem to fall outside of the legal regime established by the UN Charter. The ability of the jus ad bellum to protect states from cyber-attacks is therefore called into question. International lawyers must dedicate attention to the application of the jus ad bellum to cyber-attacks, seeking to reveal the deficiencies of the current legal framework and suggesting proposals for reform.

It is also important to consider the application of international humanitarian law (IHL) to cyber war. IHL applies when there is an armed conflict. According to IHL, an armed conflict exists when there is exchange of hostilities between one or more parties. IHL maintains a firm distinction between armed conflicts and applies different legal regimes. The status of non-state entities or organizations and their links with states is also of paramount importance in this regard.

Cyber hostilities challenge many other established principles of IHL such as the principles of distinction and proportionality. These principles hold that civilians and

civilian objectives should be distinguished from combatants and military objectives and that the action should be proportional to the military objective sought. However, in interconnected computer systems, adherence to these principles may prove difficult.

These questions represent some of the most serious challenges that cyber war poses to IHL. As with the jus ad bellum, the role of the international lawyer is to question the adequacy of the application of IHL to cyber war and, where deficiencies are found, to postulate proposals for reform.

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DIFFERENCES BETWEEN RUSSIA AND GB

There are two opinions about differences in Russia and in the UK. Some people think there are no differences. However, others suppose there are some.

In my opinion, the countries are not similar. For example, in Russia there are a lot of traditional holidays: The Pancake week and The Day of Ivan Kupala, and of course New Year` Day. In England as well, there are many traditional holidays: St.Patrick`s Day, Guy Fawkes` Day, St. George's Day, Halloween.

In addition, there are differences in a life of these countries. In Great Britain there is a special meal in the first half of a day. It is lunch. In Russia there is a special meal. It is "poldnik".

Meanwhile, there are people, who think, that Russia and the UK are similar. In both countries there are problems with ecology, for example, air pollution. Besides, in Russia and in the UK there are a lot of traffic jams. They stop life of the cities for a long time. These are the main problems in both countries, though the government tries to solve them.

Moreover, there are identical holidays, which are celebrated both in Great Britain and in Russia: Christmas, Women`s Day, Mother`s Day, Easter.

In both countries people believe in superstitions. For example, the most widespread superstition in Russia and in Great Britain is "If you break a mirror, you will have seven years bad luck". People believe in it and try to be careful with the broken mirrors not to draw a trouble.

Finally, I can say there are a lot of opinions about differences in Russia and Great Britain. Some people even argue about it, but I think there are more differences.

ACTUAL PROBLEMS OF YOUNG PEOPLE'S UPBRINGING AND EDUCATION

Education is the process of identity formation in order to prepare people to socio-cultural and working life in the community. It is believed that education is given by parents, caregivers, teachers, educators, and those who are not lazy. But in reality, all to a man takes part in education. The formation of the individual is affected by the surrounding community, including the Internet communication, watching TV and getting acquainted with the false "works" of mass media.

While analyzing education, we can say that in modern society there are problems of upbringing and education. The study of previous generations' education is the study of today's standard of culture, current economic, political, social, scientific, and other indicators. The fact is that all the surrounding social world today is a result of our upbringing yesterday. Education as such (the study of science, natural and social laws of human society) do not have a significant impact, as upbringing of young people (the younger generation), since the upbringing exactly lays the foundation of social desires in a human being, and they are the main grounds for further action. In other words, you can spend a lifetime on forcing another person to achieve certain results in the community and do not succeed. And you can just foster a right desire which will encourage a person to right actions, making a right choice. Nurture a child's desire, and everything else he/she will do himself/herself (find ways to fulfill one's wish and make it a reality).

The proper training and education of children will create a society without injustice, war and violence. But actual problems of upbringing and education are that sometimes in the society there appear not to be answers to certain questions relating to the upbringing of young generation. Besides, education is a non-stop process of perception and "absorption" of reality by a child. In other words, the child becomes a reflection of reality, he/she absorbs the examples that are shown to him/her by the surrounding society. Since our society is far from ideal, then our children grow up appropriately. If we want to raise our children properly, we need to know how to behave in society, serve as an example to our children, because examples bring up people. Examples are the most important principles of education, not persuasion, conversations, and more. You may long tell how to behave in a society, but if those around somebody behave themselves in a different way around, he/she will live like others. What example you set to your children, such a person you bring up.

How can we know if we are raised in a proper way and whether we serve as a good example to our children and what society should be nurtured from generation to generation? Where can we get a clear guide-book on children's education with the description of the ideal society? For these purposes we have to study the nature of things, reveal the meaning of life, understand where the humanity evolves according to the nature's plan. This is where the problems of education begin because teachers themselves do not know what to teach.

In theory, everything is very easy. Adults have just to understand the basic error of our society. They live according to their selfish desires (wealth, power, fame, knowledge), divide the world and try to tear off as a big piece as possible. The connections among people in a society are based on selfishness. The development of the society based on selfishness was possible till it became global, and the humankind developed quantitatively. Nowadays, according to scientists, everyone is associated with the inhabitants of the planet through “fifth” hands. That is, if you have five acquaintances and they have five acquaintances, then you can collect all the humanity together. The communication of all inhabitants of our planet have become very strong, respectively, the “egoistic” model of behaviour has a devastating effect on our world. Now you can see the impact of any negative event on the whole world, so called “butterfly effect”. In other words, a small problem affects all humanity. This can be seen very clearly in the last economic crisis. Small economic fluctuations in the insignificant bank led to the collapse of the banking system of the planet. The humanity faced with the global problem for the first time, the problem that affects all humanity. It have never happened before in the human history.

Today humanity must completely change the concepts of education. The child should be set examples that his/her actions affect him/her through the society. We should understand ourselves and educate the children that acting badly to others, we create a society of suffering around us, and respectively, suffer ourselves. Just look at the events that are taking place in our world. Everyone tends to "grab" for himself and is not interested in consequences. We catastrophically exhaust natural resources by our meaningless consumer behavior, pollute the environment, poison ourselves by toxic and genetically-modified food. Our society is only interested in an individual profit. Everything goes round profit. The only goal is profit. We are completely detached from reality, have forgotten about the efficiency and rationality of resource using, the meaning, the truth. Pharmacists and health care bodies are not always interested in the humanity being healthy. Some producers have incentive to produce unwanted goods and sell them to us, using the knowledge of human psychology. Moreover, products are produced in such a way as to become outdated or out of order very quickly. Due to the fact that we often buy new products the highest level of profitability is reached. It results in turning "the dynamo" (we always want to earn to spend). People do not have time to raise their own children, because they always need to buy something and always try to earn money. In addition, we recklessly use resources. Some of them are not renewable. The shortage of resources has a negative impact on our society. The deficit feeds the desire to conquer.

Thus, wars are unleashed which lead to suffering. While we feel only the shortage of oil, wars are not so significant, but when we will begin to feel the general deficit in water and air, wars will be aimed at the extermination of some parts of humanity. Perspectives are not rosy. Let's cultivate the education of people. We should start with our own education, the disclosure of the meaning of life.

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DOMESTIC VIOLENCE IN RUSSIA

Domestic violence takes place in every country and affects women and their children from all social backgrounds. Some nations, however, have been more active than others in combating this type of violence, which Amnesty International brands "the biggest human rights scandal of our times". In a report released yesterday, called "Nowhere To Turn To", the rights group accuses Russia of severe negligence in protecting women from domestic violence.

According to Amnesty International, 70 percent of married women in Russia have been subjected to physical, psychological, or sexual violence at home. Official figures show that 9,000 women were killed by their husbands and relatives in Russia in 2003, out of a population of 143 million. Rights groups, however, say this figure could be much higher.

In comparison, rights groups say between 2,000 and 3,500 women die of domestic violence annually in the United States, a country of almost 300 million.

So why does Russia have such a poor track record in fighting this type of violence?

Firstly, domestic violence enjoys a certain level of tolerance in Russia, where it is largely viewed as a private family issue. Many beaten women are therefore afraid of speaking out for fear of public stigma, and also for fear their batterers will seek revenge.

In a recent interview with Amnesty International, Valeria, a famous Russian pop singer, said she was beaten by her husband for 10 years before leaving him. "I kept quiet about it for 10 years, because had I even hinted anywhere that I was having family problems, things would have gotten a lot worse for me", Valeria said. "It was a vicious circle. I couldn't confide in anyone. Only people very close to me knew what a disastrous situation I was in. If my safety, my physical safety, and that of my children had been guaranteed, I would not have remained silent".

Women who decide to flee their batterers very rarely have access to a crisis center, let alone a shelter. Rights groups estimate that less than 200 centers and shelters for victims of domestic violence currently operate in Russia. And the number of shelters is dwindling. Andrei Sinelnikov, the deputy director of the Moscow anti-violence organization ANNA, says many shelters have had to close down after state funds were slashed. Moscow itself does not have a single shelter – the closest facility lies in the city's outskirts, but for administrative reasons only women residing in the area have access to it.

Amnesty International also blames law-enforcement agencies for often refusing to assist victims and investigate domestic violence crimes. Friederike Behr is the group's coordinator in Russia. "A woman called the police 15 times in one night, and the police didn't come. When we spoke to her, we were sitting in her room and she showed us where it [police station] was, just 500 meters away from her home", Behr said. "Another woman called the police after her husband beat her. She was told: 'We'll

come only when there's a dead body'. Even when the police do turn up, they arrest the husband, detain him for a few hours, and then he goes back home".

Russian legislation offers little protection for victims of domestic violence. Yelena Shitova of the Women's Alliance group in the Altai region says women seeking to prosecute their husbands face severe legal and bureaucratic hurdles.

Many cases about domestic violence are classified as private accusations, and the maximum sentence for such cases is three years in prison. In this situation, the woman, as a private accuser, has to gather the documents on her own, present herself, carry out the legal proceedings. This is a very difficult task, considering that the whole population is totally ignorant about its rights".

Money is another obstacle that discourages many women from seeking justice, since victims of domestic violence are not entitled to the free services of a lawyer. Shitova says hiring a lawyer in the Altai region costs some 3,000 rubles – at just over \$100, this represents the average monthly salary in the region. She says Russia should follow the example of former Soviet states such as Kazakhstan and Kyrgyzstan, which adopted a separate law on domestic violence to assist victims and help them prosecute offenders.

But there is also some good news. In some regions, law-enforcement agencies and local administrations are actively working with crisis centers to prevent and combat domestic violence. Shitova says her group runs regular domestic abuse prevention training for law-enforcement officials. The Altai authorities have also set up a crisis center and a hot line for victims.

Amnesty International, however, laments that Russia still lacks a systematic, countrywide approach to domestic violence, and has called on the federal authorities to take decisive measures to tackle the issue.

And the government's negligence, anti-violence campaigner Sinelnikov warns, may have long-term consequences since boys who witnessed domestic violence at home are more likely to beat women.

In conclusion we want to say that domestic violence is a serious problem in Russia. There is no systematic countrywide approach to domestic violence. It is high time to take decisive measures to tackle the issue. It is necessary to set up crisis centers in all regions of Russia and to adopt a separate law on domestic violence to assist victims.

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THE YOUTH VOLUNTEER MOVEMENT AS A KIND OF MODERN ASSOCIATIONS

Youth movement is an objective phenomenon, the product of social life. Youth social associations are voluntary self-managed non-commercial formations made by citizens who are fourteen years old, (who) joined with common interests for realization of common goals market in the youth charter of social association. It should be mentioned that the role and meaning of social organizations are very enormous and there are more than 247 thousand of them in the Russian Federation. These

organizations more or less represent Russian youth that makes more than 25% of the total number of the population of the country [1].

One of such associations is youth volunteer movement. In all time people would help each other. Being socially active is not only to understand and take responsibility for your life and health, but to protect and promote its social and political position to help others and support in difficult situations, those who really need it, those who are in trouble. Once any of us can become unhappy and lonely and we are very lucky, if there IS one who is willing to lend a helping hand.

At the heart of any voluntary movement is the old principle [2]. If you want to be a man you should help people. This principle is clear to those who know the feeling of justice and understand that it's possible to make life better if we joint our efforts.

Who are volunteers? They are people who are ready to spend their force and time in favour of A society or A concrete person. Sometimes they are called public helpers, assistants, leaders, mediators. Not all people may become volunteers, only those who have a noble idea, necessity in communication and future career, an interest, an encourage, creative possibilities and method of sharing with experience. Volunteer is not only an assistant or a social worker who cares for others. He can be a teacher, a designer, a journalist and a musician. Today more than hundred million people are involved in the volunteer movement around the world [3].

The work of the volunteers is organized at different levels, from local to international ones. Volunteers can provide humanitarian and medical assistance to people affected by military actions, rebuild the ruined cities, be engaged in teaching or just corresponding with a child from the neighboring children's home to give moral support to him. The case of volunteers is any socially useful work. Helping others is a good way to help yourself. Research showed that volunteering for a good cause can increase our happiness as much as if we doubled our income [4].

What motivates people to become volunteers? Everyone has HIS own reasons, and few are willing to talk about them. Basically, it is a matter of conscience of each person, but also it is a moral satisfaction, which brings the free assistance to a neighbour, the movement of volunteers gives a number of advantages, especially TO the youth. According to the sociological poll people working voluntarily call the following reasons [5]:

1. I want to help people in need;
2. I hope to learn something new;
3. I want to have some occupation;
4. I do it for my own pleasure;
5. I want to get acquainted with new people;
6. I want to deal with a specific problem;
7. I have free time.

A bit of history. The volunteer movement has deep original roots in all countries. 1920 is considered the official date of foundation of the international volunteer movement. It was the time after the First World War, one of the most destructive wars in the history of Europe, when a group of volunteers from England,

Germany, Sweden, Austria, former soldiers of the warring armies gathered together to restore the ruined village near Verdun. The result of this unprecedented event was the founding of the oldest international volunteer organization – Service Civil International, which served as a model for the creation of many others ones. But 70 years later, at the XI world conference of the volunteer movement the universal Declaration of volunteering was adopted, which proclaimed volunteering as a cornerstone of every civil society. Goals and tasks of the volunteer movement according to this declaration were defined as the achievement of peace, freedom, security and justice for all people, it recognized the right of every women, man or child to participate in the organization of volunteer movement [6].

The most widespread activity of volunteers in Russia is to help children without parental support. Such actions include collecting New Year's gifts and disposable diapers for babies and long regular support of pupils of the orphanages, which does not stop after their leaving the state care children facilities. Organizing animation programs, helping in treatment and educating of children. The history of the volunteer movement in Russia was associated with the activity of the Orthodox Church, later – with the initiative of the first non-commercial public associations, which were called Zemstva, where teachers and doctors did much for the Russian peasantry [7]. Russia was the country, where the first woman's volunteer movement appeared. The mercy sisters went to the front during the Russo-Turkish to help wounded soldiers.

There are different volunteer movements in Russia. World4U is one of the Russian partner organizations of VAP (Voluntary Assistance Programme). It began to exist in 1997-1998, when the Moscow-based student and work and travel company Inter-R in close friendship with the Voluntary Service of the Urals (VSU) started arranging summer work camps and sending volunteers abroad. Many enthusiastic youth and students were joined together around Inter-R, everybody with a clear vision that international communication among young people has a tremendous potential in rising intercultural understanding, tolerance and creative peaceful life in the world-wide community. Time went on and it became obvious that this team needed to form a new youth organization in order to put all its plans and ideas into life. Then in the summer of 2000, the new Youth and Student Voluntary Association World4U started to exist [8].

There is a group “Donors – Children” in Moscow, which is completely volunteer association. Participants do not have a permanent structure, or “membership in the society”. Volunteers organize children's contests and trips to the theater for children and their parents; organize a fundraiser to find a bone marrow donor and medications. And just come to play with children and talk to their parents. All these people are donors, no matter if they give their blood or not [9]. Also there are even groups where young people help released prisoners to start their life a-new.

Youth is the powerful force. It has modern knowledge, skills and the great potential. This potential will help to develop our world. We have to learn to be socially active, it is necessary to participate in public life, not shut out of the world, try to be considerate to the people, to be able to cooperate, to be able to trust people – the most

important qualities of a volunteer. Volunteering is not something that needs to cut into your time. It could be as simple as a few hours a week or even a month. As a volunteer, you help people. You make the world better. You save our planet. You present good emotion and you become better yourself. You begin to feel differently. You have professional experience.

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PLAGIARISM IN POLITICS

The acts of plagiarism have always had significant costs, especially in political and higher educational spheres. Numerous prominent cases of plagiarism have led to the resignations of officials: politicians, educational administrators, university presidents, government ministers and others. “Wrath” is walking around Europe and haunting, and it is the wrath of scientific misconduct and plagiarism. Some popular politicians have resigned in the last 3 years - but the revelation is also shaking most of the respected European universities.

Many European countries didn't consider plagiarism so seriously as they do it nowadays. In February 2011, in doctoral dissertation of German Minister of Defense Karl-Theodor zu Guttenberg some plagiarized text passages were found and documented. He was appreciated as Germany's most popular politician, with chisel jaw and gelled-haired. The status of this aristocrat was so rock-star that the party had to play an AC/DC track each time he upped the stage. But he has resigned as Minister of Defense after being fascinated in plagiarism scandal.

The 39-year-old baron had to be a future German chancellor. He had handed a notice to Merkel after nearly two weeks of stories in front pages about the reliability of his PhD thesis. In Berlin at a press conference Guttenberg said: “I have always been ready to fight but I have reached the limits of my powers”.

Merkel admitted she was taken by surprise by the resignation, when she received a request from Guttenberg to talk to her over the phone. She decided to accept

the resignation with heavily heart and praised Guttenberg as a man with an "exceptional political talent". It wasn't any successors, but a decision was made quickly.

Before the scandal broke, Karl-Theodor zu Guttenberg was described as the "shooting star" of political conservatism in Germany. He made a reputation as a man of action and plain speaking in a brief stint as Minister of Economy and after 2009 elections, as Minister of Defense.

However many commentators and politicians believe that Guttenberg will rise again. Angela Merkel refused to rule out a comeback by telling reporters that she is confident that they will have the opportunity to work together again in the future.

In April 2012, Pal Schmitt, the Hungarian president, announced he would resign after his doctorate had involved in a plagiarism scandal. Schmitt was elected to his office for a five-year term in 2010. In his speech at the plenary session of the Parliament he said that he resigned because his "personal issue" divided the name of Hungary. His 20th year old doctorate dissertation was revoked after Budapest's Semmelweis University during the investigation found that many of his theses about the Olympic Games had been copied. The material was taken from works of two other authors. After Schmitt had spoke, the government announced that it planned to have parliament vote later to accept the resignation of the president and let the legislators to choose a successor as soon as it is possible.

One month later Ioan Mang, Romanian Minister of Education resigned on as a result of a row over his plagiarism of 8 scientific papers. A teacher of Oradea University in northwest Romania was indicted of plagiarizing works by researchers from Japan, Taiwan and Israel on IT including their mistakes in couple of his papers.

In February 2013 German Minister of Education Annette Schavan resigned after her doctorate dissertation had been revoked for plagiarism by Dusseldorf's Heinrich Heine University (DHHU). After that the university voted to remove her doctorate during the investigation. Annete Schavan decided to leave her post of a minister and concentrate on her duties as a Member of Parliament. She did not accept the decision of the university and deiced to take legal action. The University of Dusseldorf looked into 30-years-old doctoral thesis after an anonymous blogger had raised a question about it on a forum. The committee of the faculty found that she had "intentionally and systematically" copied parts of the thesis under the title "Person and Conscience".

What is interesting Schavan had been scathing in her criticism of Guttenbergs doctorate dissertation when the scandal broke. "As someone who was herself awarded a doctorate 31 years ago and who has supervised several doctoral candidates, I am ashamed and not just behind closed doors," she told to the Sueddeutsche Zeitung newspaper.

In the UK and the US, universities have ethics councils and special honour boards and there are wide discussions of ethical practices. There is procedure in place for dealing with plagiarism and copied works. However, in Germany professors wanting to address plagiarism are significantly much left to themselves. They haven't got formal procedures or special tools.

There is so-called software for detection plagiarism that is available. It finds some plagiarism, especially when there are word-for-word copies. Such programmes don't find everything by a long shot, but universities in German are currently rushing

in purchasing them. The problem is systemic and deep-rooted. Every professor in Germany tends to work alone, with research groups which he coordinates. Most won't discuss problems by full stop. There aren't any official oversights or vetting.

There has been a toleration of misconduct in science for the decades in Germany. Anyone who speaks out quickly silences. Honest scholar has felt frustrated at seeing others getting away with cutting corners.

But, for example, teachers at the University of Cottbus in Germany get into furious when their PhD dissertation containing massive plagiarism by 40% of its pages has been declared officially to suffer only from "technical weaknesses".

People from all over the world are speaking up, and plagiarism is being discussed in universities, even many of them are unsure what to do.

Good scientific practice and better education about plagiarism are essential.

Dissertations should be published online with open access to in order to permit easy plagiarism checking, and a sample of already defended dissertations in the past five years needs to be reviewed in the Internet to identify weak sides. However, there isn't currently funding for such measures, so situation is unclear whether German universities keep muddling on or will really get serious about plagiarism.

Evidence suggests similar measures may be required in other European countries too, possibly in all, to ensure that higher degrees awarded in Europe's universities continue to attract the respect they deserve.

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GLOBALIZATION AND NATIONAL LANGUAGES

Globalization is an irreversible process of the modern world. It has as advantages as disadvantages. On the one hand, it promotes to the economic and political mutual, erasing national barriers, giving us knowledge about different cultures, borrowing new technology, educating tolerant personality.

On the other hand, it leads to frequent clashes of nations, because it is rather difficult to tolerate the rules and traditions of an unknown culture. But the most important point is that globalization can spread faster if there is one world-wide language, and it leads to the dying out of national languages and, as a consequence, of national cultures, as the language is the instrument which helps to save the culture. As we know, languages contain a lot of different information, and the endangered languages are not exceptions. This knowledge is not only our cultural heritage (stories, songs, legends and so on) but very useful data about nature: plants, animals, weather. I cannot but mention, it is also the way of our understanding of the capacities of the human mind.

It is also important that the words that describe a particular cultural practice or idea may not be translated correctly into another language. With the extinction of a language, an entire culture is lost.

As British researchers say, up to 40% of the approximately 7,000 languages spoken on the planet may disappear by the end of the century. [6] That is possible because 80% of the world's population speak English, Russian and Chinese, leaving no survival chance to the less popular languages. Every two weeks, humanity loses one regional language which leads to the loss of national culture and national identity because they are closely connected with the language. And along with the language goes into culture oblivion associated with it. Nowadays there are about 3500 unpopular languages which are spoken only by 0.2% of world's population. It is not easy to save the unique dialect, but it is especially important as they are keeping the knowledge associated with the traditions and culture of a particular nation. Among the dying languages there are some which are spoken only by a few dozen people. Moreover, there are 46 dialects with the only one speaker [6].

Nature and languages

This extinction of the languages, and the knowledge therein, has no parallel in human history. The book "When Languages Die" written by the famous American linguist David Harrison of Swarthmore College in Pennsylvania and his colleagues in England is the first to focus on the essential questions: "what is lost when a language dies?" or "What forms of knowledge are embedded in a language's structure and vocabulary?" And how harmful is it to humanity that such knowledge is lost forever.

According to «The Independent» which refers to the data collected in the book "When Languages Die", the current rate of language extinction in the history of mankind is unprecedented. He points that the disappearance is faster than the extinction of plants and animals. The Red Book could be made of over 40% of the world's languages. As for the flora and fauna, 8% of plant species and 18% of mammal species are in danger of dying- and it is not so much in comparison with languages. [4]

According to "The Independent" over the past 500 years about 4.5% of the total number of described languages, 1.3% of birds and 1.9% of mammals were lost. All these phenomena were strongly influenced by the colonization. Since 1600, 52 of the 176 languages, which were spoken by the tribes of North America, have fallen into disuse. Of the 235 dialects, spoken by the Australian Aborigines, 31 disappeared . [6]

The importance of languages

Meanwhile, some languages are important because they have unique features. For example, the language yelidnye spoken by Rossel Islanders in Papua – New Guinea

has unusual rare sounds, which are not represented in other languages, besides, the words used to describe the color are not the same as in the accepted terminology of other modern languages.

According to the American linguist Harrison [4], the disappearance of languages and dialects is not only a cultural problem. Scientists emphasize that the dying languages of Aboriginal and Indigenous Peoples have unique information on the local flora and fauna.

This information is being collected for centuries and that is why it is closely intertwined with the endangered language. For example, an animal which Siberian tribe of hunter-gatherers Tojois called with a simple word “cherry”, is translated as “two-year intact male of riding reindeer”. [6]

David Harrison also emphasizes that endangered languages store information about different types of relationships, animal behavior, etc. Now, according to the data published in the “New Scientist”, only 20% of the animals and plants in the world are classified officially. [4]

Information about other species of plants and animals is unknown to scientists, but can be encrypted in the dying languages. Therefore, their salvation is a very important task.

Languages in different areas

There are five regions in the world where languages are disappearing most rapidly. “The “hot spots” of imminent language extinctions are: Northern Australia, Central South America, North America’s upper Pacific coastal zone, Eastern Siberia and Oklahoma and Southwest United States. All of the areas are occupied by aboriginal people speaking diverse languages, but in decreasing numbers.”[8]

In Australia, where nearly all of the 231 spoken aboriginal languages are endangered, the researchers came upon small language communities as the three known speakers of Magati Ke, in the Northern Territory, and the three Yawuru speakers, in Western Australia. In July, Dr. Anderson said, “they met the sole living speaker of Amurdag, a language in the Northern Territory that had already been declared extinct.” [8]

Many of the 113 languages spoken in the Andes Mountains and Amazon basin are poorly known and are rapidly giving way to Spanish or Portuguese, or in a few cases, to a more dominant indigenous language. The dominance of English threatens the survival of the 54 indigenous languages of the Northwest Pacific plateau of North America, a region including British Columbia, Oregon and Washington. Only one person remains who speaks Siletz Dee-ni, the last of many languages once spoken on a reservation in Oregon. [4]

In addition, the language in the Bolivian Andes Leko is spoken by 20 people. In Cameroon, there are only 30 speakers of kambap. [3]

In Eastern Siberia a lot of speakers were forced to give up using national and regional languages.

We can remark the decreasing in popularity of national languages at an example of different French regions.

Now 400 thousand people speak Alsatian and 250 thousand people speak Occitan to their own children and these are the highest numbers. I suppose, it is caused by the highest indexes in the past (about 600000 people whose parents spoke a regional language to them in childhood), but Alsatian is spoken by more people to

their own children because in the past their adults spoke mostly habitually (600000 habitually and 250000 occasionally) in comparison with the people who speak Occitan, as they usually spoke occasionally (about 1500000 people).

It is also important to mention such languages as Breton, Creole and Corsican. They are not so popular now, but they have the same proportion as it was in the past. Maybe, it is caused by the same proportion between people who spoke habitually and who spoke occasionally. [5, 1]

The problem of dying out languages in literature

The rapid endangerment and death of many minority languages across the world is a matter of widespread concern, among all concerned with issues of cultural identity in an increasingly globalized culture. According to the counts, only 600 of the 6000 or so languages in the world are “safe” from the threat of extinction.

So, there are a lot of authors, discussing this matter. For example, David Crystal in his book “Language Death” focuses on social processes that make language die and makes many valid points on why it is bad. Indeed, a language dies only because people stop speaking it in favour of another language. And they do it because they abandon their culture in favour of a “domination culture”. The book unveils how it's all tied together. Moreover he answers the question: “Why is language death is so important?” [2]

Another author Asya Pereltsvaig tells in her book “Languages of the World” not only about the rich diversity of human languages, human languages` similarities and differences, but shows how can language be used to trace different peoples and their past. [7]

Conclusion

To cut a long story short, globalization is a positive process by which humanity is actively developing, but it leads to dying out of national languages. They say, that we gain a new soul with every language. So, are we in danger of losing our soul? No, if we fight for languages survival and do our best to save the national identity and national culture, we may avoid all the above mentioned dangers. The most important aim for modern generation is founding different projects all over the world to support the dying languages and nations. But the discrepancy is that it is possible only in case of the cooperation of all countries, namely by globalization.

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"LEGAL CULTURE OF YOUNG PEOPLE IN MODERN SOCIETY"

The consequences of the social and economic crisis of modern Russia in conditions of the market economy have made a crushing impact on the valuable system of the Russian youth, and it has determined the behaviour of young generation in political and different spheres of public life. The complexity of the situation is determined by the social and economic instability, the problem of social self-determination, the choice of an identification strategy in the process of social integration of young people and it occurs in conditions of crisis of the social and cultural identity. However, the dominant role of young generation in the social, economic and political life of the country is obvious and undisputable. [1]

Each previous generation is the basis for a new modified prototype. That's why, we cannot determine the exact reason of degradation and immoral behaviour of the young and also positive aspects of its development. Every action of a person, who can be included in the social and age group «youth», is derived from his legal education.

The youth is one of the largest social and demographic groups of society. The percentage of young people varies within 25 - 35% of the total number of society. A distinctive feature of the formation of legal consciousness of young people is that this process carries out the most effectively in the form of political participation. The legal consciousness as a legal category means a set of views, ideas, attitudes, and values, expressing the attitude of young people to law, to what is lawful or unlawful. It is defined by the social and economic conditions of society, and by cultural, legal and democratic traditions. [2] It's sad to realize that the negative moments of the development of young people dominate over the positive ones. The period of development of our state shows us a crisis of the legal culture of not only the youth, but also the older generation. This is directly linked with globalization and the intensive development of society. And as we know, it is the older generation cultivates in us the legal culture and lays the foundation of our legal consciousness.

It is known that law belongs to the top of human thoughts; it was and remains a part of human culture. In addition, law defines as the development of culture, as well as its accessibility, the possibility to join the material and spiritual culture for each individual. During a globalization legal education, ability to use the rights and to

participate in social and legal communication of each person become the most important problems for many states. [3] Society more than ever began to need of young generation which will be active, dynamic, and able quickly to be guided in difficult situations, independent in making decisions and responsible for their work.

The formation of legal consciousness of the youth has always been of great importance in the development of any society because its main function is reproduction of its political system. In the course of legal socialization the youth acquires the main values, norms, skills of legal behaviour and change them according to the conditions of the existence, with events of the life. [4] The role of the formation of legal consciousness is evident in society life when there is a breakdown of social structures, system of power, how it happened recently in Russia.

The bases of the state policy of Russia in the sphere of development of legal literacy and the legal consciousness of citizens are directed on the formation of legal culture of the population, traditions of unconditional respect for the law, the rule of law and the court. They provide both the formation of prevailing model of social behaviour, and the overcoming of legal nihilism in society which prevents the development of Russia as a modern civilized state. [5]

Not state and institutes of civil society become the main subjects of political socialization of the youth, but the mass media which influence doesn't always correspond to national interests. Therefore their influence on the legal consciousness of young generation is often negative.

As a result the youth are under the influence of the unpatriotic and not civil relation to society joins the activity of radical political, sometimes neo-fascist, nationalist or criminal groups. All this make complex the political processes connected with the formation of positive models of the legal consciousness and behaviour from the state and civil society. [6]

As a significant influence on the formation of legal consciousness of the youth has the mass media. The youth has false representations concerning the state policy, economy and other spheres of state and social life. Because each TV channel, radio and printed editions transform and change information in order to benefit it and the information subsequently are interested in. Therefore the young people have contradictory opinions on many questions, which have a negative impact not only on their legal culture, but also on their legal consciousness. Russia will depend on the youth position in political life, the stability and the activity on the way of democratic changings, and it is young people must be ready for the confrontation of political manipulation and extremist calls.

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“NOT A DAY WITHOUT A GOOD CAUSE!”
(the slogan of the scout movement)

From year to year the volunteer movement is gaining momentum and still a lot of good and useful things to be done! More and more young people learn about volunteer and more and more people wish to join them!

Volunteers are teenagers, students, young people, actively help such social categories of citizens as: the elderly, street children, young people and students, the homeless, people with disabilities, migrants, refugees, former prisoners and others; take care of pets, help zoos and parks; carry out ecological marches; promote a healthy way of life. In fact the word volunteering (good will) already contains its semantic value. Volunteering is socially useful, voluntary activity based on a gratuitous aid.

Anyone who knowingly and selfless works for the good of others, can be called as a volunteer. This is a person of any gender, age, religion.

In all the countries the volunteer movement has deep original roots and traditions. In Russia the word «volunteer» is known since the beginning of the XVIII century.

The official date of Foundation of the international volunteer movement is considered 1920. It was at this time immediately after the First World War the first volunteer project with the participation of a group of volunteers from England, Germany, Sweden, Austria was carried out in France. Yesterday's soldiers warring armies, gathered together to jointly restore the ruined village near Verdun. Then the youth of France and Germany was under the slogan: «It is better to work together than to fight against each other». The result of this unprecedented event was the founding of the oldest international volunteer organization – Service Civil International (it has 33 offices worldwide), which served as a model for the creation of many others.

In 1990, at the XI world conference of the volunteer movement the universal Declaration of volunteering was adopted. Goals and tasks of the volunteer movement Declaration defined as the achievement of peace, freedom, security and justice for all peoples, and recognized the right of every woman, man or child to participate in the organization of volunteer movement.

In Russia one of the earliest official references volunteer activities relates to 1894. That year the municipal trusteeship about the poor have been established. Volunteers worked there and voluntary donations were submitted. In Soviet times the

volunteers were driving on the virgin lands and The Baikal-Amur Mainline, worked on the weekends, harvesting of crops.

Nowadays there are hundreds of thousands of movements of volunteers throughout the world, as a small regional, as well as large, with a professional international status, working under the auspices of the UN and UNESCO.

Volunteering is often non-profit organizations, which do not have any income. Therefore, the main condition for the implementation of the majority of the programs of the volunteer movement is fundraising or collection of funds.

Since 2009 there is a volunteer portal JABA.RU in Russia, where you can officially register as a volunteer and get information about the development of the volunteer movement in the regions of Russia.

The development of the volunteer movement is paid much attention to recent years, both on the Russian and the Republican and municipal levels.

Today in Ufa a number of areas of volunteer activity are actively developing. These include the movement for healthy lifestyle, which is implemented within the framework of the Republican public youth volunteer movement «Together». On the initiative of the Youth public chamber under the Council of Ufa of the Republic of Bashkortostan and the support of the movement «Young guards» of the party «United Russia» holds ecological and labour volunteer action in the parks and teenage clubs in the city. In several directions charitable actions are carried out: the provision of social help to great Patriotic war veterans and senior citizens, participation in organizing and holding festive and gaming activities for children and teenagers with disabilities and children who are still on stationary treatment in hospitals, the adoption of patronage over children from orphan homes and shelters. Volunteers of the city take part in the Russian Patriotic campaign «St. George ribbon», dedicated to the May 9.

In order to support the youth volunteer initiatives, compile, disseminate and promote the effective work in the sphere of volunteering, new activists in the ranks of volunteers are attracted, the annual competition «Best supervisor of the volunteer movement, head of the children and youth public organizations» and the city festival of the volunteer movement are held. Every year activists and leaders of children and youth public associations of Ufa take part in the Republican contest «Leader of the 21st century».

At present time in the Republic and its capital the project «Personal volunteer book» is realized. Among volunteers there appeared the opportunity to officially confirm its status with a document, where you can information about employment, personal achievements of the volunteer, additional training. It is planned that the presence of this document will be taken into account in employment for work and be a launching pad for the career.

The volunteer movement of the city of Kumertau “Generation NEXT” was established in January 2003. In the Republic we are one of the few where all schools and all educational institutions are involved in volunteer activities. The guys are interesting, clever, cheerful, and ideological! There are 770 of them.

They have their own rules:

- the first to come to the aid;
- devote part of the time and efforts to public service;
- take the decision of the most various life issues and problems upon yourself.

The main objective of the "Generation NEXT" is to help young people find their place in life, to give them opportunity to realize themselves through the promotion of healthy lifestyle.

All these years, actively developing, volunteering is on a new stage of development. There appeared:

- “School of Volunteers”, where students learn to organize and hold events, learn to write scripts, articles, notes;
- “School of Leadership”, where we develop the ability to manage a group, compile and analyze their activity, to conduct the preventive trainings;
- “Curator School,” in which the curators of volunteer movement share their experience in conducting prevention activities, participate in seminars, round tables, scientific-practical conferences. The knowledge received the leaders of the volunteer movement in the classroom, are not wasted. They are reflected in the events, where they use different forms and methods of their organization: shares, competition, sites, seminars, conferences, etc.

There are 33 primary volunteer groups, acting on the basis of schools and institutions of professional training in our town. The volunteer group of Gymnasium №1 is called “Rhythm”. Our school solves the problem of civil and Patriotic education of schoolboys, propaganda of healthy lifestyle, prevention of addictions with all available means. According to the program of the volunteer group "Rainbow of Good" such activities as Health Week, the Operation “Care” to the Day of older persons, the Action “Clean yard”, the Action “Gift to a friend”, all kinds of contests of drawings, author poems, booklets are held in our school. Also there are cinema lectures, cognitive program “Me and the Health”, debates “Let's think” where we invite specialists of medical institutions.

Today, you can hear that everything in the world is bought and sold. The guys from the volunteer movement prove, that it is not so. On their account there many unselfishly made of Affairs, which helped to solve some problems. They are motivated by a sincere desire to help.

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A CASE STUDY OF BREAKING THROUGH THE DIGITAL BARRIERS IN TEACHING PRACTICE

Introduction and Context

One of the challenges in today’s teaching is the ability of an instructor to understand and consider young generation’s interests and inclinations. “Teaching in becoming a complex process that involves more than acquisition of skills and knowledge” (Britzman, 1991). Young people are living in a digital world now. We, teachers, need to take into account the shift in students’ mindsets in order to better understand the necessity of implementing this shift in our methodology. Analysis shown in this article will explore how computing technologies afford students to leverage their often superior (e.g., to adults) computer efficacy in learning. Indeed,

Labbo, Reinking and McKenna (1998) contend that using digital technologies “create opportunities for students to digitally encounter, discover, and articulate their thoughts through digital composing and problem solving”. Nevertheless, it is still unsettled whether to use computer-based technologies in teaching process or not. In this paper we present a short case study on computer-augmented teaching.

Case of Computer-augmented Teaching

In order to encourage students to learn the English language in a more enjoyable way and to raise their confidence in the possibility of mastering it, many teachers use various technological devices in their teaching. No doubt, even highly experienced teachers sometimes fear or feel uncomfortable of using new technologies, such as presentation software (e.g., MS PowerPoint), social networks (e.g., YouTube, Twitter), interactive digital whiteboards, or mobile devices (the latter appear to be a particularity growing trend among young people [3]).

In this article we would like to take a closer look at teaching with the help of computing technologies. We attempted to examine how PowerPoint presentations, used as a part of a lesson, can be implemented into teaching process. At the lesson the students expect to be informed of the learning secrets which new digital world offers to them. In fact, it is really a new way of acting and thinking, and it is not just making routine work. Students were supposed to get involved into a highly performative and creative activity apart from traditional mode of instruction (e.g., reading texts, answering questions, and doing exercises).

The case is based on personal experience of one of the authors with computer-augmented teaching at a mid-sized Russian university in early 2013. The participants were 11: one male and ten female university students majoring in management all enrolled in a course of English as a foreign language. The topic for the exercise was “Choosing a gift for Valentine’s Day”. The students were given a task to choose any site they wished (e.g., google.com, yahoo.com) in order to research a hypothetical present for someone special. The information they gathered was to be presented using standard presentation software (e.g., MS PowerPoint). To be successful in this task they thus required a combination of English language and computer skills. They were not guided by the instructor. They had to break the material into chunks and then frame them into slides using simple sentences and clauses which allowed each new slide to introduce new idea hence demonstrating their knowledge of the language and grasp of the domain concepts. Each presentation started with an opening sentence of the advantages of the item chosen. To the following slides they were supposed to support the choice which could be done by listing the gift’s benefits. The closing slide thanked the listeners for their attention and invited questions. In preparing the presentation, the students had a chance to practice their creativity by decoration the slides according to their tastes but in conformance with a standard sequence and structure. In doing the exercise the students identified themselves with producers, designers and consumers at the same time, mastering writing and speaking in a foreign language.

Since initially there were only female students in the group, the task was narrowed to working with gifts for men only. Later one male student joined to group to be an independent referee. He was to express his attitude towards presentations by giving personal comments. For instance, his review included how much he enjoyed the item represented, how attractive this item was, how persuasive and catching the slides

appeared. He also highlighted the general impression of the presentation. Thus, through live interaction and cooperation, through creative imagination and using digital knowledge, the students focused not only on learning the language, but also deliberated on how to best use information technologies at hand (i.e., search engines, presentation software).

Another interesting aspect of this case study was culture-based challenges: the items offered as gifts for Valentine's Day in foreign sites differed from customary presents typical for their native Russian culture. For example, the students were surprised to find Orient Express mini button, a collection of reusable water bottles and dinner cruises. This helped students to widen their understanding of cultural diversity. Based on feedback from students all enjoyed the exercise and reported better understanding of domain concepts (e.g., online shopping) and higher mastery of English words that pertain to the exercise (including domain-specific and information technology words).

Conclusions

This introduction of new technologies into teaching process provides the example of how young learners develop “communicational links between people and organizations as well as between people and various sorts of tools and technologies” (Gee, 2004). The implementation of using digital technologies can lay the foundation into the teacher's success in teaching English. It is a new way of learning and teaching with much potential.

We are suggesting that digital technologies can benefit the teaching process. If new technologies surround young people's everyday life, new conception of teaching should shape our professional approach. It will help the students realize that they are not “stuck” in paper-based world while getting educated (although we are by no means advocating removal of paper-based methods from instruction) and their teachers take full advantage of the affordances of emergent technologies. Technological aspects should be introduced to students to “engage in processes of digital composing and reading that will allow them to discover their ideas, to realize communicative goals, and to develop digital fluency” (Labbo, Reinking and McKenna 1998).

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TO BE BETWEEN THE SLEDGE-HAMMER AND THE ANVIL

Recently, Muslim schoolgirls wishing to practice their religion, were offered to stop attending school and choose the “four kinds of study to choose from. This is due to the fact that women see the hijab a “threat” to their children. „We are not against religion, we are fighting for the safety of our children” – say the officials. In Russian schools, children's companions are alcoholism, drug addiction, sex, distribution of subcultures, who wear strange clothes. But Islamic hijab is a symbol of purity. I agree that the hijab is a threat. Indeed, the hijab is a threat to the free flow of cultural depravity. Real cause's cancellation of the hijab in schools in hiding. “Wearing teenagers and hats in class is the cause of various diseases affecting the brain, affects the visual ability of the child” – this is a real issue for the cause.

In the Stavropol region director of secondary education schools banned three schoolgirls to appear in the walls of the institution in the Muslim headscarf – hijab. After that, the problem was discussed on the federal level. Why is the conflict over the hijab three girls in Russia is a huge topic of discussion? Because the issue of hijab is the most important issue for modern society. Following the conflict, the hijab in Stavropol school, followed by discussions on the topic: religion, multiculturalism, human rights. I want to introduce hijab as feminism. Some Muslim feminists perceive the hijab as a modern alternative way of women's emancipation. What is the hijab in modern society: the traditional or modern? Despite the fact that the West is adverse to the hijab, in many Muslim countries, in the U.S., in Europe, there is Islamic feminism. Muslim feminists believe that Islam laid great emancipatory potential for women, which keeps their religious identity and allows for female needs. Surely, discussion about the unity of all Muslim feminists difficult. Since some of them in the West have chosen to deconstruct the Islamic tradition. Muslim activists in Turkey and other countries are trying to better actualize the role of women through a new understanding of the role of women on the basis of the main religious sources. Therefore, in the eastern countries of the word “feminism” try not to use. In these countries, say Muslim activism. Really brave Muslim feminism and female Muslim activism characteristic of the new religious community. The educated women of Cairo and Istanbul, and after them the Muslim Europe have opted for the hijab. This has raised eyebrows among Western feminists. Let's go back to Russia. In today's Chechnya, the hijab is practically part of the dress code for women in the public space. In the major cities of Central Russia hijab is a response to the pressure of popular culture at the same time, following the tradition. Walking through the streets of Moscow, you will notice that the girl in the Muslim headscarf is not uncommon. Naturally, this symbol of religion can not be unnoticed.

And let's go back to Europe, as Europe deals with this issue? In 1989, the French were expelled from school three Muslim woman who wore the hijab. That was the beginning of the “Case of the headscarf”. Eastern thinkers believe that a woman should always keep your body away from the male access. This leads to modesty. Modesty is the realization that you have members of the bodies that you do not cover at the behest of God. What people say about hijab sociologists and professors? Let me

give a few examples. American historian Will Durant in his book “History of Civilization”, writes: “Women on the experience to realize that unbridled brings them humiliation and reproach”. They realized how precious and valuable that person is looking for, but can not find. Based on this, they began to send their daughters to shame. “The German sociologist Max Weber believed that the only way to understand the actions of a people is the study of its culture“. In the UK and the U.S. Muslim women may wear the hijab to school. Tolerant of the hijab in Scandinavia. In Norway Muslim headscarf can appear even in the army.

As we all know, there are two ways to resolve this conflict. The first is to ban the wearing of a headscarf. Accordingly, the second option is to allow the wearing. Alternative options are available, but not all agree to the terms. I think that girls who grow up in an Islamic environment. Girls that hear since their childhood: “You are Muslim, you must wear a headscarf. You must comply with all the requirements of God. You must live according to Islamic norms”. Would be difficult to accept the law of the state. In Russia, the issue of wearing the Muslim headscarf in school never did not rise sharply. Until recently even allowed to be photographed for a passport in a scarf. You just need to understand that the Muslim headscarf is not a threat to society. Covering the head scarf is an Islamic rule. This requirement is to be performed by every Muslim. I do not know how the government would resolve the conflict. But I would like to say that the losing parties in the “business of shawls“ are school girls, who are between the sledge-hammer and the anvil.

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EDUCATIONAL TECHNOLOGY AT HIGH EDUCATIONAL INSTITUTION AS A PEDAGOGICAL PROBLEM

The given interpretation of the essence of educational technology allows us to consider the educational technology as a combination and sequence of implementation of the forms, methods, techniques and tools of realizing theoretically justified education process, which allows to reach the set educational objectives. In this case it is based on the relevant scientific modeling (design) and these objectives are set unambiguously. As a result, it makes it possible to measure and evaluate personality

traits and qualities of a person at a particular stage of personal development (improvement).

Educational technology, including various elements of teaching activity at the same time has a system components. These primarily include the diagnosis, goal setting, planning, design, content, the activity arranging and control – management components.

It must be taken into account that a substantial contents component, alongside with a properly organized educational objective determines the success and essence of functioning of all educational technology. It depends on this component whether educational technology will be informative or developing, traditional or person-oriented, efficient or ineffective. Consequently, the efficiency of educational technology depends on to what extent the objectives and content of educational activities are conceptually linked.

The overwhelming majority of modern national educational technologies are designed based on these conceptual positions. The most well-known include:

the technology of teacher collaboration. Its main target benchmarks is the transition from requirements to relations, humane and personal/individual approach to a child, and the unity of educational processes;

humane personality technology of education created by Sh. A. Amonashvili. It is supposed to contribute to nurturing the personal qualities and cognitive abilities of a child;

the technology of creative team education created by I. P. Ivanov. This technology implies joint activities of adults and children where everybody participates in team creativity, planning and reviewing obtained results;

the technology of humane team education created by V.A. Sukhomlinsky. The author believed that everything is important in education process, there are no major or minor components. In addition, he saw education as a kind of teacher guidance throughout a person's life. Priority educational values of this technology are the conscience, goodness and justice.

A content analysis of these and other modern national educational technologies allows to determine a number of pedagogical qualities that distinguish them from considering education as a specific pedagogical process.

Firstly, education in this case acquires the holistic nature, it is difficult to divide it into separate operations, implement pedagogical interaction in the form of small steps or sequential shaping personality traits and qualities. Therefore, pedagogical interaction in educational technology is complex.

Secondly, in educational technology people who hold a separate processing operations, such as the method of formation of certain personality traits and qualities (intellectual, social, volitional, and so on) should be involved into the process of education with extreme caution. Educator, as a subject of educational technology should be involved in the educational process from the beginning (design) unless the educational goals of a specified level are achieved.

Thirdly, the educational technology implies common to all educators stages that must be covered when building an all-round personality.

In any of the previously considered educational technology educational systems is believed to be the concept co-operating with educational objectives. But if the educational objective reflects the goals of training and education, the educational

technology reflects only educational ways and means of achieving them. In the structure of the educational problems personal traits of students, subject to the formation and development serve as the goal of education in specific conditions, which generally determines the specific content of education.

The design and implement the educational technology generalized diagram of the operation could be applied. It covers several stages of education:

- orientation (the formation of ideas about educational purposes and relevant objectives);
- execution (implementation of methods, techniques and tools of education in the specified sequence), control and correction.

Each educational technology uses a management algorithm, which is known to the system of rules for tracking, monitoring and correction of its operation to achieve the set goal. For this purpose the well-defined sequence of evaluation and adjustment of the educational activities of teachers is used. This allows us not only to evaluate the success of the training, but also pre-design the process with a given efficiency.

The choice (selection) of methods, techniques and tools of educational interaction is A separate task of forming educational technology. They determine the specificity of educational technology, therefore they should reflect existing conditions of educational activities, personal characteristics of the teacher and his/her teaching experience.

The analysis of diagnosis of personality qualities is believed to be an important objective of educational technology. For these purposes the selected concept of analyzing psychological structure of personality (for example, mental processes and properties) can be used. But the personal qualities must be interpreted in the relevant diagnostic concepts that must meet a number of terms. The most important of these are unique determination, providing a clear differentiation (separation) of the specific qualities among others; the presence of appropriate tools to identify ranked quality in the diagnostic process; the possibility of determining the levels of formation according to the scale of accurate measurement of personality. In this regard, in educational theory and practice the issue of the educational process and educational technology are still considered to be topical.

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TYOLOGY OF STRUCTURE OF MORAL VALUES OF STUDENTS

In society the moral principles are reinterpreted and not always in good sense. Today values which seemed still yesterday stable since social guarantees disappear fall, economic cataclysms grow. Such principles, as "kindness", "honesty", "modesty" and others are called in question. The principles "it is better to be honest, but poor" and "the clear conscience is more important than wellbeing" - behind. The principle "you to me – I to you" prevails.

I characterized types of valuable structures of youth to which there corresponds a certain image of young people. Types are correlated to personal and social and demographic features of students.

I took Alexey Nikolaevich Tolstoy's fairy tale "Buratino" where, in my opinion, each character is a carrier of a certain character and moral values for a tipologization basis.

The type «Malvina»

The system of moral values consists in experience fine in the nature and art, spiritual proximity with darling, respect of people around, knowledge, development and improvement of other people, due to instructiveness, owing to increase of own self-assessment, good breeding, education, responsibility, self-discipline, irreconcilability to shortcomings of and others, and honesty. Substantially "Malvina" judges people around "just like the". In category of "good" and "evil" the dobra as owing to the character to remain indifferent not in its principle sides. Formation of concepts that such is "bad", and that "is good", put by parents and books, and in the ideal form. That is possible, and that it is impossible occurs on already put by parents, level. Vital purposes идеализированы: self-improvement, stability in work, family life.

Such type of the personality, in the majority, is inherent in girls as they are more inclined to emotional type of behavior. They study humanitarian subjects where owing to their character, they appear sense of responsibility, gravity, self-sufficiency, they also read and reflect. They are from such families, where parents are state employees. Nature of family education is characterized as "cooperation". The place of residence is ambiguous, as from the village where parents try that their children would be on "cushy jobs", and from the city. At university has many acquaintances, but not girlfriends as such type of the personality often operates the numerous venerated, orders them.

The "pedagogical" temperament, self-confidence, good breeding, accuracy – is at the bottom "intelligent, aristocratic" of education of parents. Such personality is adaptive, sure of herself, is well socialized because it is very sociable, easily finds new friends, easy adapts to a new situation and new people.

The type «Buratino»

It is characterized by approval of connection of the good and evil. Distinctive feature of character is devotion, geniality and kindness, the care of younger brothers or sisters affects.

The naiveté and the naturalness put since the childhood – pull to them friends. The main values for persons with this type are the debt, conscience, justice, friendship, social contacts. The emotionality dominating over rationality, low ability of a filtration of information is peculiar to such type. In life pursues the aim – messages active life and to be with the friends.

The Buratino type is characteristic for young men who grew on adventure books. This type is similar to Ivan little fool, adventurism is inherent in it, "to stick a nose where it isn't necessary", "treasure-hunters", passion to adventures. Prevails in technical specialties because choose a profession "to liking, on interest". The place of accommodation are, generally, villages, small towns, where they live in a large family, probably, she is the senior. Because the boy is provided to himself, is independent, active, with mad thirst of life. In a family nature of education "non-interference" prevails.

It at first has to make something, touch the hands, and only then think – it is possible or it is impossible, well or badly. Is guided by independently created moral

principles, the understanding of human rights, justice, not completely considers negative consequences of the actions.

The type «Pierro»

The system of moral values includes experience fine in the nature and art, welfare, development and improvement of other people, all people, mankind as a whole, good breeding, keenness, honesty, self-sacrifice.

Internally such person is characterized not so strong that causes insufficient independence, a pliability of the person to influence of an environment, indecision owing to what it "is possible" / "is impossible" for category are changeable, especially terminal and values ideals. Not always defends the values, realizes good aspirations.

This type is inherent both to girls, and young men, melancholic type of "other-worldly" behavior, on humanitarian specialties because such type of the personality didn't get used to work hands but only reflections, most often it is architects. Such "ailing" character of "Pierro" is built up in the childhood by a family where "guardianship" prevails - parents protect it from any cares, efforts and difficulties, assuming them. Result: children have no independence, an initiative, they are anyway detached from the solution of questions, personally their concerning.

From a family with low prosperity, where parents, for example, teachers who surrounded the child too with the love and care therefore the type of the personality which hopes not for itself, and to the aid the parents, closed and pensive was brought up.

"Pierro" from outside seems a little strange, with "cockroaches" in the head, loving, creating good. Value "care" is formed on the basis of the empathichesky attitude towards people. Internal life it is frequent more richly external, it affects influence of parents. Therefore this type created to itself a certain world, "cover" where believes in the best in people, indulges in imaginations, offers the explanation for many facts. Periodically falls into depressions, loses interest to life and goes deep into itself. Thereof in a social environment it is lonely, and prefers to spend the time in melancholy for the disappeared beloved, and suffering from daily occurrence. Seldom sets before itself the vital purposes, after all parents will make everything, and will solve for it.

The type «Karabas Barabas»

"Golden rule of morals" are not for them; their principle "the end justifies the means". To them such values, as enterprise, resourcefulness, rationalism, strong will, courage, freedom are important. It is indifferent to empathy, moral experience, a mental strife. In the field of "good" value wellbeing is better reached by the adaptation to standard, and attempt to rise over social routine can lead to the evil. The consumer attitude towards people therefore doesn't distinguish that "is possible", and that "is impossible".

This type is inherent both to girls, and young men. Despotism and pragmatism are peculiar to them. They prefer humanitarian specialties, most likely Economics, Management to have the high social status. From a city family with average or high level of the income where "rules", stereotypes "at whom are money, at that all" or "it is necessary to operate, instead of that will operate you". From a family which is characterized by dictatorial tactics from one of the parent where the child copied an image of behavior. In the future sees itself the successful authority. They are not interested in friends and communication value doesn't interest them.

The type «Foxes»

The system of moral values consists of such qualities, as dishonesty, insincerity, hypocrisy, easy pastime, lack of duties, cowardice. They show dishonesty and callousness in the attitude towards people. They are incapable of devotion being mean, cynical and rough, she/he is characterized by absence of moral belief.

This type is male and female. Formation of the personality of this kind is connected with habitat and education of parents, by means of non-interference to "world" of the child. From a family with low or high level of the income where parents earn money illegal, fraudulently, having left the child on granting to itself. For them mistrust to study ("Basilio" allegedly went blind from it, and "Alice" went lame) because in the childhood didn't get a due education, idea of easy enrichment, exact psychological calculation and game on secret strings of human nature is characteristic. Those students who blame teachers for the problems, dean's office and all except itself. Adapt to any situation, lives in raspberry" are allocated with resourcefulness and cunning for ". For achievement of their purpose all means are good therefore differentiations of the good and evil aren't present.

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SOZIALFORSCHUNG: JUGEND WÄHLT EINEN BERUF

Welche Hochschule muss ich wählen? Welche Hochschule ist die beste? Welcher Beruf ist zurzeit mehr angesehen? Und welche Ausbildung ist mehr notwendig: Fach- oder Hochschulausbildung? Das sind die Fragen, die die Schulabgänger sehr aufregen. Die Abiturienten sind sehr über das Problem der Berufs- und Hochschulwahl bestürzt. Und die Studenten, die im ersten Studienjahr stehen, machen sich Sorgen darum, ob sie den richtigen Beruf gewählt haben. Wir selbst sind die Studenten des ersten Studienjahres, und diese Zweifel können wir sehr gut verstehen. So haben wir beschlossen, eine Umfrage unter den Schülern und Studenten durchzuführen, um zu erfahren, welche Ausbildung sie wichtig finden, welche Berufe ihrer Meinung nach angesehen sind, wie sie ihre Wahl getroffen haben, und ob sich ihre Hoffnungen bewährt haben.

Wir haben also eine Umfrageliste für die Schüler, Studenten des ersten Studienjahres der Berufsfachschule und Studenten des ersten Studienjahres der Hochschule verfasst. Unten sind die Ergebnisse unserer Umfrage...

1. Bei der Umfrage der Berufsfachschulstudenten antworten 100 Prozent, dass sie eine Hochschulausbildung machen möchten, aber nur 88 Prozent antworten, dass sie ihre Ausbildung an einer Hochschule weiter machen werden.

2. Auf die Frage „Was hat Ihre Berufswahl beeinflusst?“ bekamen wir folgende Antworten: 33 Prozent der **Berufsfachschulstudenten** trafen ihre Wahl selbständig; 22 Prozent hörten auf die Meinung ihrer Eltern und 11 Prozent auf die Meinung ihrer Freunde. 30 Prozent der **Hochschulstudenten** wählten ihren Beruf selbständig; 30 Prozent wissen sogar nicht, warum sie eben diesen Beruf wählten, es ging irgendwie an und für sich; bei 20 Prozent beeinflussten ihre Entscheidung die

Ergebnisse der einheitlicher Staatsprüfung; 20 Prozent konnten überhaupt nicht diese Frage beantworten, das heißt, dass sie sich diese Frage nicht einmal überlegten.

3. Auf die Frage „Was hat ihre Entscheidung beeinflusst, Ihre Ausbildung an einer Berufsfachschule weiterzumachen?“ bekamen wir folgende Antworten: bei 55 Prozent ging es irgendwie an und für sich; bei 11 Prozent war es die Meinung der Eltern und Angst vor der einheitlichen Staatsprüfung; bei 11 Prozent trafen ihre Entscheidung selbst; 10 Prozent konnten diese Frage nicht beantworten.

4. Auf die Frage „Sind Sie mit Ihrer Berufswahl zufrieden?“ bekamen wir folgende Antworten: 55 Prozent der **Berufsfachschulstudenten** sind zufrieden; 22 Prozent sind nicht zufrieden; 23 Prozent wissen das noch nicht. 70 Prozent der **Hochschulstudenten** sind mit ihrer Berufswahl zufrieden; 10 Prozent sind enttäuscht und 20 Prozent wissen das noch nicht.

5. Auf die Frage „Studieren Sie jetzt an der Berufsfach- oder Hochschule, von der Sie geträumt haben?“ bekamen wir folgende Antworten: 50 Prozent der **Berufsfachschulstudenten** antworten „ja“, und 50 Prozent antworten „nein“. 70 Prozent der **Hochschulstudenten** antworten bejahend und 30 Prozent verneinend.

6. Was die Relevanz der Arbeiterberufe betrifft, so haben die Befragten keinen Zweifel: 77 Prozent der **Berufsfachschulstudenten** antworten, dass Ufa die Arbeiter scharf braucht. Dieselbe Antwort geben auch 50 Prozent der **Hochschulstudenten**. 20 Prozent glauben, dass es die Arbeiter genug gibt. 30 Prozent wissen es nicht.

7. Auf die Frage „Welche Maßnahmen soll man treffen, um das Prestige der Arbeiterberufe zu erhöhen?“ bekamen wir folgende Antworten: 77 Prozent der **Berufsfachschulstudenten** antworten, dass man die Arbeiter mit den eigenen Wohnungen oder Häusern versorgen soll; 11 Prozent meinen, dass es die Erhöhung der Vorbereitung der Fachleute sein soll; 7 Prozent sind für die Lohnerhöhung. Die **Hochschulstudenten** finden es wichtig, den Arbeitern den Lohn zu erhöhen (30 Prozent), sie mit den Wohnungen zu versorgen (30 Prozent), das Niveau der Vorbereitung der Arbeiter zu steigern (10 Prozent) und die Materialbasis der Bildungsanstalten zu verbessern (10 Prozent); 20 Prozent wissen keine Antwort.

8. Es ist interessant, dass alle Befragten (**Berufsfachschul-** und **Hochschulstudenten**) nahe Verwandten haben, die als Arbeiter tätig sind.

9. Die **Hochschulstudenten** wurden gefragt, warum die berufliche Elementarbildung zurzeit wenig populär ist. 40 Prozent meinen, dass es mit dem niedrigen Lohn der Arbeiter verbunden ist; 30 Prozent verbinden es mit dem niedrigen sozialen Status; 20 Prozent sind mit der Frage nicht einverstanden. Sie meinen, dass die berufliche Elementarbildung angesehen ist. 10 Prozent wissen keine Antwort.

10. Auf die Frage „Sind Sie einverstanden, dass die Absolventen sehr oft nach ihrem Beruf nicht arbeiten?“ bekamen wir folgende Antworten: 66 Prozent der **Berufsfachschulstudenten** antworten bejahend, aber sie meinen, dass es eine Notsituation ist; 22 Prozent wissen keine Antwort; 12 Prozent glauben, dass es von Zeit zu Zeit nur mit einigen Berufen passiert. 60 Prozent der **Hochschulstudenten** antworten bejahend, aber sie meinen, dass es eine Notsituation ist; 20 Prozent glauben, dass an dieser Situation die Absolventen selbst schuld sind, genauer gesagt ihre verantwortungslose Berufswahl; 20 Prozent denken, dass es von Zeit zu Zeit nur mit einigen Berufen passiert.

Unsere Angaben erlauben es, folgende Schlussfolgerungen zu ziehen:

1. Nur ein Drittel der **Berufsfachschul-** und **Hochschulstudenten** (33 Prozent und 30 Prozent) haben ihren zukünftigen Beruf bewusst gewählt. Eine große Zahl der Studenten (22 Prozent und 20 Prozent) wählen ihren zukünftigen Beruf durch Zufall. Unserer Meinung nach ist es eben der Grund, warum die Absolventen oft nicht nach ihrem Beruf arbeiten. Der Ausweg ist aktive Berufsberatung in der Schule mit der Einladung der Fachleute, Lehrfahrten in verschiedene Betriebe und so weiter.

2. Aber wenn wir darauf achten, dass 55 Prozent der **Berufsfachschulstudenten** und 70 Prozent der **Hochschulstudenten** mit ihrer Berufswahl zufrieden sind, können wir sagen, dass sich die Erwartungen der Abiturienten erfüllten. Aber die Zahl der Befragten, die mit der gewählten Bildungseinrichtung nicht zufrieden sind oder die es noch nicht wissen auch ziemlich groß ist. Das ist eben die Reserve, die die Zahl der nicht nach ihrem Beruf arbeitenden Absolventen ergänzen kann.

3. Den Antworten der Befragten nach haben die Schüler selten Wunsch, einen Arbeiterberuf zu erlernen, obwohl sie darüber sagen, dass Ufa jetzt scharf Arbeiter braucht. Das hängt zweifellos mit dem niedrigen Status dieser Berufe, kleinem Lohn und der Wohnungslosigkeit zusammen. Die Befragten sprechen auch von der Notwendigkeit, das Niveau der Vorbereitung der Fachleute zu erhöhen und die Materialbasis der Bildungsanstalten zu verbessern.

Zusammengefasst kann man den gemeinsamen Schluss machen: unser System der Berufsberatung braucht Modernisierung; optimiert soll auch die Vorbereitung der Fachleute werden. Große Aufgaben stehen auch vor dem Staat: Gewährleistung des würdigen Lohns und der würdigen Lebensbedingungen und der Lebensqualität im Ganzen. Nur das wird es erlauben, die Probleme der Arbeitsanstellung der Absolventen zu lösen und die Prestige der Arbeiterberufe zu erhöhen.

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FAKE AND PLAGIARISM

The concept of “fake” has become a part of our life and is applied daily in various contexts. This word became popular in all languages, for example, in Germany in 2012 was published a book “Fälschung und Fake” (translated as “Falsification and a fake”) where the author purposely used two words with identical meaning from different languages in the name of the book (German and English), intentionally underlining the importance and scale of such phenomenon as falsification. In Europe the word fake is often used in a context of electronic communications (false pages in social networks, forums) and also when it is a question of electronics fakes. In Russia speaking about fakes, we usually mean manufacture of fashionable clothes and accessories. It has become typical to see in the Russian-speaking Internet the announcements about the sale of clothes from China, Turkey and other countries for

low prices, as they are fakes and it is quite logical when we see the goods of world brands for the price four times cheaper than their real cost. However the falsification phenomenon is known to mankind for a long time, it was applied for different purposes and in different spheres: art, the literature, lawmaking, a science, journalism and even a policy. We also often use the concept of “forgery” more than fake but this word is not so “fashionable” and is not applied in other languages. Forgery is the process of making, adapting, or imitating objects, statistics, or documents with the intent to deceive. Copies, studio replicas, and reproductions are not considered forgeries, though they may later become forgeries through knowing and willful misrepresentations. Forging money or currency is more often called counterfeiting. But consumer may also be counterfeits if they are not manufactured or produced by the designated manufacture or producer given on the label or flagged by the trademark symbol. When the object forged is a record or document it is often called a false document.

This usage of "forgery" does not derive from metalwork done at a forge, but it has a parallel history. A sense of "to counterfeit" is already in the Anglo-French verb *forger*, meaning "falsify."

A forgery is essentially concerned with a produced or altered object. Where the prime concern of a forgery is less focused on the object itself – what it is worth or what it "proves" – than on a tacit statement of criticism that is revealed by the reactions the object provokes in others, then the larger process is a hoax. In a hoax, a rumor or a genuine object planted in a concocted situation, may substitute for a forged physical object.

The similar crime of fraud is the crime of deceiving another, including through the use of objects obtained through forgery. Forgery is one of the techniques of fraud, including identity. Forgery is one of the threats addressed by security engineering.

Therefore the essence of a fake is in a manifestation of a misrepresentation, or confusion, over authenticity or authorship. Terminologically, the field of faking can be confusing. In law, in England and Wales at least, the term ‘counterfeiting’ traditionally referred only to banknotes, and ‘forgery’ is restricted to written instruments which are made by someone other than the purported drawer. There has always been a tendency for these terms to be used in a more relaxed way in non-legal discourse, with references to forged artwork (even among those in the art world, [6]; and including fakers themselves... [5]) and counterfeit goods among other things. The idea of counterfeit goods in particular has caught on in business circles and the development of the idea of Intellectual Property Crime (IPC) has cemented this use of the language of counterfeiting beyond the realm of banknotes. The field of IPC is where most current criminological discussion of faking is taking place, with attention being paid to features of contemporary socio-economic organization that render faking an increasingly salient problem in relation to the intellectual property large corporations have in their branded goods [9].

Within the study of the global trade in fake goods, however, criminology has not tended to have much focus on fake art and antiquities. Notable exceptions include John Conklin's review of the field [3], and more recent analysis by Australian criminologists Ken Polk, Duncan Chappell and Christine Alder [2], [1].

The restriction of the technical use of the term forgery to written instruments means, in effect, that insofar as cultural objects are concerned, export licenses can be forged but artifacts cannot. Objects which have been recently fabricated are more properly described as fakes rather than forgeries. While in many jurisdictions the act of 'uttering' a forgery is itself a crime, faking is usually not. An artist, or less salubriously a faker, can produce copies ('innuendos') of great artworks quite legally in most art market jurisdictions, but will be committing the crime and civil wrong of fraud if an attempt is subsequently made to profit from selling the item with the misrepresentation that it is not a copy.

Legal arguments have developed around the difference between forgery and faking where, for example, a fake signature or written mark is applied to an artwork in order to pass it off as the work of a famous artist to increase its value. The question is whether the writing involved in the application of a fake signature may constitute a forgery and therefore attract a criminal penalty in its own right. In English common law, the case of *R v Closs* (1858) 169 ER 1082 set the standard referred to above that a false signature on a painting does not constitute a forgery. However, as Chappell and Polk observe [2, 400], that position has been debated in Australia by legal scholars, the question of forgery being suggested to turn on whether an artwork is 'purportedly authenticated in writing' [8, 182]. Irrespective of whether the artwork can be described as forged in such circumstances, supporting documents which purportedly authenticate the artwork but are faked clearly can.

Yet if this seems to suggest that 'fake' is an unproblematic term to use, it simply denoting an orchestrated deception as regards authenticity or authorship in art, it is worth concluding by pointing out that things are often not so straightforward. For example, deception as regards authorship may not entirely disturb claims to a work's authenticity, in which case the label 'fake' seems perhaps inappropriate:

Consider the following case, as told by Kurz [7, 57]. Sometime, probably in the 18th or early 19th centuries, an individual apparently attempting to increase the sale price of what was considered to be a not particularly distinguished Dutch painting, falsely attached to the work the signature of the then popular de Hooch. Some might consider the work from that point on to be a 'fake' since it is certainly not a de Hooch, except that the real author, indisputably, was Vermeer [2, 401].

Fakes, falsifications and forgeries are known in different spheres of social life nowadays. But last years the scientist and politicians all over the world were accused in falsification especially often and it influenced their political carrier. But in Russia this phenomenon did not get such a public resonance as in Europe because the European consciousness is different from Russian values. German schoolchildren never plagiarize at school and do not allow to do it to their friends.

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ARE STUDENT EXCHANGE PROGRAMS WORTH IT?

Nowadays international youth contacts become very important. From Europe to Australia, Asia and Africa teenagers pack their bags and go to the country they have probably only read about or seen on TV. There are special exchange programs for schools and universities, which give students the possibility to visit different countries, to study there and to learn the culture of the countries.

The main goals of the exchange programs for secondary school students are the following:

- to break the stereotypes;
- to improve understanding between the countries and the students;
- to represent the country;
- to learn more about the countries;
- to practice foreign languages;
- to study in another country;
- to use knowledge when students return back in order to build a better future in their own country, and, of course, many other goals.

Not every student can participate in the program. The student needs to demonstrate good knowledge of a foreign language, ability to adapt to a very different way of life and new people, ability to make friends and communicate, to represent their country and to be flexible and outgoing.

Today many Russian and American students participate in such programs because they want to know more about other countries. The programs are very successful. The desire to learn more about the country attracts more and more students to participate in them.

When students arrive in different countries, everything is different for them: the way people eat, sleep, work, and all the various leisure activities. So there are special programs for adaptation, especially with those students living with host families. Future Leaders Exchange (FLEX) is fully funded by the U.S. government and is administered with the support of the Russian Ministry of Education. The program, in its twenty-first year, offers the opportunity for students to live in an American family and study in an American school of one academic year for free. Participation in the competition is also free.

My classmate Karavaeva Valeriya is a finalist 2012-2013 for FLEX. This school year she lives in the USA (state Florida) and studies in a local school.

Valeriya is sociable, friendly, independent and has a good sense of humour. Valeriya is an ideal exchange student. She is flexible and adaptable. When Valeriya learned she was a finalist for the Future Leaders Exchange (FLEX) Program she knew something different and special was going to happen over the year. But she had never imagined the "something special" would be to become the sixth member of her host family! Valeriya is an only child, so when she first met her two host brothers and the private exchange students who were living with her host family for the whole year, she thought she would never fit into a family so different from her own. To her surprise, she quickly became a member of the family. She thinks now "it will be a little bit difficult to go back to being an only child. It is never quiet in the house, which is really good, because you never get bored. Valeriya and her host family are very active in the community. Valeriya loves to meet new people, offer help, and learn new things. She joins the drama club, the soccer team, and the basketball team, and even performs a Russian dance with her host sister at the school talent show. "This year has been one of the best years of my life," says Valeriya. "It has not been perfect and sometimes difficult, but it helps to understand. I can always talk to my host family. I learned that you can't be understood if you don't express yourself or ask for help when you need it." When Valeriya was asked about the proudest moment with the FLEX program, she answered, "It was when my host mother told me I was a good host daughter and she felt like I had always been a part of the family." Valeriya thinks new FLEX students should be open-minded. I fully agree with Valeriya. Two years ago I was a participant of the German exchange program. I lived in a host family in Heyerswerda and went to local school. An exchange program is the unique way in which young people study about another country and culture; by living as a member of a host family, not a guest. Every international exchange program has its own benefits and ill effects. But I believe it is more beneficial to the teenagers than the negative influence it will have on them.

The exchange programs play a vital role in the personal development of the youngsters. Through these programs they learn a lot about the cultures of different countries, they acquire a lot of knowledge about their traditional values and diversity of the people living there. The teenagers will get a chance to mingle with the international students which will expose them to a different environment.

ПРОБЛЕМА МОЛОДІЖНОГО ПІДПРИЄМНИЦТВА В УКРАЇНІ

Молодіжний сегмент ринку праці – найпроблемніша частина загальнонаціонального ринку праці. Пошуки першого робочого місця, невідповідність рівня та якості отриманої освіти професійним обов'язкам, відсутність досвіду роботи, невідповідність запитів молоді та пропозицій роботодавців посилюють напруження на ринку праці.

Україна є однією з найбільш освічених країн світу, але фактично на 505,3 тис. безробітних осіб у 2012 р. припадає лише 59,3 тис. робочих місць. Таким чином молодому фахівцеві без досвіду роботи практично неможливо знайти роботу за фахом. Роботодавці не дають адекватного запиту про потрібних працівників, ухиляються від надання відповідної інформації, оскільки вона пов'язана з виконанням соціальних зобов'язань (зокрема з працевлаштування категорій, що вимагають додаткових гарантій на ринку праці). Вони вимагають кваліфікованих працівників, звинувачуючи ВНЗ в низькій якості підготовки фахівців, але одночасно не встановлюють ніяких індикаторів якості, не беруть участь в підготовці фахівців і не створюють систему підготовки кадрів на виробництві.

У 2011 році громадською організацією «Молодіжна альтернатива» було проведено дослідження «Проблеми молодіжного безробіття та шляхи його подолання». Проаналізувавши матеріали учасників проведеного дослідження, були зроблені наступні висновки:

- В жодній програмі соціально-економічного, культурного розвитку адміністративно-територіальних одиниць, затверджених відповідними місцевими радами, не передбачено окремого розділу, де б розглядалися проблеми молодіжного безробіття, характерні саме для даного адміністративно-територіального утворення, а також шляхи його подолання.

- Аналіз регіональних аспектів впровадження політики сприяння молодіжної зайнятості показав, що більш комплексна, системна і різноманітна робота з молоддю щодо забезпечення її робочими місцями та залучення до підприємницької діяльності проводиться в економічно активних регіонах нашої країни (Автономна Республіка Крим, Донецька, Запорізька, Дніпропетровська, Львівська області) на відміну від менш регіонів з меншим економічним потенціалом.

- Питання молодіжної зайнятості та розвитку молодіжного підприємництва на засіданнях галузевих рад підприємців починаючи з 2010 року окремо не розглядалися.

- На засіданнях колегій в 6 облдержадміністраціях жодного разу не розглядалися питання щодо вирішення проблем молодіжної зайнятості, сприяння розвитку молодіжного підприємництва у відповідному регіоні.

- Більшість молоді сьогодні не має можливості працевлаштуватися і застосувати отримані під час навчання професійні знання відповідно фаху. Враховуючи таку економічну ситуацію, молодь має бажання і здібності до

здійснення підприємницької діяльності, таким чином знизивши напругу з молодіжного безробіття.

- На жаль, в державі відсутня системна підтримка розвитку молодіжного підприємництва, а тим більше її інституціональне забезпечення. Як правило, молодіжне підприємництво розглядається в контексті поліпшення всього підприємницького середовища в регіоні.

- Місцеві та регіональні засоби масової інформації не стоять осторонь молодіжних проблем. Так, газета "Донбасс" зазначила, що, на жаль, система національної освіти лише на 60% відповідає ринку праці. [1]

Провівши відповідні дослідження, всі без винятку його учасники відзначають відсутність державних гарантій працевлаштування для молоді після закінчення вищого навчального закладу, ефективної системи підтримки розвитку молодіжного підприємництва і наполягають на необхідності запровадження дієвого державного регулювання молодіжного ринку праці.

Підготовка кваліфікованих кадрів відповідно до потреб економіки країни та регіональних ринків праці є одним з пріоритетних напрямків діяльності центральних органів виконавчої влади та першорядним завданням вищих та професійно-технічних навчальних закладів

На засіданні ЦСКП «Молодіжне підприємництво Росії і України» лідер партії малого і середнього бізнесу Ярослав Місяць сказав, що головною проблемою молодіжного підприємництва є те, що «генератору нових ідей у бізнесі – молоді не вистачає правових механізмів, щоб створити свою справу». Він підкреслив, що в Росії існує система підтримки молодих підприємців у вигляді грошових відрахувань на стартовий капітал з федеральних, регіональних венчурних фондів та інших джерел. У теж час українська молодь не отримує допомоги від держави. [2]

Директор Відкритої педагогічної школи Сергій Ветров заявив, що 2/3 підприємств відкривають молоді люди до 35 років, але при цьому капітал або відсутній, або незначний. В основному, це ті люди, які зневірилися знайти роботу і готові ризикнути останнім.

Молодий спеціаліст стикається з низкою проблем при створенні свого бізнесу: по-перше, навіть при наявності ідеї йому необхідно розробити дієвий бізнес-план. По-друге, звідки взяти гроші на його створення і розробку і куди його подати.

На сьогоднішній день найбільш раціональним вирішенням цієї проблеми може стати бізнес-інкубатор, який вже досить широко розвинений за кордоном. Бізнес-інкубатор – це організація, що займається підтримкою стартап-проектів молодих підприємців на всіх етапах розвитку: від розробки ідеї до її комерціалізації. Причина слабого розвитку бізнес-інкубаторів в Україні – нестабільна політична обстановка в країні, так як для їх процвітання і створення необхідна державна підтримка.

Перший бізнес-інкубатор був створений у нас в 1998 році, і в цьому ж році була створена Всеукраїнська асоціація бізнес-інкубаторів та інноваційних ідей. Сьогодні туди входить 68 представників юридичних осіб та 101 представник приватних осіб. Розвиток бізнес-інкубаторів в Україні має ряд позитивних особливостей:

- Зайнятість молоді;

- Підвищення кількості приватних підприємців, тобто розширення малого та середнього бізнесу в Україні;
- За рахунок збільшення бізнесу, відбувається велика наповнюваність державного та місцевих бюджетів;
- Працевлаштування людей, які хочуть реалізувати себе як юристи, менеджери.

Якщо за кордоном бізнес-інкубатори мають форму венчурних компаній, то в Україні це скоріше консультаційні - молодий спеціаліст приходить туди з ідеєю, відбувається відбір. Потім учаснику, чия ідею вибрали, допомагають скласти грамотний бізнес-план за європейськими стандартами, слідом надається робоче місце з оргтехнікою та телефоном та консультації маркетолога, фінансиста і юриста.

Таким чином можна зробити висновок, що молодіжне підприємництво в Україні є дуже перспективним, але перебуває в кризовому стані. Одним із заходів його підтримки і розвитку може стати створення бізнес-інкубаторів. Для введення в дію цих заходів державі потрібні кошти, тому можна запропонувати компенсувати ці витрати за рахунок запровадження диференційованих ставок податків, тобто більшим доходам відповідатиме більша ставка податку, накопичення коштів за допомогою державних депозитів з високих ставок.

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PROBLEMS OF EDUCATION AND UPBRINGING OF YOUTH

The modern information society, in which young people live, grow and develop, is based on the existence and development of a special "substance" called "information". New social-intellectual information is being created with its image, slang and, at times, negative attitude towards traditional values. The perception of the world, cultural needs, and values in this environment differ from the traditional views of the previous generations.

Education of today's children and adolescents is primarily aimed at achieving material benefits, and therefore the spiritual and moral education of young people suffers. Young people are the main support of the country and the education and upbringing that they get will have an impact on their lives and even fate of their countries. Will the young generation be able to carry the burden of responsibility on their shoulders that the life prepares for them? We must begin to think about this

question now. First of all we should point out the need of the development of the spiritual and moral qualities of every child.

The old problem of aesthetic values of the "fathers" and the new virtual values of the "children" becomes urgent again. It breaks the bonds between generations. It forms the neglectful attitude towards the old generation. It interrupts the connection and destroys the foundation, without it is impossible to build a stable life.

Another important task is to educate the behavioral culture of young people, the culture of life. People, communicating with others, express their feelings, emotions, and realize themselves in deeds. Often, young people do not know how to behave in society, nor how to control their emotions, nor know the basic rules of communication.

Special attention is required for the speech of the youth. Youth were once characterized with peculiar slang, but now it is so littered with expletives, that sometimes it is difficult to isolate from the stream of words what the content is. Vocabulary is often poor. This is because nowadays young people read little. Just compare: a modern teenager uses no more than 1000 words, while Pushkin's, Yesenin's, and Gogol's vocabularies exceeded 17-20 thousand words. The reading culture of the youth is lost.

The major problem of education is to involve young people in a healthy lifestyle. Teenagers often do not know anything about their body, healthy lifestyle. Alcohol, smoking, and drugs have become an evil, corrupting our youth. Only consistent and comprehensive work can lead to positive results in solving this problem. It is necessary to look for new approaches in the work with young people.

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THE DEVELOPMENT OF SOCIAL TECHNOLOGY CAPABILITIES

The development and implementation of social technologies providing the safety of technogeneous production supposes a set of tools for gathering and analyzing different information which allows determine acceptable threshold of the system unbalance, its weariness and creation of various scenarios of event development on this basis grounded on new social interests and expectations. It is possible only after the identification of main parameters of the system functioning and development, level of socio-technical discomfort (or comfort), degree of adaptation to errors, the significance of every factor in the overall system stability and range of disturbance.

The system of monitoring of technogeneous object stability is required for getting the information on social determinants of socio-technical system stability, social and technical system balance, risk factors, social tiredness, labour motivation, stress expectations, efficiency of measures to correct unbalance and steps taken in an emergency situation.

So, social technology capabilities, their development and use at technogeneous production facilities provide for a long-term strategy and tactically checked

development of industries, first of all, nuclear energy production reducing the number of risks and failures. It will result in creating of socio-technical stability of facilities with the checked managerial system at local, regional, inter-regional and global levels. It directly affects the personal and public safety and national safety as well. The technogeneous facility safety technologies promote the systematic approach to the problems of management and prevention of socio-technical catastrophes and accidents at both micro- and macro-levels. It becomes possible on the basis of constant analysis and early detection in the “stable” state of the problem-causing modules of the object system and prevention of undesirable situations. Here we speak about so called “point” preventive measures which play their determinative role in the general system of security and stable development.

As it is shown in the Report, the state policy in this sphere is important as well. “Profits and economic growth can explain many things in the problem of emissions but existing relations between them are not determined. For example, emissions per capita in Norway account for less than a third of emissions in the United Arab Emirates (35 tons) and at the same time both countries are ascribed to the number of countries with a high income level. The models of using of natural resources are also variable: deforestation in Indonesia averaged nearly 20% in 1990-2008 and in the Philippines at the same time the forestage was restored at 15%, both countries having the same level of income per capita. The consuming models are also important. At the international level a broader range of forces is acting with complex relationships and changing risks models the trade often promotes the opportunities for countries to relocate production facilities damaging the environment as it was shown in our example with deforestation” (Page 27 of the Report).

We realize the human responsibility for creating safe territories for living and responsibility for excessive consumption of natural resources and are aimed at creating of “green” socio-technical technologies promoting the mankind survival and also elimination of the consequences of anthropogenic catastrophes at the micro-level with the help of both small groups and special production facilities.

We present the project “The Technological Plant for Cleansing of the Surfaces of Water Basins from Hydrocarbon Liquids” which was supported by specialists. This plant does not have analogues in the world and represents a small apparatus (if it is used as a model or to liquidate the consequences of small-scale accidents). For carrying out activities at a larger scale it is necessary use its industrial version. This project was developed by the laboratory of the Bashkir Institute of Social Technologies (branch of) Trade Unions Education Institution of Higher Professional Education “Academy of Labour and Social Relations” under the direction of Candidate of Technical Science, Professor Assistant Marushina Naelya Midkhatovna together with a fourth and fifth-year students of Finance and Economy Department Sherekina Mariya and Mullakaev Rinat.

The Project began to be developed in January 2009 and was finished in September 2011. The purpose was to design a technological plant providing maximum absorption of hydrocarbon liquids from water surfaces. Our region is characterized by a wide range of chemical and petrochemical production facilities and that is why the problems of environmental protection and responsibility for its maintenance in good condition are topical for us. In comparison with existing analogues this technological plant is more mobile, easier-to-work and does not require much investment owing to

loss enhancement at the transportation of the layer of floating liquid from the belt to the reservoir as well as optimum relationship between the speed of absorption of the liquid and the speed of the movement of the absorbing belt resulting in maximum absorption of the hydrocarbon liquid. The application field of the plant is places of oil extraction and oil and petrochemicals transportation in the case of accidents at water bodies. The expected result of the plant performance turned out to be sufficient for providing regular vital functions in the places of residence and management and the appropriate level of maximum permissible concentration of hydrocarbon liquids.

This product was patented by the Federal Office on Intellectual Property, Patents and Trademarks (Patent №90455 received January 10, 2010) and was registered in the Russian Federation State Record of Useful Appliances. We are ready for cooperation in this field with any subjects whose aim is to provide safety in the world and environment protection for the sake of stable development and opportunity equity.

The mankind development experience shows that without reforms in the sphere of ecology and technogeneous production safety the vital functions can be endangered and no economic growth can prove human resources extermination. The eco-system exhaustion naturally results in ecology price growth of environmental pollution and the cut-down of the development level.

The Bashkir Institute of Social Technologies regularly makes room for discussing these urgent problems to all people concerned. They are debated during lectures and classes, in the framework of “Academy of Successful Leadership” activities when schoolchildren from the Republic meet at our Institute. They are given the chance to communicate with their peers from UNESCO Associated Schools and discuss different issues such as population and HR growth problems. The Academy session dedicated to the study of the UNDP Report 2010 was held in March 2012. During spring vacation period schoolchildren from the Republic and professional and teaching staff communicated with their colleagues from UNESCO Associated Schools in Astrakhan, Novorossiysk and Moscow by means of audio teleconferencing. The topic of their discussion was the problem of human resource development in China. After debates and talks there was worked out a number of recommendations concerning the future development of the country. The letter informing about the youth’s point of view on the mankind development at the global level was sent to the Russian Federation headquarters of the UNDP in Moscow.

We consider this work to be important for all regions of the planet because the public awareness on ecological threats is not sufficient. This is proved by the Gallup International research held in 150 countries starting from 2007. The data show that there are several material gaps in people awareness of this global problem importance, its causes and even its existence. Less than two thirds of people in the world know about climate changes: about 92% of respondents in the states with a very high Human Development Index said that they heard at least something about climate changes, 52% in countries with a high level of the Index and only 40% in countries with a low level of the Index.

To learn to perceive oneself as a part of the big human community and be responsible for it, be able to benefit from what was created by the nature considering its potential and design socio-technical projects aimed at conservation, development

and multiplication of the Earth resource in whole are feasible objectives but it is possible if only one's right of ecology safety will be one's natural right.

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CREATION OF NATURAL SCIENTIFIC OUTLOOK IN HIGH EDUCATION – A SOCIAL FACTOR

Widespread infections in the world, the emergence of new diseases, the emergence of new ideas about the nature of known diseases, advances in molecular biology, genetics, psychology – all this makes the need for a radical change in higher education. Given the increasing amount of knowledge about the nature of man and his place in the environment is important reorientation of education on the natural science subjects, which will help the formation and development of a new professional level. Biomedical education in human university is a specific direction, which includes a lot of special knowledge and, as a modern man has faced serious environmental problems. In the world there were 40 new infectious diseases, and for the past five years, WHO has recorded more than 1,100 cases of outbreaks of new and neglected diseases, including cholera, polio, AIDS, avian flu. So equip future specialist knowledge about infections – need.

Distribution and widespread use of synthetic drug production, generic application of genetics makes life difficult and often makes a person vulnerable to aggressive media. Introduced techniques of molecular biology, genetic testing for predisposition to disease, but do not always have new qualities. Serious negative consequences for human life are man-made factors, risks and opportunities of psychogenic effects on humans. All this requires a serious change in the higher arts education and to increase the contribution of biomedical sciences in the first place.

Teaching biomedical sciences (anatomy, physiology, life safety, ecology, neuroscience, clinical psychology and deviant behavior of adolescents, neurobiological basis of addiction in adolescents) and Humanities departments difficult. First of all, for the development of the basic theoretical knowledge of medical and biological nature, requires knowledge of the fundamental laws of science, biology, biochemistry, and that does not provide a standard. Teaching of biomedical sciences at the Faculty of Humanities, is not mandatory and the attitude towards them is not the most diligent student. University graduates become teachers of schools and colleges, teachers, mentors younger generation, health promoters. Obviously, the general ideology of protection and strengthening the physical and mental health, according to the environment, allows you to create a comprehensive approach to the issues of public health.

Today in the educational institutions of different levels, there are problems is the lack of qualified people to teaching core biomedical disciplines. Among the students there are bad habits and a lack of attention given to adaptation and improvement of disabled persons and persons with disabilities by means of physical culture. Several features of the teaching of biomedical sciences in training of physical education and sport play a significant role in their development. Knowledge of man

underlying science physical education, accounting for foundation training physical fitness areas.

In our view, the teaching of biomedical sciences and Humanities departments should be required to arm and graduate with the latest achievements of modern biology. Higher education – part of the social culture of the person and the formation of natural-scientific world of the graduates of the university becomes a powerful social factor.

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PROBLEMS OF PROFESSIONAL ENGAGEMENT FOR NEWCOMERS IN CONTEMPORARY CONDITIONS OF LABOUR

Current situation at labour market for newcomers features increase in quantity of vacancies and employers' interest in hiring the newcomers. But at the same time supply grows along with demand: every year to come lots of Russian universities graduate specialists of various profiles. We consider the issue of employment and rehabilitation especially immediate as the newcomers are not only a part of human resources but a strategic resource of society. Russian youth comprises more than 35% of employable population. It is very important for the country's future that a young person could be hired to work in the specialty and be of benefit for the society due to his/her activities. That's why it is necessary to assume measures considering management of graduates' employment.

Labour market is a market of supply of and demand for manpower. Manpower selling for a particular term is carried out via the labour market [1]. Russian labour market features:

1. People usually change places of employment and scope of their activities. Socially, it is considered not as manifestation of incompetence but as a sign of self-confidence and urge of personal development.

2. Professional targeting of demand at labour market is unstable: in the first place, lots of working specialties' employees are required, and in a short span of time IT specialists become demanded for.

3. Employable population grows down which results in manpower deficit.

4. Demand and supply do not coincide at labour market: there are too many professional lawyers, economists and managers who have problems in finding a job in their specialty.

5. Lots of companies select their specialists at universities, among the students, educating them "for their own purposes" [2].

6. "Non-transparency" of labour system: high level of unregistered concealed unemployment, payment of wages 'in an envelope'.

7. Partial employment for incomplete day or week, unpaid or partially paid leaves become a frequent phenomenon.

8. A significant difference is observed between increase of official and actual wages.

Basing on analysis of literature considering features of youth employment one may highlight the following characteristic properties of young people's behaviour at labour market:

1. Young people register at job markets more rarely than people of other ages. Demand at labour market grows on the account of graduates but as there is no mechanism of newcomers' employment implementation, young people often cannot find a work in their profession [3].

2. Modern youth is distinguished in decrease of production labour prestige. They prefer intellectual work, 'office job'.

3. The biggest part of working youth is employed in non-material production. In the first place, it happens due to increase of parts of popular education, crediting, management, financing and insurance; in those spheres it's not only generational change that occurs with retention of stable numerical strength, but also expansion of activities that allows involving additional young workers. In material production realm, young people prefer trading and catering.

4. Young people reaches to proactively participate in 'free' economy: layer of entrepreneurs and people occupied in individual labour activities rapidly grows. More than 2/3 of them are people of 25 to 30 years old.

5. A majority of contemporary youth considers proper higher education a compulsory condition of reaching the desired social status and material standing, as well as employment guarantee. A trend of decrease in number of students in and graduation of qualified persons from trade schools and intermediate vocational schools derives from that circumstance, and admission of students in universities annually grows [4].

6. Global and domestic experience evidence trend of increase in duration of studying and subsequent later beginning of working career. Issues of youth employment are extremely immediate for Russia. Provided these problems are solved, the country's economy would grow; its qualitative level would be higher, as well as international prestige of Russia. Fresh graduates of universities are least sought-after by employers, which constitutes a significant obstacle. The reasons for that are: non-coincidence between specialization and qualification of a graduate and demands of labour market; absence of required job experience; unawareness of graduates in their rights and opportunities of job hunting; absence of legal mechanism for newcomers' employment.

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THE CHARACTERISTICS OF THE INDIVIDUAL AESTHETIC CULTURE OF YOUTH IN THE FORMATION OF THE IMAGE OF VALUES

Individually-aesthetic culture of the person, first of all, characterizes the culture of speech. Speech culture manifests itself in the ability to intelligently, effectively and accurately transfer thoughts. This ability requires knowledge of the norms of the language, its expressive possibilities and skills of using means of expression of speech. To write well and to say, one should, first of all, the right think. Therefore the culture of speech is connected with the following speech standards: clarity, literacy, content, logic, evidence, brevity, appropriateness. Observe the following rules it is relatively easy thanks to self-control, however, clearly defined aesthetic preferences allow you to listening remember, reading, observing, studying, learning to speech», which is important as a means of persuasion, as a way to influence society as a whole and on the individual in particular, that causes not only respect, but also the credibility of the man.

Individual aesthetic culture of personality is characterized by appearance. Decent appearance ensures the right to self-esteem, contributes to the strengthening of confidence, has an impact on the behavior and actions of people. The appearance of not only reflects the preferences and the tastes of the person, but also can tell a lot about a person's character. Cleanliness of clothing and footwear shows on such values aesthetic culture, such as fitness, self-discipline, orderliness. Negligence in clothes cannot be allowed to happen, it requires a certain work, which in many respects characterizes the aesthetic component of personality.

The next important aspect of the individual aesthetic culture of a police officer is the aesthetics of everyday life and of the subject environment, i.e. the progress of the work and design of the workplace. Design and contents of the premises must comply with the rules and regulations, to ensure maintenance of a favorable moral and psychological climate, comfortable conditions for work and reception of visitors. Aesthetic culture is largely connected with the life, its practical application. Setting themselves the specific objects makes cultivate their own domestic demand in the beauty of his work, which should be understood as an object environment, which is an auxiliary means for activization of the work activity. It is with clearly organized by the everyday life of the performance of duties brings joy and satisfaction from the work done. Subject environment and living conditions of the service to raise the moral tone of the personality.

All major components of aesthetic culture: the culture of speech, the culture of appearance, everyday culture and of the subject environment – characterize the image of the man as a whole. Developments of the last years give rise to the need for the formation of a new image of the social behavior of youth, positive image. The image of young people - is a simplified because of the lack of information image, arising as a result of generalization of subjective experience and preconceived ideas of other people on the social qualities of personality. The image of young people caused by the expectation of professional qualifications, competence, integrity, honesty, self-

discipline, determination, initiative, at least felt something as significant values aesthetic, cultural identity, approved by the company. From how people behave and depends on a positive or negative image, which is often supported by external evaluation, indirect manifestations, namely: gestures, intonation, facial expressions, posture, etc. The positive image of youth characterizes the degree of trust of citizens to their successors, and this, in turn, is an important component of the stability of the Russian state.

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THE LEGAL AND MORAL TERM OF MURDER

To begin with murder is both a legal and a moral term that are not always coincident. It may be legal to kill, but still murder in the moral sense. Opponents of the death penalty argue that it is simply murder by the state. Proponents of limited government argue that moral murder is never legal murder unless and until the government meets the limits and standards required of it, such as due process, proof beyond a reasonable doubt, trial by jury, appellate review, etc.

In the legal sense, Murder is the crime of causing the death of another human being, without lawful excuse, and with intent to kill them, or with intent to cause them grievous bodily harm. When an illegal death is not caused intentionally, but is caused by recklessness (not in Australia) or negligence (or there is some defense, such as insanity or diminished capacity), the crime committed may be referred to as manslaughter or criminally negligent homicide, which is considered to be less serious than murder. In the United States, manslaughter is often broken into two categories: involuntary manslaughter and voluntary manslaughter.

A difficult issue in defining murder is what counts as causing death. It is difficult to give a precise definition of this, but some legal principles provide guidance. For example, many common law jurisdictions abide by the year and a day rule, which provides that one is to be held responsible for a person's death only if they die within a year and a day of the act. Thus, if you seriously injured someone, and they died from their injuries within a year and a day, you would be guilty of murder; but you would not be guilty if they died from their injuries after a year and a day had passed.

The fact is not all cases of illegal killing constitute murder. For example, unintentionally caused deaths due to recklessness or negligence are treated in most countries as the lesser crime of involuntary manslaughter or criminally negligent homicide. Similarly, intentional killings without premeditation are sometimes charged as voluntary manslaughter rather than murder. In addition, some illegal killings have legal defenses such as insanity or diminished capacity.

Some cases of premeditated, intentional killing have lawful excuse and thus are not legally murder. These include killing non-surrendered enemy combatants in time of war, killing a person who poses an immediate threat to the lives of oneself or others (i.e., in self-defense), and executing a person in accordance with a sentence of death. Sometimes killings under extreme provocation or duress are legally excused as justifiable homicide.

About 850 murders per year (reported in 2011) are committed in the United Kingdom. This is low compared to the United States with 12,000. These are only raw numbers which do not take varying populations into account: a better perspective can be gained by comparing murders per year per hundred thousand population (1 in the UK, 4 in the USA, and 63 in Colombia – source).

The next question is that, for example, in English law, homicide can be divided into several offences, including:

- Murder – Killing of another person whilst having either the intention to kill (with "malice aforethought") or to cause grievous bodily harm.
- Manslaughter - Unintentional and unlawful killing of another person.
- Infanticide – Intentional killing of an infant under 1-year-old by a mother suffering from post-natal depression or other post-natal disturbance.

Thus, the difference between murder and manslaughter is based on intent. English Law also allows for the transfer of intent. For example, in the circumstances where a man fires a shotgun with the intent to kill person A, or at least maim them but the shot misses and kills an otherwise unconnected person B then the intent to kill transfers from person A to person B and a charge of murder would stand.

Most common law jurisdictions, such as British Commonwealth countries, do not allow for the defense of necessity. For example, it is murder to kill another human being for food, even if without doing so one would die of starvation. This originated in a case of four shipwrecked sailors cast adrift off the coast of South Africa in the 1880s; two of the sailors conspired to kill one of the other sailors (a sick cabin boy), and having killed him ate his flesh to survive. Comparatively recent adoptions to the English law of murder include the abolition of the year and a day rule, and the proposed introduction of a less restrictive regime for corporate manslaughter.

There is one more point. In some countries, e.g. in Canada, four types of crime that can be considered murder:

- first degree murder – the intentional killing of another person with premeditation, in the furtherance of another serious criminal offense (kidnapping, robbery, etc.), or the killing of a peace officer
- second degree murder – the intentional killing of another person without premeditation (i.e. killing in the heat of the moment)
- manslaughter – the killing of another person where there is no intent to kill
- infanticide – the killing of an infant by a mother while still recovering from the birth, and the mother's mind is "disturbed"

There are exceptions to the above – certain types of murder are always first degree murder, such as the killing of a peace officer, and certain types of killings are murder regardless of intent, such as a death resulting from sexual assault. It's necessary to stress that the maximum penalties for murder are:

- first degree murder – mandatory life imprisonment without the possibility of parole for 25 years (can be paroled under the "faint hope clause" after 15 years imprisonment, but such a reduction is rarely given and is not available for multiple murders)
- second degree murder – mandatory life imprisonment without the possibility of parole for 10-25 years (parole eligibility determined by the judge at sentencing) (exception: if the person had committed another murder in their past, parole eligibility is 25 years)

- manslaughter – maximum life imprisonment
- infanticide – maximum 5 years imprisonment
- There is a clause where persons convicted of multiple murder, and deemed unable for rehabilitation, to be declared a 'dangerous offender' upon examination of doctors and psychiatrists (usually for sexually related murder). Persons declared as dangerous offenders have an undetermined prison sentence, although it usually means an increase of 10 years (possibly to 35 or more years).

As for capital murders it is murder which is punishable by death, there are laws allowing capital punishment for this crime. Depending on the state, a murder may qualify as "capital murder" if (a) the person murdered was of a special class, such as a police officer; (b) "special circumstances" occurred in the crime, such as multiple murder, the use of poison, or "lying in wait" in order to murder the victim. Capital murder is quite rare in the United States compared to other murder convictions, but it has generated tremendous public debate. See generally capital punishment and capital punishment in the United States.

To conclude most countries allow conditions that "affect the balance of the mind" to be regarded as mitigating circumstances against murder. This means that a person may be found guilty of "manslaughter on the basis of diminished responsibility" rather than murder, if it can be proved that they were suffering from a condition that affected their judgment at the time. Depression, post-traumatic stress disorder and medication side-effects are examples of conditions that may be taken into account when assessing responsibility. A somewhat different defense is insanity, which is an almost exclusively used in cases of psychosis such as that caused by schizophrenia. Also, some countries, such as Canada, Italy, the United Kingdom and Australia, allow post-partum depression, or 'baby-blues', as a defense against murder of a child by a mother, provided that a child is less than a year old.

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THE PROBLEM OF SPORTS DOPING

Sports doping is becoming a bigger and bigger problem. Although there are many different drug tests, each year even more different kinds of drugs are available. In addition, more athletes are taking drugs to help their performance. And it's not just professional athletes. Even some teenagers take drugs to help their high school team win "the big game:'

Athletes use drugs in a number of different ways. Some take drugs to make themselves stronger and faster. They also use drugs to mask pain, help them relax, or increase their confidence. But they all take drugs for the same reason-to win. For some, winning is more than just a gold medal. A star athlete can earn a lot of money. For others, winning just means bragging rights-they can talk big for a while. So, although athletes know that working hard is the way to win, they also know that drugs can give them a special advantage. Some of them also believe that not taking drugs is a disadvantage.

Most of the drugs in the chart are banned in Olympic competitions; they are not allowed at all. However, some, such as cortisone, are only restricted in Olympic competition because they are sometimes necessary.

Using banned drugs can have many bad consequences. If an athlete is caught, he or she will not be allowed to compete. However, even if an athlete is not caught, these drugs are dangerous. For example, if athletes use drugs that mask pain, they may seriously injure themselves. Other banned drugs have even more serious consequences. Some drugs can cause heart attacks, strokes, and even cancer. Furthermore, injections that are not given by a doctor are always risky. Unclean conditions can lead to serious diseases such as HIV-AIDS and hepatitis. Unfortunately, more and more competitors are willing to take all of these risks in order to win. [10]

Early Attempts of Doping

According to reports of Philostratos and Galen, various remedies were used to enhance athletic performance as early as the end of the third century BC [1]. Chinese physicians recommended the use of Ma Huang (an extract from the plant Ephedra) to increase performance over 5,000 years ago, when this drug was usually used to suppress coughing and to stimulate circulation [2].

The Indian physician Sutruta recommended the eating of testicles to enforce virility around 300 B.C., and the Huns consumed testicles before battles – obviously with the same aim [3]. Hallucinogenic mushrooms were taken in the third century BC to enhance performance during Olympic competitions, which were held between 776 BC and 393 AD [4-7].

Critically considered, the materials available at that time may probably be categorized between nutrients or nutritional supplements (like eggs, meat, blood) and real “drug-like” substances with objectively expected activity (like bull testicles, or alcoholic beverages with their nevertheless two-edged effect on performance). This antique “doping” was strictly prohibited by the rules of the classic Olympic Games, just as today. The sanctions were however much more severe in the old Greek Olympics as well as in horse doping: Prokop [8] mentions that even death penalties were given. When Emperor Theodosius abolished the ancient Games in the year 395 AD, the reasons he gave were that they had become “a hotbed of cheating, affronts to human dignity and doping” [9]

Doping can be split up into physical methods, such as blood doping and the use of performance enhancing drugs. Performance enhancing drugs can be categorized into the following types: 1. Stimulants, such as amphetamines. 2. Anabolic steroids, such as nandrolone. 3. Diuretics, to help lower body weight. 4. Blood doping agents, such as EPO. [11]

Olympian Drug Problems

Many Olympians failed drug tests at the 2004 games in Athens. The following list shows that sports doping is definitely a global problem. The List is long; however, remember that more than 10,000 Olympic athletes competed in the 2004 Olympic Games. Athletes Caught Taking Illegal Drugs: a Greek weight lifter Leonidas Sampanis won a bronze medal. Later he failed a drug test and was the first athlete in Athens to lose his medal; Russian shot-putter Irina Korzhanenko won a gold medal. Then she tested positive for steroids and had to give back the medal; a women's rowing team from the Ukraine won a bronze medal and lost it after Olena Olefirenko tested positive for a banned stimulant; weight lifter Zoltan Kovacs of Hungary finished last. But he was asked to leave The Games because he refused to take a drug test. He was the tenth weight lifter punished for doping; greek runners Kostas Kenteris and Katerina Thanou said that they missed a drug test because they were in a motorcycle

accident. When the International Olympic Committee started investigating, they dropped out of the Olympics; colombian cyclist Maria Luisa Calle Williams lost her bronze medal after testing positive for a stimulant; the International Olympic Committee (IOC) did not allow Kenyan boxer David Munyasia to compete in the Olympics because he tested positive for a banned stimulant before The Games began; Puerto Rican wrestler Mabel Fonseca lost her fifth-place finish after testing positive for a banned steroid; the International Weightlifting Federation did not allow Wafa Ammouri of Morocco, Zoltan Kecskes of Hungary, Viktor Chislean of Moldova, Pratima Kumari Na of India, and Sule Sahbaz of Turkey to compete in the Olympics because they failed drug tests; female weight lifters also had problems. Myanmar's Nan Aye Khine and India's Sanamacha Chanu both got fourth place in two different weight classes. However, they later tested positive for banned drugs. They had to leave the competition; American runner Toni Edwards was not allowed to compete because he tested positive for a stimulant at an April race prior to the Olympics; Aleksey Lesnichyi, a high jumper from Belarus, left The Games after he tested positive for steroids. [10]

The Real Danger of Sports Doping

Some people ask, "What's wrong with athletes using drugs to help them compete better?" They say, "Even if drugs are dangerous, the athletes choose to take the risk. "In other words, athletes should have complete control over their own bodies. They have the right to use any drug they want. There are several problems with this argument. However, the most important one is that doping creates an unfair environment. Imagine that you and I are runners. I take drugs to help me run faster and I win. You think that you must also take drugs to have a fair chance.

One can easily see how doping would soon get out of control. If you start doping, I have to find another way to keep my advantage. Perhaps, I will decide to take more drugs. Maybe I will look for different, stronger drugs to give me a better chance. If I do this, you must follow me or lose. Both of us would continue taking greater and greater risks. Multiply this situation by thousands. Expand it from professional athletes to amateurs, including children. You may be thinking, "Children? Who lets their children take drugs?" We all know parents who want their children to win at all costs. For them, there is no coach that is too expensive; no amount of practice that is too much; no sacrifice that is too great. These parents let their children take drugs to improve their chances. After all, they might win a professional career, a college scholarship, or at least bragging rights for their proud parents.

In the end, of course, the real problem is not the doping. It is the win-at-all-costs attitude. The importance of winning in sports is more important than ever before . With the high value on winning, doping is unavoidable. We can ban drugs. We can test athletes. We can even stop them from competing, but we will never solve the problem until we change our attitudes. [10]

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THE PROBLEM OF SMOKING

Smoking is one of the most harmful habits of people. It causes great damage to our own body, it has a harmful effect on all our organs. Some people think that it does not make sense to refrain from smoking since inhabitants of many cities and even villages breathe air polluted by industrial waste and exhaust gases. They are wrong. Car exhaust fumes have a harmful effect on the environment but a smoking driver is running a greater risk.

Let us take another example. According to the World Health Organization the thickness rate among heavy smokers who work in chemical, coal, cement, ceramics and rubber producing industries is a great deal higher. The negative impact of tobacco smoke on women should be especially noted. Smoking can have a harmful effect on pregnancy. There is a risk that smokers may have children with disabilities or handicapped children. Smoking can injure the young growing organism. The immune system of a teenager is still being formed, it is not developed yet.

Smoking hinders the process of immune system formation and later on it has an adverse effect on the health of teenagers. When people smoke calcium is being leached from the organism. But calcium is a major component of the bone system.

Besides calcium, smokers also lack vitamin B6, which is essential for normal functioning of the nervous system. The main harm is caused to the nervous and cardiovascular system of teenagers. First of their heart suffers because it has to perform additional work. Smoking is fraught with the development of such diseases as coronary heart disease, cardiovascular difficulties, arrhythmia, tachycardia. Smoking may

increase blood pressure. In addition, the teenager becomes irritable, he cannot concentrate attention and it is reflected in his studies.

In our country special educational and legislative measures are being worked out which are aimed at reducing the number of smokers. The campaign against smoking is in full swing. Smoking at schools is prohibited. Lectures on the dangers of smoking are included into the courses of anatomy, physiology and hygiene.

Sale of cigarettes to teenagers is prohibited. Health warnings are printed on cigarette packages. The Ministries of Culture, Civil aviation, Sea transport, Railways have worked out measures that are now being implemented. These regulations should control and reduce smoking in train, airplanes, ships, theatres, clubs etc.

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THE ROLE OF GENETIC ENGINEERING

A genetically modified organism (GMO) is an organism whose genetic material has been altered using genetic engineering techniques. Organisms that have been genetically modified include micro-organisms such as bacteria and yeast, insects, plants, fish, and mammals. GMOs are the source of genetically modified foods, and are also widely used in scientific research and to produce goods other than food. The term GMO is very close to the technical legal term, 'living modified organism' defined in the Cartagena Protocol on Biosafety, which regulates international trade in living GMOs (specifically, "any living organism that possesses a novel combination of genetic material obtained through the use of modern biotechnology").

As cost containment pressures increase, Transgenic Organism offers expertly executed, timesaving, and cost effective methods to determine the function of specific genes in physiology, disease, and in validation of drug targets. As a contract organization, Transgenic Organism has proven to be an economically attractive option for producing genetically modified mice. Transgenic Organism tailors its services to meet our clients' specific objectives and requirements in the development process of the knockout mouse. Generating a knockout mouse involves months of hard work, but with a highly experienced staff, Transgenic Organism provides superior quality that is dependable, detail oriented, and efficient.

According to the United Nations, one in four children in third world countries is still underweight. To stay on track for the 2015 decade goal to eradicate extreme poverty and hunger, transgenic organisms can be the best solution. Developing countries do not have the sufficient resources and infrastructure to pursue traditional labor-intensive and lower yield agriculture. Sustaining a healthy agricultural market is main reason to industrialization and exterminating poverty; with more people well-fed and less people needed to work the fields, the developing world will have a quicker and easier transition to industrialization, and eventually to competition in the world market due to development of transgenic organisms.

At last, it boils down to questions of time and trade-offs. Do we use transgenic organisms and alleviate poverty and hunger more quickly and efficiently? Or do we

wait and put our faith in the growing movement of organic farming, leaving world hunger and poverty to stew on the table, to be solved far beyond 2015? Do we eradicate world hunger and poverty but face the danger of creating rogue transgenic organisms in the wild [3]?

Gene therapy in medicine

WITHIN just eight days of starting a novel gene therapy, David Aponte's "incurable" leukaemia had vanished. For four other patients, the same happened within eight weeks, although one later died from a blood clot unrelated to the treatment, and another after relapsing.

The cured trio, who were all previously diagnosed with usually fatal relapses of acute lymphoblastic leukaemia, have now been in remission for between 5 months and 2 years. Michel Sadelain of the Memorial Sloan-Kettering Cancer Center in New York, co-leader of the group that designed the trial, says that a second trial of 50 patients is being readied, and the team is looking into using the technique to treat other cancers.

The key to the new therapy is identifying a molecule unique to the surface of cancer cells, then genetically engineering a patient's immune cells to attack it.

In acute lymphoblastic leukaemia, immune cells called B-cells become malignant. The team were able to target a surface molecule known as CD19 that is only present on B-cells. Doctors extracted other immune cells called T-cells from the patients. These were treated with a harmless virus, which installed a new gene redirecting them to attack all cells bearing CD19. When the engineered T-cells were reinfused into the patients, they rapidly killed all B-cells, cancerous or otherwise.

"The stunning finding was that in all five patients, tumours were undetectable after the treatment," says Sadelain.

He reckons that the body should replenish the immune system with regular T-cells and healthy B-cells after a couple of months. However, the patients received donated bone marrow to ensure they could regrow a healthy immune system [1].

The treatment is not the first to re-engineer T-cells to attack a form of leukaemia. Last year, an international company called Adaptimmune used the approach to treat 13 people with multiple myeloma – it left 10 in remission.

"Although it's early days for these trials, the approach of modifying a patient's T-cells to attack their cancer is looking increasingly like one that will, in time, have a place alongside more traditional treatments", says Paul Moss of Cancer Research UK.

Sadelain's team is now investigating the scope for attacking other cancers. Where no single surface molecule is unique to a cancer, he is seeking to target pairs of molecules that only occur together on cancer cells. In January, he demonstrated this approach by wiping out human prostate tumours implanted in mice, using T-cells engineered to target two surface molecules [2].

Genetic engineering in the future

Adam Brandejs, a 24 year old Sculptor/programmer with a BFA from the Ontario College of Art & Design in Toronto, Canada has created Genpets™. These little creatures have been displayed in numerous Toronto galleries as well as a retail store (Iodine & Arsenic on Queen Street), and they will soon be headed to Alberta as well as over to Europe to show in Basel Switzerland. So what exactly what are these little creatures? The Genpets™ are pre-packaged, bioengineered pets. They are living, breathing genetic animals and come in 2 base configurations, a 1-year model, and 3-

year model. “We use a process called “Zygote Micro Injection” which is quickly becoming a favourable method to combine DNA, or to insert certain proteins from different species. Most notably it was used in 1997 to splice mice with bioluminescent jellyfish and has since been used to create glowing rabbits, pigs, fish, and monkeys. Since then, human DNA has been injected into rabbits, chimpanzees, spider DNA into sheep, and now, Genpets have arrived!” (Genpets) Each Genpet™ comes with a color-coded personality (7 in total). If you want a very energetic pet then you would choose a Red Genpet™. Their packages really set them apart from other products on the market today. Each package has a microchip that monitors that state of the Genpet while it is asleep and it comes with a fully functioning heart monitor with green LED lights and a speaker. These guys do have limited mobility and must be cared for on a constant basis. So here’s the question then – Are we as a society responsible enough to move into the realm of bioengineering [4]?

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BESONDERHEITEN UND PROBLEME DES ARBEITSMARKTES FÜR DIE JUGEND IN RUSSLAND

Arbeitslose Jugendliche ist eines der gut definierten stabilen Segmenten des Arbeitsmarktes, das durch ein stabiles Wachstum des Arbeitskräfteangebots gekennzeichnet wird.

Der Arbeitsmarkt der Jugend wird von jungen Menschen gebildet, die eine Arbeitsbeschaffung brauchen. Diese Gruppe der Jugendlichen besteht sowohl aus unbeschäftigten Hochschulabsolventen, als auch aus den Absolventen der allgemeinbildenden Berufs- und Fachschulen. Der Arbeitsmarkt wird auch von entlassenen Soldaten im aktiven Dienst ergänzt. In der letzten Zeit kommen auch Migranten dazu, besonders akut ist es in den zentralen Gebieten Russlands.

Natürlich suchen nicht alle neuen Absolventen einen Job und treten deswegen nicht auf den Arbeitsmarkt ein. Einige von ihnen planen, ihre Ausbildung fortzusetzen,

andere sind aus den anderen Gründen nicht eingesetzt werden. Man kann Besonderheiten des Arbeitsmarktes der Jugendlichen nennen, die zur Zeit sehr aktuell sind.

Erstens ist der Arbeitsmarktes der Jugendlichen dadurch gekennzeichnet, dass Angebot und Nachfrage aufgrund der Orientierungsvariabilität der Jugendlichen, ihrer sozialen und beruflichen Unsicherheit bedingt ist.

Zweitens ist für den Arbeitsmarkt der Jugendlichen eine geringe Wettbewerbsfähigkeit im Vergleich zu den anderen Altersgruppen spezifisch.

Drittens kann die Beschäftigung von Jugendlichen offensichtliche und versteckte Dimensionen haben, weil die Gruppe junger und nicht arbeitender Menschen steigt.

Viertens kann der Arbeitsmarkt für Jugendliche durch eine große Varianz gekennzeichnet werden.

Fünftens ist eine äußerst schwierige Situation mit der Beschäftigung von Frauen auf dem Arbeitsmarkt entstanden. Unter den Universitätsabsolventen machen die Frauen einen erheblichen Anteil, während die Arbeitgeber eine klare Präferenz bei der Einstellung von Menschen den Männern geben.

Auf solche Art und Weise kann man die Probleme der Absolventen auf dem Arbeitsmarkt identifizieren:

1. Das Problem des Mangels an Bewusstsein der jungen Bevölkerung für ihre Rechte und Chancen, Arbeit zu finden;
2. Der Infantilismus der Jugend in der Arbeitssuche;
3. Das Problem der Anpassung an den Arbeitsmarkt von Hochschulabsolventen, die Mitglieder der russischen Armee in der Reserve sind;
4. Das Problem des Ungleichgewichts zwischen Angebot und Nachfrage auf dem Arbeitsmarkt;
5. Das Problem der Diskriminierung von Frauen bei der Arbeitsanstellung;
6. Der Mangel an Erfahrung und Berufspraxis.

Von den oben genannten Problemen steht unserer Meinung nach das Problem des Ungleichgewichts von Angebot und Nachfrage auf dem Arbeitsmarkt besonders akut. Das Problem besteht darin, dass es eine Diskrepanz zwischen den an dem Arbeitsplatz nachgefragten Berufen und den Hochschulabsolventen gibt. Es kann sich folgende Situation bilden: ein Student hat sich für einen momentan prestigigen Beruf entschieden, und zum Ende seines Studiums ist der Beruf nicht mehr in der Liste der prestigeträchtigen Berufen. Da die Wirtschaftssituation in der Gesellschaft schwer prognostiziert ist, kann man noch nicht im voraus sagen, welche Berufe dann wirklich nachgefragt werden.

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TYOLOGY OF YOUNG PEOPLE'S LABOUR-MARKET BEHAVIOR

Youth is a kind of a huge group of people who think differently about the job placement, so that means they behave differently in the job market. There are still no clear answers to the questions how young people behave themselves with respect to employment and what problems they have with that.

Learning competence is a requirement that becomes more important, self-development ability, analytical mind and candidates' personality increasing employment opportunities, make vertical and horizontal mobility easier in the job market. Indeed, the education system is not entirely appropriate, so students are not sure of the job placement.

Students are not satisfied with the existing system of education today. They believe that they are not considered as highly qualified specialists in the job market. They make believe that a university degree is seen as the minimum basis for the job placement. But this is not a guarantee of it.

But also young people are not often active in their job search, and therefore they do not use a lot of the existing possibilities of finding a work. It is necessary to look for a work actively for the future graduating students, using all sources of information. Some of the students begin thinking of the further job placement, but there are very few such students unfortunately. Students know that nowadays it is difficult to find a job, but they do not make some efforts to make this easier. Much of studying students do not make any efforts, missing classes, not preparing for the seminars, and take examinations by using connections. Some students attend classes in order to communicate with the classmates and show off their outfits.

For those who has both theoretical learning and practical training, even for free, is able to find a job quickly after graduation. Future Today programme's partner Dennis Kaminsky notes that the phrase "All good things come to he who waits" should be the rule. But we need to think about the future job placement in advance. If you think about it when you are the first-second- or third-year student and understand what the employer wants from an intern or trainee it will be easier to find a job in the future.

There is a stereotypical view of among young people that higher education is not valued, there is no guarantee of the future job placement. But the contradiction is that all consider getting a higher education is necessary.

To sum it up, in my opinion you can offer a typology of students' behavior in the job market needed to sociological diagnosis on the topic. The basis of this typology is the objective factors which are the most important to the sociological analysis: academic progress, training activities character, family, and the subjective: life goals, entering university motivations, reason for choosing a profession, self-esteem.

I divided all students into 3 typological groups. As the names of the types of students' behavior in the modern job market are the names of insects, which, in my opinion, reflect the behavior of the students on the topic more completely.

"Bees" – students of this typological groups are linked to their desire to develop, to work well and put their whole soul into work. Their credo – there are no

unachievable goals. They transform any achievable goal to the means to achieve the new. Being a student they study through hard work and persistence, making their way "through adversity to the stars." The foundation of successful job placement of "bees" is laid by getting education and practical training.

As the academic progress of these students is high they are actively engaged in scientific activity since the first year, they are always in the know of the latest scientific developments in their future careers. Getting higher education is closely linked not only to visiting all the classes, but to the active self-education - these students often can be found in the libraries, at students' conferences and competitions. They raised in families with average incomes. Their parents always control their children's learning process, academic progress. They suggested them the idea of learning should be the main goal in life in order to get a good education, and then an appropriate job. That's why "bees" believe that the main thing is learning, knowledge, and good marks in order to find an appropriate job in the future.

The ability to do modeling and correct goal-setting as well as motivation towards basics – career, self-actualization, self-development, new discoveries. Belief in achieving the desired results by persistence and making the efforts. They go to university to get a diploma, and most of all knowledge, and for its future employability.

"Drones" are interested in higher education in order to receive a diploma and the status more than in getting the education. They come to the university and attend classes regularly, but not to provide the necessary knowledge and skills, but in order to communicate, to get in contact with someone, as well as to the lack of permits. Typically, each such student has a "patron" of the more hard-working classmates that they help during the entire period of study. The core strength left to maintain the friendship. Thus, their academic progress is above average. They do not think about the future of job placement till the last year, and there's no wonder – the habit of survival at one's cost gives them hope for similar assistance in finding a work. And their academic progress with a minimum cost of their own intellectual resources causes their high ambition and unwillingness of having unattractive jobs with low wages.

Their parents have the executive position. As a child they were spoiled and their good academic progress wasn't controlled. The children paid few time for tuition, material possessions were given without any problems. And they still think that their parents will provide a lifetime. The self-esteem of these students is high; they have excessive ambitions, which is not true. They are not worried about the future job placement, and they are likely to overstate their salary expectations. They have high self-esteem. They enter the university in order to get a high school diploma. When they choose a profession they pay attention to its prestige, even if they are not available for job placement without protection. These professions are often familial, dynastic, and therefore further job placement will come true with the help of connections.

"Larvae" – students of this typological group are less likely to focus on the successful employment. It's not uncommon to meet a girl among these students, whose primary purpose is not getting of knowledge, and also a diploma, their goal in life is a successful marriage, and they are completely satisfied with the role of housewife.

Their academic progress is usually lower than average – which is quite justified their lack of interest in education and good job placement.

They are brought up in usual families, parents do not take up executive positions. As a child there were no controls of the children, so studying for them does not matter. Students in this typological group do not tend to self-perfection, do not show any interest in the social and cultural life. The main goal – to live in peace, not making any efforts. They enter university as access to higher education. In exactly the same way they choose the profession. They balance their ambitions and capabilities, selecting the low passing grade profession, labour-unintensive learning process. The future profession should have a minimum responsibility and complexity.

The presented typology of students' behavior can serve as a basis for the tools of sociological research on the subject, and also it can observe the attitude of students to their future job placement, so the successful job placement of graduates depends on that.

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A PROBLEMATIC OF INTERNATIONAL CONFLICT TODAY. THE CONFLICTS IS AS A PART OF GLOBALIZATION

The world we live in always seems to contain wars and conflicts. Just by looking back over 100 years, history is filled with major wars like the two World Wars, the constant scare of escalation of threat during the Cold War and more recently The Afghan and Iraq War. Despite the fact that people always talk about the need for peace, the world is instead filled with fear and constant security threats.

Modern humanity is living in an era of economic globalization and mobility, the rapid development of communication, integration and interdependence, large-scale migrations and displacement of populations, urbanization and changing social patterns. Naturally, conflicts of interest become a larger scale.

The inevitable process of globalization, which destroys ancient way of national cultures and bring ethnic or religious tensions, lead to conflict and loss of life. That aggravation of interethnic relations has become one of the main problems of our time in the modern world.

Conflicts which are connected with the aggravation of interethnic relations in the modern world are not uncommon. They are observed in all ethnic and cultural regions of the world regardless of the level of economic development.

The global international conflicts (such as Kurdish, Palestinian, Kosovo) and a local (it is a domestic conflict is between people of different nationalities within a single city, town, village) provoke the political instability. This instability is often difficult to contain all national borders. All the major conflicts in the world is international today. In the confrontation between ethnic groups drawing in neighboring ethnic groups, including such major geopolitical players like the U.S., Russia, Britain, India, China, etc.

According to UN estimates, intra-state conflicts (including ethnic conflicts) have claimed more lives than the war. The danger of these confrontations is

determined by the fact that in many cases they are devastating not only for the original parties to the conflict, but also for other countries.

Globalization and militarism should be seen as two sides of the same coin. On one side, globalization promotes the conditions that lead to unrest, inequality, conflict, and, ultimately, war. On the other side, globalization fuels the means to wage war by protecting and promoting the military industries needed to produce sophisticated weaponry. This weaponry, in turn, is used-or its use is threatened-to protect the investments of transnational corporations and their shareholders. [3]

Globalization is driving a global war economy and creating the conditions for tremendous loss of human life. Many writers and researchers have documented the decline in human rights, social justice, environmental standards, and democracy caused by globalization.

Can these obstacles be avoided? Yes according to liberalists who encourage us to believe that cooperation has evolved and states are more than likely to trust each other. For example the recent nuclear disarmament agreement between Russia and the United States is clear evidence that even past disagreements is put aside and major, powerful states are content with minimizing their military power. Realists disagree with that by demonstrating that the nature of world politics has not changed. Even after the end of the Cold War, the violent breakup of Yugoslavia, constant threat of war and chaos in the Middle East and the Iraq War in 2003 shows how the world we live in now may not be as safe as we would have hoped. From the analyses of international relations, it seems, if security is achieved, cooperation will follow automatically. However the concept of security is a sharply contested concept. After the end of the Cold-War, new security issues were raised like environmental degradation, poverty, hunger and diseases and weak/failing states. Scholars also started to believe that security should be centered on people, not the state. Security should provide personal safety to individuals and freedom from threats. [5] Security for the Third World and underdeveloped states is different from security of developed states. After the decolonization, the number of states increased dramatically. These states had a very limited time to develop and catch up to European states so therefore the security in the Third World does not just refer to military dimensions but also search for food, health and economic security. So unlike European states, the security of Third World counties comes from within the states, not external. [6] The events of 9/11 have also changed the way we think about security and cooperation. While a few years ago conflicts may have occurred between states or leaders, after 9/11 we are fighting an unknown enemy, a group of people rather than a state. [7] If there is no clear explanation of what security is, how can the states achieve it? Will we ever live in a world where cooperation is constant and war and conflict is just the thing of the past? Many predictions have been made about this, but as history shows predictions often turn out to be incorrect and the answer to this question is simply unanswerable. Let's also not forget the other obstacles that many theories do not take into consideration. The widening gap between the rich and the poor, food sufficiency, finite natural resources like oil and occasional economic recessions can all lead to more conflict. The world at the moment looks bleak and only time will tell if we can come up with some solutions to these never ending problems.

Global conflicts are dysfunctional, they are a threat to human existence. The challenge facing mankind, and to prevent the emergence of such conflicts.

One of the problems, which is caused by globalization is a infringement of national sovereignty and the independence of political leaders is also largely be solved through international cooperation. For example, a clear separation of powers of the parties, that is, national governments and their leaders, on the one hand, on the other international organizations and the multinational or global corporations .The mere involvement of political leaders in the creation of the necessary institutions dealing with these and other problems associated with globalization, it will help them regain a sense that they control their future and control their position in the globalized world.

Thus, globalization both enlightens and pacifies, both widens horizons and narrows vision. However, it does seem that the globalization narrative of the media is vulnerable to increasing cognitive dissonance as its utopian image of widening prosperity is subverted by images of deprivation and marginalization, and by a rising tide of insecurity and anxiety. [8]

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SOCIAL TECHNOLOGIES AS AN INSTRUMENT OF ACCIDENT PREVENTION AT TECHNOGENEOUS FACILITIES

The UNDP Human Development Report 2011 "Sustainability and Equity: A Better Future for All" says: "Debates over what environmental sustainability means often focus on whether human-made capital can substitute for natural resources – whether human ingenuity will relax natural resource constraints, as in the past. Whether this will be possible in the future is unknown and, coupled with the risk of catastrophe, favours the position of preserving basic natural assets and the associated flow of ecological services". This report was presented at a high-level forum at the UN Conference on Sustainable Development 2012 in Rio de Janeiro organized to ensure

the promotion of an economically, socially and environmentally sustainable future for our planet and for present and future generations.

It is generally recognized that the modern stage of human civilization development is characterized by a growing social and ecological crisis and its overcoming is possible if we rethink of our approach to economic, social, demographic and political values and develop meta-subject view of new opportunities and restrictions of biosphere laws.

The humanity faces a great challenge: to be able to forecast and model different scenarios of anthropogenic catastrophes in order to give immediate response to any changes and from a professional point of view to be able to consider and forestall on the basis of simple administrative bodies with a set of organizational and technological modules and appropriate moral and psychological resources. In our opinion, safety and stable development and performance of technogeneous facilities, by virtue of their nature and purpose, is one of the main human problems. The number of anthropogenic catastrophes threatening personal and social safety including human degradation and negative effect on natural critical areas has grown in the whole world. The UN data show that anthropogenic catastrophes rank third by death toll among all natural disasters after hydro-meteorologic and geological catastrophes.

Anthropogenic catastrophes have inherently social background because all technical systems are designed and operated by people and aimed at the obtaining of socially-significant objectives. Emergency situations, disasters and energy, nuclear, infrastructure, transport, ecology and space accidents are caused, in the final analysis, by malfunction of interrelated units of multiple loop module system. Human factor plays more and more important role in this type of catastrophes and it becomes apparent at all stages of facility construction: engineering, personnel performance and life-saving operation efficiency. We proceed from the assumption that any catastrophe occurs first of all because of unsoundness, vulnerability and inertness of public structures which should protect people from this type of disasters.

The International Center for Research on the Epidemiology of Disasters (CRED) has been compiling a database of various catastrophes for several decades. An event is admitted to be a catastrophe in case there is one of the following four criteria:

- ten or more people were killed;
- a hundred or more people suffered damages;
- local authorities established the state of emergency or an affected state appealed to international help.

The UN and CRED usually classify anthropogenic catastrophes into three types: “industrial” (chemical and radioactive contaminations, explosions and damages of other kinds), “transport” (air, sea and railway accidents and others) and “mixed” (taking place at other places).

So, 1.125 industrial catastrophes occurred in the world in 1901-2007. Consequently, 4.5 ml people were damaged, about 49 000 were killed. The general damage is assessed to be \$225 bln (at 2006 dollar rate). This type of disasters took place mostly in Asia (651 cases). European and American continents seriously fell behind (according to the database North and South America are considered to be one continent). In the same period 4 102 transport catastrophes were registered in the world. They affected about 110 000 people, much more were killed – 194 400. The overall direct losses are assessed to be \$58 bln. The most frequent ones were in Asia

(1 694) and Africa (115). The “mixed” type of catastrophes is the most infrequent one. In 106 years there were registered 1085 events of this kind. Most often they took place in Asia (523) and America (220). As a result 3.1 ml people suffered losses and 59 000 were killed. The total damage is assessed to be \$4.2 bln. According to the CRED data the death toll because of anthropogenic disasters which took place from 1994 to 2007 was 0.8 per 1 ml people in developed countries and in the least developed countries there were 3.2 deaths per 1 ml people and we can see that it is 4 times more.

According to the information of Risk Management Solutions Consulting Company in recent decades the number of big anthropogenic catastrophes has invariably exceeded the number of natural disasters, although the damage caused by natural disasters is much higher. As usual, the damage of anthropogenic catastrophes accounts for 20 % of natural disaster damage. At the same time, the mankind has more or less adapted to natural disasters and the number of their victims goes down from time to time but the death toll of anthropogenic catastrophes has constantly been growing.

Taking into consideration all these facts, the civilization’s attitude towards technogeneous objects should be clearly identified as a firm conviction to develop the world system of forestalling of emergency situations together with the perfect innovative technologies of the elimination of their consequences regarding the previous experience and newest approaches. All these measures, undoubtedly, suppose that the production system will be responsible not only for the proper performance of their facilities, appropriate substantial investments and technological level but also global preventive actions and forecasts on a large scale which should be carried out regularly and permanently. What is at issue is the development of means and systems of control and immediate response to the predictive indicators, first of all, research and analytical, information and communication ones able to prevent anthropologic accidents and catastrophes.

In our research it is necessary to come back to the aforesaid UNDP Human Development Report 2011 “Sustainability and Equity: A Better Future for All” which states perspectives and ecology threats. So, the authors of the Report compare three scenarios of human development up to 2050 modeled in Frederick Parady’s Centre at Denver University. Unavoidable uncertainties were taken into consideration.

Basic Scenario (the authors’ alteration) assuming limited changes in inequality, in the sphere of ecological threats and risks, supposes that in 2050 the Index of Human Development will 19% exceed the today’s one (and it will be 44% higher for countries in Africa and to the south of Sahara). This growth is lower than it could be if we merely extrapolate previous tendencies because the progress of the Human Development Index tends to become slower when it gets higher levels. This deceleration occurs not only because of mechanical effect of logarithmic expression of income but also the increase of education years, life-span expectations in developed countries and rapprochement between countries with low and average incomes as the gaps on health and education indices between them and rich countries decrease. (The authors’ footnote).

The scenario of Ecological Threats supposes the intensification of ecological risks at the household level (the use of solid fuel in homes), local levels (water and hygiene), city and regional levels (outside air pollution). The same takes place on the global level (especially, the increasing effect of weather changes upon agriculture),

and the inequality is growing and safety is getting worse. (Ecology risks are modeled on the basis of The Scenario of Ecology Risks developed at Hughes, Irfan and others (2011). The inequality and safety deterioration factors are modeled with the help of The First Safety Scenario developed by UNEP in 2007. They include social, economic and ecologic stresses, economic and personal safety, and considerable inequality in the countries and in the whole world, high levels of protectionism, migration barriers, militarism aggregation and conflicts). The global level of Human Development Index in 2050 will be 8 times lower than in Basic Scenario and 12 times lower in South Asia and African countries to the south of Sahara.

In the Scenario of Ecological Disasters the most of the 21-st century achievements will be lost by 2050 because the bio-physical and human systems will be strongly pressed owing to the excessive use of fossil fuel, ground water level lowering, ice thawing, increasing deforestation and soil degradation as well as sharp decrease of bio-diversity, the increase of extreme weather phenomena, maximum oil and gas extraction, the growth of civil conflict frequency and other failures. This model does not consider the potential possibility of backward linkage vicious circle able to result in the aggravation of these tendencies. In the framework of this model the global level of Human Development Index by 2050 will be 15 % lower than in Basic Scenario.

The Report analysis shows that technogeneous objects as a source of accidents and catastrophes are mostly in emergency situations by virtue of their nature, consumer satisfying purpose and impossibility of secure safety system development. So the call of the time at the global level as well is the development and use of innovative technologies.

Personal and social safety is still urgent and it becomes one of the first human, state, public and worldwide needs. Its essence is in the ability to prevent hazardous situations for a person, his/her fundamental interests, development and progress. In the society of tangible property production the production of risks is inevitable and this allows statement of the production of risks as such. The dangers arising at different levels and in various spheres of personal and public life (politics, economy, ecology, technology and society) are interrelated and if a threat develops at one of the levels of one of the spheres, it affects any of the module systems in this or that way. Generally it is true speaking about modern dangerous facilities where any malfunction in the technological chain, information field, control and observance systems can lead to irreversible consequences. That is why social technologies as an innovation resource should be aimed at the development and provision of total control over technogeneous production viewing it as a source of increasing danger. Misunderstanding of this sphere importance by national coordinators at the global level can lead to the senselessness of innovative research in emergency situation elimination by virtue of the absence of a force application object such as a human being able to reproduce a viable evolving generation protected from anthropogenic catastrophes.

Considering this it is necessary to cooperate at the global level in order to develop, implement and use preventing technologies and innovative inter-regional system of preventing of technogeneous emergency situations. The concept of immediate response to the nearest changes strategy is based on the understanding of the technogeneous production as a multi-level and multi-loop module system of inter-related objects. And this system of economy, social and cultural life is manageable on the basis of regular occurrence and in their indissoluble unity. The constant monitoring

of the situation includes the analysis of every element place in the module system aimed at their correlation with production efficiency criteria, analysis of objectives and their correlation with expected results, realization of program event system and search of new resources necessary for costs reduction. In our opinion it is a minimum set of steps involved in the development of the background for a socio-technical project. Socio-technical projects have not become a vital necessity in national economies, especially in the sphere of technogeneous production because of the disparity of possibilities. The integration of possibility equity in the global policy structure will allow broadening of institutional frames inside national systems and it should lead to possibility leveling and creation of conditions for being responsible for somebody's life.

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DROGEN IM ALLTAG

Vor kurzem wurde in Deutschland der Drogenbericht für das Jahr 2008 veröffentlicht. Steigt die Zahl junger Menschen, die Drogen konsumieren? Warum ist die Suchtgefahr bei Jugendlichen besonders hoch? Was sind Drogen und worin liegt die Gefahr von Rauschmitteln?

Drogen bergen viele Risiken: zum einen besteht natürlich die Gefahr, seelisch und körperlich abhängig zu werden und sein Leben immer mehr nach der Sucht auszurichten. Dies wirkt sich auf die ganze Persönlichkeit aus. Bei harten Rauschmitteln treten schließlich schlimme seelische und körperliche Entzugserscheinungen auf, wenn die Wirkung der Droge nachlässt. Der Körper hat sich an die Droge gewöhnt und "braucht" immer mehr davon. Zum anderen wirken viele Rauschmittel wie Giftstoffe auf den Körper - sie sind also schädlich für unsere Gesundheit.

Außerdem wirken Drogen bewusstseinsverändernd - man hat ein falsches Bild der Realität und neigt oft zu gefährlicher Selbstüberschätzung. So ignoriert man Bedürfnisse seines Körpers, verkennt Gefahren und kann sich und andere auf diese Weise in bedrohliche Situationen bringen. Viele Unfälle sind auf den Konsum von Drogen zurückzuführen. Hinzu kommt, dass verbotene Drogen oft von skrupellosen Händlern auf dem Schwarzmarkt verkauft werden. Welche (giftigen) Inhaltsstoffe wirklich enthalten sind und was man eigentlich zu sich nimmt, kann nicht überprüft werden. Viele Drogen werden aus Kostengründen "gestreckt", man mischt also irgendwelche - häufig schädlichen - Zusatzstoffe unter.

Drogen als Problemlösung?

Veränderte Wahrnehmung: Drogen wirken auf das Hormonsystem unseres Körpers und täuschen ein verändertes Bild der Wirklichkeit vor. Gerade unter Stress, wenn vieles nicht so läuft, wie man will, beginnt der oft fatale Einstieg in den Drogenkonsum. In Situationen, die auf das Gemüt drücken und scheinbar nicht bewältigt werden können, sehen viele in Drogen eine Art "Ausweg". Mal vergessen, mal entspannen, mal abschalten - viele Drogen entlasten im Rausch zunächst vordergründig von Problemen, vermindern Ängste und Hemmungen. Viele Drogen bewirken ein gesteigertes Selbstwertgefühl, Glücksgefühle und Entspannung. Wer die

Erfahrung macht, dass Drogen zunächst das Wohlbefinden verbessern, ist schnell in Versuchung, immer öfter auf sie zurückzugreifen.

Dann steigt die Gefahr, süchtig zu werden. Drogen helfen niemals bei Problemen. Die vordergründige Erleichterung führt schnell zu einem Suchtverhalten und massiven Problemen, welche es ohne Drogen überhaupt nicht gäbe. Die Situation wird immer schlimmer. Bei vielen Rauschmitteln muss immer häufiger und mehr von dem Stoff konsumiert werden, um die gleiche Wirkung zu erzielen. Entzugserscheinungen und seelische Verstimmungen treten ein. Der regelmäßige Gebrauch von Rauschmitteln kann sich erheblich auf unsere Psyche auswirken sowie Charaktereigenschaften und Verhalten verändern. Viele stumpfen ab, werden depressiv, leicht reizbar oder haben immer größere Probleme, die Realität im "nüchternen Zustand" - also nicht berauscht - zu ertragen.

Spaßfaktor Droge?

Viele Rauschmittel hellen die Stimmung auf. Drogen lösen die Probleme jedoch nicht, sondern sie helfen dabei, sie vorübergehend zu verdrängen und eine Art Realitätsflucht zu betreiben. Nach dem Drogenrausch geht es vielen deshalb oft noch schlechter. Aber es muss nicht immer der Stress oder Problembewältigung sein - viele junge Menschen probieren auf der "Suche nach Spaß" alle möglichen Drogen aus. Viele betrachten diese Erfahrungen als cool und gewinnbringend.

Gerade weil so viele Jugendliche Kontakt und Erfahrungen mit Drogen machen, ist es schwer, sich abzugrenzen und "Nein" zu sagen. Wer dazugehören will, macht in vielen Fällen einfach mit. Man steht schnell alleine da, wenn man nicht mitraucht oder mittrinkt - oft gilt man auch als "Langweiler" oder "Angsthase". Es braucht also häufig einiges an Mut zu sagen, dass man keine Drogen - ob legale wie Zigaretten und Alkohol oder illegale, also verbotene - zu sich nehmen will. Es ist eben fast schon normal, beim Ausgehen Alkohol zu trinken, zu rauchen oder zu "kiffen" - also Haschisch zu rauchen.

Das aus der Cannabis-Pflanze gewonnene Rauschmittel ist neben Zigaretten und Alkohol die am weitesten verbreitete Droge. Die meisten haben schon einmal an einem "Joint" - also einer gedrehten Haschischzigarette - gezogen. In der Techno-Szene ist der Konsum von synthetischen Ecstasy-Pillen verbreitet, die leistungssteigernd wirken. Abgesehen davon, dass der Konsument nicht weiß, welche schädlichen Stoffe in den verbotenen, chemischen Pillen wirklich enthalten sind, birgt diese Droge weitere Gefahren: Körperliche Bedürfnisse werden vermindert oder überhaupt nicht mehr wahrgenommen. So tanzen einige trotz völliger Erschöpfung die ganze Nacht durch, ohne Flüssigkeit zu sich zu nehmen, da sie kaum ein Durst- und Müdigkeitsgefühl verspüren. Das ist gefährlich und kann sogar tödlich enden.

Junge Menschen besonders gefährdet

"Komasaufen" gilt bei einigen Jugendlichen als "angesagt" und "cool". Nicht selten landen Jugendliche mit einer Alkoholvergiftung im Krankenhaus. Gerade junge Menschen sind anfälliger dafür, in die Sucht abzurutschen. Wer Drogen nimmt, kann schwer abschätzen, wann er in den Strudel der Abhängigkeit gerät. Sucht ist ein stetig voranschreitender Prozess, eine klare Grenze ist beim Drogenkonsum nur schwer zu erkennen. Oft fängt es ganz "harmlos" an - man will einfach mal etwas Neues ausprobieren und seine Erfahrungen machen - so wie es viele andere schließlich auch schon mal getan haben.

Das Problem ist aber, dass viele die Gefahr einer Abhängigkeit unterschätzen und glauben, den Konsum von Rauschmitteln "im Griff" zu haben. Dass sie bereits abhängig sind, ist den meisten nicht einmal bewusst - oder sie wollen nicht wahrhaben, dass sie ein Suchtproblem haben. Da Jugendliche schneller als Erwachsene lernen und ihr Körper empfindlicher reagiert, gewöhnen sie sich auch schneller an den Genuss von Suchtstoffen. Bei jungen Menschen führen die sensiblen Nervenetze rasch zum Suchtverhalten. Und nicht nur das: Sie können die Persönlichkeit verändern. Besonders gefährdet sind nach Einschätzung vieler Experten junge Menschen, die mit Hilfe der Droge Lebensaufgaben wie Schule, Studium, Berufstätigkeit, Kontakte knüpfen sowie die ersten Liebeserfahrungen bewältigen wollen und so versuchen, ihre Probleme zu lösen. Sie gehen oft leichtsinnig mit der Gefahr von Rauschmitteln um und können die Folgen schwer einschätzen.

Einstieg leicht gemacht

Cannabis ist neben Alkohol und Zigaretten das am weitesten verbreitete Rauschmittel und gilt als "Einstiegsdroge". Der Konsum soll bei Jugendlichen gesunken, bei Erwachsenen dagegen gestiegen sein. Ob gegen das Gesetz verstößend oder erlaubt - Drogen wie Alkohol, Zigaretten, Haschisch, Ecstasy, Kokain, psychoaktive Pilze, LSD oder gar Heroin verändern unsere Wahrnehmung, beeinträchtigen ein freies, selbstbestimmtes Leben und machen süchtig. Viele der Rauschmittel führen sogar sehr rasch zur Abhängigkeit. Bei der gefährlichen Droge Heroin beginnt der Teufelskreislauf der Sucht meist schon nach der ersten oder zweiten Einnahme.

Natürlich ist das Konsumverhalten bei Rauschmitteln, die Wirkung der Droge sowie die Anfälligkeit zur Sucht individuell verschieden. Der Einstieg zu den illegalen Drogen erfolgt aber sehr häufig über die erlaubten und gesellschaftlich anerkannten Drogen Zigaretten und Alkohol. Anders ausgedrückt: Wer raucht, ist in den meisten Fällen deutlich anfälliger für Haschisch, Ecstasy und andere Drogen. Dabei zielt gerade die Getränke- und Zigarettenindustrie verstärkt auf immer jüngere Konsumenten ab: beispielsweise mit süßen Alkopops, die auch Jugendlichen schmecken und denen man den hohen Alkoholgehalt kaum anmerkt, und Werbung mit jungen, gutaussehenden Models für Zigaretten. Und das, obwohl für alle Suchtstoffe die Tatsache gilt: je jünger ein Mensch Drogen konsumiert, desto größer ist das Suchtrisiko.

Immer mehr Jugendliche konsumieren "erlaubte Drogen" wie Alkohol. Wichtig ist deshalb eine umfassende Aufklärung über Wirkung und Gefahren von Rauschmitteln. Die Weltgesundheitsorganisation (WHO) hat sich für folgende Definition entschieden: "Drogen" sind demnach alle Stoffe, die Funktionen im Körper beeinflussen und verändern können. Sehr weit gefasst und doch auf den Kern reduziert ist diese Definition. Denn sie berücksichtigt weder, ob Substanzen per Gesetz verboten sind oder nicht, noch, wie schwer ihre Wirkung und damit die Gefahr zur Abhängigkeit ist. Sie berücksichtigt nur, dass diese Substanzen auf unseren Körper wirken.

Auch Alkohol und Nikotin führen zur Abhängigkeit und sind gefährliche Giftstoffe für den Körper. Nicht zu vergessen ist, dass viele Menschen abhängig von Medikamenten sind - auch diese fallen unter den Begriff "Drogen". Häufig führen Drogen zu einem Erregungs- oder Rauschzustand, der die Stimmung hebt, das körperliche Wohlfühl steigert und die Realität vergessen lässt. Die Wirkung der

Drogen beruht auf einer akuten Vergiftung. Lässt die Wirkung nach, treten oft Niedergeschlagenheit, Verstimmung und Unlustgefühle ein. Bei den Halluzinogenen kommt es darüber hinaus noch zu halluzinatorischen - also sinnenstäuschenden - Erscheinungen. Das körperliche oder seelische Bedürfnis, die Droge wieder nehmen zu wollen, führt zur Abhängigkeit. Wir haben für euch eine Liste zusammengestellt, in der die Herkunft und Wirkungsweise verschiedener Drogen beschrieben wird.

Zigaretten - Tabak

Wichtigster Wirkstoff: Nikotin. Der getrocknete, aus den Tabakblättern gedrehte oder gehackte Tabak enthält das Nervengift Nikotin.

Die Tabakpflanze erzeugt in ihren Wurzeln Nikotin, die sie in ihren Blättern als Gift gegen Fraßinsekten einsetzt. Der getrocknete, aus den Tabakblättern gedrehte oder gehackte Tabak enthält das Nervengift Nikotin. Das heißt, Nikotin ist ein Gift, das speziell auf die Nervenzellen beziehungsweise das Nervengewebe und das Zentralnervensystem wirkt.

In geringer Menge hat Nikotin einen anregenden Effekt. Nachdem es über die Lunge in den Blutkreislauf gelangt ist, stimuliert es die Ausschüttung des Stresshormons Adrenalin, des "Glückshormons" Dopamin und Serotonin, das den Blutdruck und Funktionen des Zentralnervensystems regelt. Nikotin steigert die Aufmerksamkeits- und Gedächtnisleistung. Dieser Effekt ist allerdings nur von kurzer Dauer. Nikotin beschleunigt den Herzschlag, erhöht den Blutdruck und verengt die Blutgefäße. Dadurch wird die Versorgung mit Sauerstoff und Nährstoffen des ganzen Körpers reduziert. Der Hautwiderstand und die Hauttemperatur nimmt ab, die Haut wird fahl.

Nikotin gehört zu den Substanzen mit dem höchsten Suchtpotenzial, auch gemessen an illegalen Drogen wie zum Beispiel Kokain. Entzugerscheinungen wie Kopfschmerzen oder Ängstlichkeit können bis zu 72 Stunden andauern. Die Wirkungs- und Entzugsintervalle werden immer kürzer, sodass eine immer stärkere Sucht entsteht, die durch mehr Zigarettenkonsum ausgeglichen werden muss. Hauptsächlich ist Zigarettensucht eine Gewohnheitssucht. Nach drei Wochen Nichtrauchen ist kein körperlicher Entzug mehr feststellbar. Allerdings fallen viele Raucher verhaltensbedingt wieder in die Sucht zurück, weil sie es gewohnt waren, in Alltags- oder Stresssituationen zu rauchen.

Marihuana und Haschisch

Hauptwirkstoff: Tetrahydrocannabinol (*THC*)

Haschisch wird aus dem Harz der weiblichen Blüten des Indischen Hanfs gewonnen. (Quelle: Andrea Mertes / Pixelio)Haschisch wird aus dem Harz der weiblichen Blüten des Indischen Hanfs gewonnen. Der Harz wird zu Blöcken oder Platten gepresst und geraucht oder manchmal Getränken oder Gebäck beigemischt. Haschischkonsum verstärkt Empfindungen und Gefühle. Je nach Umgebung und Stimmungslage kann der Konsument in ganz unterschiedliche Rauschzustände fallen: Glücksgefühle und Entspannung überwiegen, aber auch Unruhe, Angst und Bedrücktheit sind häufig.

Der Wirkstoff THC beeinflusst die Koordination von Bewegung, Wahrnehmung, Gefühle und Gedächtnis. Er wird mit der Wirkungsweise des körpereigenen Anandamid verglichen. Anandamid ist eine mehrfach ungesättigte Fettsäure, die besonders für Funktionen des zentralen Nervensystems notwendig ist. Die Steuerung von Bewegungen, Empfindungen und Erinnerungen wird der Substanz

zugeschrieben. THC soll nach neueren wissenschaftlichen Erkenntnissen eine ähnliche Wirkungsweise wie das körpereigene Anandamid haben. Eine abschließende, umfassende Beschreibung der Wirkungsweise von THC steht aber noch aus, da es noch stärker eine hohe psychologische Wirkung als eine körperliche Reaktion auslöst.

Bei Haschischkonsum treten häufig Denkstörungen auf. Konzentrationsfähigkeit und Aufmerksamkeit können vermindert werden, ebenso die Leistung des Kurzzeitgedächtnisses. Die Konsumenten sind durch Kleinigkeiten leicht abgelenkt. Das Wohlbefinden durch den Haschischrausch geht häufig einher mit einem verminderten Antrieb und einer Tendenz zum Nichtstun. Zwar hat der Konsument selbst ein Gefühl erhöhter Leistungsfähigkeit, die jedoch von außen betrachtet immer mehr abnimmt. An die Stelle geordneten Denkens und logischer Schlussfolgerungen tritt ein mehr assoziatives (also verschiedene Gedanken verknüpfendes), gefühlsmäßiges Denken ein. Der Konsument wird zunehmend gleichgültiger und weniger belastbar, weshalb sich viele "Kiffer" mehr und mehr aus dem Alltagsleben zurückziehen.

Der Konsum von Haschisch führt nicht in eine körperliche Abhängigkeit. Allerdings ist der Faktor des seelischen Verlangens, das nach häufigem Haschisch rauchen bestehen bleibt, nicht zu unterschätzen. Vielen, die sich an die regelmäßige Einnahme von Haschisch gewöhnt haben, fällt es schwer, wieder in die Wirklichkeit ohne Haschisch zurückzufinden. Haschisch wird immer wieder als "Einstiegsdroge" bezeichnet. Da Haschisch in Deutschland illegal (verboten) ist, wird es oft im gleichen Umfeld von Dealern (Drogenhändlern) auf dem Schwarzmarkt gehandelt, die auch mit "härteren Drogen" wie Kokain, Ecstasy oder Heroin handeln. Die Möglichkeit, an gefährlichere Drogen zu kommen, ist dann also einfacher. Außerdem kann schneller die Schwelle fallen. Warum nicht mal etwas anderes "ausprobieren", wenn man schon mal an einem Joint gezogen hat, denken sich viele. Der Absturz in eine "Drogenkarriere" ist für suchtfährdete Menschen also nahe.

Ecstasy

Ecstasy ist ein künstlich hergestellter Aufputscher. Als Partydroge wird damit besonders in der Technoszene als "bunte Pille" gehandelt. Ecstasy ist ein künstlich hergestellter Aufputscher. Als Partydroge ist das Amphetamin besonders in der Technoszene als bunte Pille in unterschiedlichen Farben und Zusammensetzungen zu haben. Ecstasy vermindert das Urteils- und Konzentrationsvermögen. Die Pille ruft ein Gefühl von Nähe und Harmonie zu anderen Menschen hervor. Gefühle von Glück, Offenheit, Angstfreiheit und Bedeutungshaftigkeit werden ausgelöst. Musik wird intensiver erlebt.

Ecstasy setzt das körpereigene Warnsystem außer Kraft, das normalerweise vor Flüssigkeitsmangel, Überhitzung und Erschöpfung bewahrt. Ecstasy-Konsumenten haben deshalb das Gefühl, "das ganze Wochenende durchtanzen" zu können. Das exzessive Tanzen führt nicht selten zu einem Hitzschlag oder Nierenversagen. Zehn bis 20 dieser Fälle im Jahr enden tödlich. Regelmäßiger Ecstasykonsum führt zu dauerhaften seelischen Störungen, wie beispielsweise Kontaktstörungen, Depressionen und Persönlichkeitsstörungen. Symptome des Ecstasy-Konsums sind auch Schwitzen, Kieferkrämpfe, Muskelzittern, Mundtrockenheit, Schwindel und Brechreiz. Ecstasy können auch die Bildung von Pickeln im Gesicht hervorrufen.

Die Wirkung von Ecstasy-Pillen setzt etwa 20 bis 80 Minuten nach Einnahme ein und wird bei zusätzlichem Alkoholmissbrauch noch unberechenbarer. Nach etwa

vier bis sechs Stunden lässt die Wirkung nach. Erschöpfungserscheinungen, Kopfschmerzen, Reizbarkeit, depressive Verstimmungen und Gedächtnisstörungen sind die Folge. Dauerhafter Ecstasy-Konsum führt zu einem Mangel des körpereigenen "Glückshormons" Serotonin. So wird auf Dauer im Körper das genaue Gegenteil der Drogenwirkung ausgelöst. Auch nach langem Entzug bleiben die Schäden oft bestehen.

Die meisten Ecstasy-Konsumenten ziehen ansonsten ihr Leben in Schule und Beruf weiterhin durch. Sie fallen eher nicht dadurch auf, dass sie sich zurückziehen und abkapseln, wie viele andere Drogenabhängige. Ecstasy ist eine Droge, die hauptsächlich von Jugendlichen konsumiert wird, und das Einstiegsalter wird immer niedriger. Der regelmäßige Konsum von Ecstasy führt zu körperlicher und seelischer Abhängigkeit. Ein weiteres Risiko ist gerade bei Ecstasy (aber auch bei anderen Drogen), dass der Konsument nicht wirklich weiß, was er eigentlich zu sich nimmt. Häufig sind die synthetischen Pillen aus Kostengründen "gestreckt", sie enthalten also weitere chemische Stoffe, die unverträglich oder sogar sehr schädlich für den Körper sein können.

Kokain

Hauptwirkstoff: Kokain

Das weiße Pulver Kokain, eine der gefährlichsten und weit verbreitetsten Drogen, wird aus den Blättern der Coca-Pflanze gewonnen, die in 600 bis 1000 Metern Höhe in Südamerika wächst. (Quelle: US Drug Enforcement Administration) Kokain wird aus den Blättern der Coca-Pflanze gewonnen, die in 600 bis 1000 Metern Höhe in Südamerika wächst. Kokain ist eine der gefährlichsten und weit verbreitetsten Drogen.

Kokain wirkt auf das Zentralnervensystem und führt zu guter Stimmung bis hin zur Euphorie (starken Glücksgefühlen) und dem Empfinden, leistungsfähiger und aktiver zu sein. Das Gefühl für Hunger und Müdigkeit verschwindet. Bei Kokainkonsum erhöht sich die Atem- und Pulsfrequenz, Atemunregelmäßigkeiten treten auf, Blutgefäße werden verengt und somit erhöht sich der Blutdruck. Kokain kann zu Herzrhythmusstörungen führen und einen Herzanfall zur Folge haben. Auch Schlafentzug als Folge des Kokainkonsums kann den Körper extrem belasten und zu Zusammenbrüchen führen.

Kokain kann zu Halluzinationen, Verfolgungsängsten, Orientierungslosigkeit, Nervosität und Aggressivität führen. Nach dem Abklingen der Wirkung kommt es häufig zu einem depressiven Zusammenbruch. Häufig verlangen Kokainkonsumenten dann nach einer weiteren Dosis. Es kann zu einer so genannten "Kokainpsychose" kommen, die durch Verfolgungswahn und Wahrnehmungsstörungen gekennzeichnet ist. Bei langfristigen Kokainmissbrauch ändert sich die Persönlichkeit des Konsumenten. Er verliert das soziale Gewissen und somit die Fähigkeit, sich in andere Menschen einzufühlen. Kokain wird deshalb auch als "Egodroge" bezeichnet.

Kokain macht sehr schnell süchtig. Zuerst ist vor allem die seelische Abhängigkeit gefährlich. Bereits nach einmaligem Missbrauch von Kokain kann es zu einer Sucht kommen. Bei mehrfachem Missbrauch stellt sich auch die körperliche Abhängigkeit ein.

Heroin

Opium wird aus dem eingetrockneten Milchsafte der unreifen Mohnkapsel gewonnen und enthält 25 verschiedene Wirkstoffe, darunter Morphin. Daraus wird das

halbsynthetische "Heroin" gewonnen. (Quelle: US Drug Enforcement Administration) Opium wird aus dem eingetrockneten Milchsaft der unreifen Mohnkapsel gewonnen und enthält 25 verschiedene Wirkstoffe, darunter Morphin (Morphium). Daraus wird das halbsynthetische Opiat "Heroin" gewonnen. Auch Medikamente für Patienten mit sehr schlimmen Leiden und starken Schmerzen enthalten Morphin.

Heroin ist eine sehr gefährliche Droge, die schnell süchtig macht - oft sogar bereits bei der ersten Einnahme. Spätestens nach ein bis zwei Wochen ist der Konsument seelisch und körperlich abhängig. Bei Erstkonsum und zu Beginn des Konsums von Heroin stellt sich ein Euphorie- und Wohlgefühl ein. Schnell gewöhnt sich der Körper jedoch an die Wirkung, die Dosis muss immer weiter erhöht werden.

Bald bewirkt Heroin gar nicht mehr in erster Linie starke Glücksgefühle: der Süchtige konsumiert Heroin vor allem, um die fürchterlichen Entzugsserscheinungen zu unterbinden. Diese sind: Unruhe, Reizbarkeit, Angst, Kreislaufstörungen, Schweißausbrüche, Niedergeschlagenheit, Frösteln, Gänsehaut bis hin zu Panikzuständen und schweren Depressionen. Je länger der Entzug anhält, desto schlimmer werden die Entzugsserscheinungen. Sie führen schließlich zu Durchfall, Übelkeit und Erbrechen, Zittern, Muskelkrämpfen im Rücken und in den Gliedmaßen, schnellem Puls, Bluthochdruck und Todesangst. Das Verhalten des Süchtigen wird zwanghaft, er kann den Gebrauch von Heroin nicht mehr steuern.

Konzentration, Aufmerksamkeit und Urteilsvermögen lassen nach. Im Drogenrausch versinkt der Süchtige in Tagträume und glaubt, über den alltäglichen Problemen zu stehen. Da Heroinabhängige die Droge wegen der schlimmen Entzugsserscheinungen brauchen, verfallen viele in das Problem, Geld für die teure Droge zu beschaffen. Sie werden kriminell oder verkaufen ihren Körper, indem sie über Prostitution an das notwendige Geld kommen wollen. Ein normales, selbst bestimmtes Leben ist nicht mehr möglich.

Leider ist Drogenkonsum bei Jugendlichen keine Seltenheit. Gerade diese Altersgruppe gilt als besonders gefährdet, da bei Jugendlichen oft Unzufriedenheit und impulsives Verhalten vorherrscht. Auch der Mangel an Zukunftsperspektiven spielt eine wichtige Rolle. Deswegen ist die Vorbildfunktion der Eltern ein wichtiges Kriterium für eine erfolgreiche Drogenprävention. So sollten diese ihren Kindern ein positives Beispiel geben und selbst auf den Konsum von Suchtmitteln verzichten.

Von erheblicher Bedeutung ist auch die Erziehung der Kinder. Um sie besser vor Drogen zu schützen, wird empfohlen, sie zu Unabhängigkeit zu erziehen, sie auch zu fordern und nicht nur zu verwöhnen, sie nicht mit überzogenen Erwartungen zu überfordern sowie einen klaren und konsequenten Erziehungsstil anzuwenden.

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TYOLOGY OF LONELINESS AMONG STUDENTS

The problem of social loneliness among young people is one of the most controversial and serious problems of both the nature and social consequences of this social phenomenon. At first glance, the loneliness is purely personal, private life of an

individual, practice and study it is primarily psychologists and psychotherapists. On the other hand, analysing trends and patterns of mass phenomena among young people, you can talk about the constant growth in the number of young people suffering from this social disease that leads to socially dangerous consequences such as depression, alcoholism, drug abuse, suicide, other asocial'nye forms of deviation. Found that over the past 10 years, the number of suicide attempts among young people has increased almost in 3 times. Every year, one of the 12 teenagers trying to settle scores with life. the number of suicides among young people in Russia ranks first in the world. Which of the following is the cause and what is effect of loneliness? The answers to these questions are still largely remain a mystery.

Someone may think the problem of loneliness is far-fetched. Someone's crazy loneliness brings to suicide, is forcing "the rescue" in sects, etc for other alone there is nothing unnatural. There is another contradiction of this phenomenon – "solitude in the crowd." Whatever the reason, the result of her personal loneliness is almost always the same: feelings of powerlessness, uselessness and pessimistic attitude towards the world become constant companions of man.

Despite the fact that loneliness is traditionally considered from the point of view of psychology, account should be taken of the fact that the phenomenon of loneliness also be explored in sociological perspective. Because the psychological methods of measurement are based on personal perception of loneliness of own self, they're not quite fully illuminate the essence of the subject matter. In contrast to sociological methods aimed at identifying the reasons why the person feels not accepted by a social group, and as a consequence of all this is the dissatisfaction of interpersonal relations with others.

On this basis, I would like to share the experience of drawing up profiles of the solitude necessary to sociological diagnosis of key shapes and signs it in the student environment. in drawing up profiles of the most important for sociological analysis factors are objective factors: place of residence before enrolling in College (city, village), age, gender, behavior in unfamiliar surroundings, as well as the subjective nature of adaptation in the new social environment, relationships with others, assessment of satisfaction with family relations.

As the title of the personality types are the names of some writers and thinkers who, in my opinion, the most fully reflect the character and attitude towards such social phenomenon of loneliness.

"Chehovy" – students who suffer from loneliness in a crowd. They knowingly endorse this condition: rarely communicate with anyone, they have a strong sense of dissatisfaction with their relationship with their peers, drained and frustrated. Often tend to blame other people in his solitude. The students living in large cities. Despite the fact that they are constantly surrounded by people, they find it difficult to make new contacts, develop contacts with people. the more people with whom they come into contact in the course of the day, so they have more chance to feel viscerally the loneliness. It is mainly young men and women studying at the initial courses because of the first stages of adaptation of students in the new environment. In unfamiliar situations behaving with restraint, shall be removed from others. The reason for this is most often a normal fear of past failed attempts to prove himself before others. «Chehovy» the hardest are in the first stage adaptation at the University since the break for these students ' communicative relationships and emotional relationships

with peers after graduation is irreparable. Students overestimated requirements of this type to other people, and this is because they are looking for backgrounds of their failures and disappointments. Often "čehovy" disorder in relationships with parents, as from early childhood, people feel abandoned and forgotten, and the old and real relationships with people and parents perceived by them as formal.

The "tolstoyism". Despite the fact that they lacked in intercourse and they lack other links, they do not express such dissatisfaction about this, as the previous type. They resigned from his position and accept it as inevitable. The "tolstoyism" – the inhabitants of large cities, as people living in big cities, the number of communication, both satiated is deficient of wholesome, high-quality "interpersonal communication". The categories of this type are the second course, students who are in the final stages of adaptation at the University. More often than not this girl, because they tend to live in dreams, illusions and constantly pulling away from reality, which is considered imperfect. To others they look unduly inhibited or inconceivable "swot". This is because the "tolstoyism" tend to focus on their thoughts. A kind of "withdrawal" and is the reason for the exclusion of "tolstovcev" from others. in unfamiliar surroundings tend to be sensitive and really nice. This is because they don't want to attract too much attention, because not enough confident. The "tolstovcev" of inflated claims to his surroundings, but unlike "čehovyh" it has more to do with deliberate exclusion from society and the illusive reluctantly suspended from its reality. In the family since childhood have difficult relationship due to miscommunication or a lack of trust between parents and children.

"Majakovskie"-students who, then, is not experiencing loneliness and basically don't understand that feeling. Im not familiar with no emotional, not physical solitude, they are constantly surrounded by family and friends. Pleased with myself, my life and relationships with others. Are to communicate, active and optimistic. In contrast to the first two groups, the typologies include students, before enrolling in the University living mainly in rural areas. This is explained by the fact that most rural dwellers are passionate about worldly affairs and concerns, and not spend time thinking about the "eternal". From full families, with good relationships in childhood, they were getting enough love and care from their parents. These students include both boys and girls who can attend any courses, respectively, and the stages of adaptation and change of interpersonal and emotional ties does not complicate their ability to live in a new social environment. Demeanour in unfamiliar surroundings – free, because "majakovskie" is very helpful and raskrepošeny. "Majakovskih" is not raised high requirements towards the people who surround them, as they were accustomed from childhood to a simple and relaxed manner, they quickly develop friendships with others.

«Nietzschen »-fear of solitude, consciously trying to drown myself in this feeling a wide range of activities. Always try to appear before others in the mask and Egoists cynics behind which actually hides a deeply lonely person. the main thing for "nietzschen"-self-realization, which helps them get rid of their perceptions and feelings experienced within the very "uselessness" and loneliness. These students tend to live in large cities. as separate cities rather than bring its inhabitants, the majority of social contacts to become surface, which in turn leads to alienation and loneliness. It's senior students, often by boys, who tend to suffer delusions of grandeur and narcissism, constantly needing general approval and admiration. Although the process

of social adaptation has completed for them, they were unable to achieve desired interpersonal relations with others. In a new environment with people around you behave coldly and indifferently. This is because trying to create the appearance of hardened cynics, they are trying to hide the true painful vulnerability and vulnerability, hard to adapt to the new social conditions because they could not collect on time of innovation and change. Requirements to those around them do not overstate. This is because "nietzscheans" is non-existent, as representatives of this group are fully focused on themselves and their own ambitions. Very often "nietzscheans" are acceptable to relations in a family, because these students are spoiled from childhood parental guardianship.

The typology of the forms and causes of loneliness in the student environment may serve as a basis for drafting tools of sociological research of this phenomenon.

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YOUTH ON A LABOR MARKET

I am the 11th year student and I am deeply concerned about situation on the youth labor market, because it is necessary to choose a profession which is perspective.

I have learnt that the situation developing on the Russian youth labor market in recent years is rather intense and is characterized by tendencies to deterioration. Scales of the registered and hidden unemployment among youth grow, its duration increases. Meanwhile possibilities of young people are limited owing to their lower competitiveness in comparison with other categories of the population.

The particular interest submits the analysis of provision of youth on the Russian labor market. Its need is caused by two major circumstances:

first, young people make about 35% of able-bodied population of Russia,
secondly, we are the future of the country.

The youth already defines today's political, economical and social processes in the society. At the same time it is one of the most vulnerable groups on a labor market.

The main social and demographic events fall on youth age of a person: end of the general education, choice and receiving profession, marriage, birth of children. This category of the population is subdivided into a number of the groups defining situation on a labor market.

The teenage group (youth till 18 years) represents generally pupils of high schools and professional schools. Generally they aren't involved in the labor activity. However considerable decrease in a standard of living of the most part of the population changed a living position of this category of youth. Many of them seek to earn money by any way. Most often it is self-employment, like washing of cars and trading newspapers or work in a "shadow" sector of economy.

Youth at the age of 18-24 years are students and the young people who are finishing or have finished vocational training. They are the most vulnerable group

entering on a labor market because they have no sufficient professional and social experience and they are less competitive.

At the age of 25-29, young people already have the certain qualification, some life and professional experience. They know what they want, most often already have own family and make rather high demands to an offered work.

Therefore, the rational organization of professional education of the youth coordinated both with development of domestic economy, and with tendencies in the world market of work is necessary. Now the increasing number of young people considers that receiving a full education is the necessary condition of achievement of the desirable social status and higher financial position.

Professional training becomes the most important element of the market infrastructure. That is why there is a low enrollment in the technical training colleges while it is high in special educational institutions.

Thus, in the process of development of the market relations and the competition, the value of vocational training of the worker will inevitably increase. It will promote to the employment of youth.

In a word, to start solving effectively problems on a labor market, it is necessary to reform at first all spheres of economic, political and social life of society.

Basic rights of citizens in the sphere of employment are fixed in the Constitution of the Russian Federation. In particular, art. 37 of the Constitution establishes that everyone has the right to dispose freely of the abilities to work, to choose a kind of activity and a profession. In turn, the state undertakes to guarantee the most effective implementation of these rights, and also the protection against unemployment.

So, after graduating, I hope to realize the abilities to work and have not difficulties at employment.

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DIE EINSCHÄTZUNG DER UNTERNEHMERFÄHIGKEIT DER STUDENTEN DES MIASSKI MASCHINENBAUCOLLEGES WIE DIE GRUNDLAGEN DES ERFOLGES IM ZUKÜNFTIGEN BUSINESS

In der modernen Gesellschaft, einer der populärsten, geworbenen und nachgefragten Berufe ist der Beruf des Unternehmers.

Das unveränderliche Interesse beim umfangreichen Hörsaal rufen die Forschungen anlässlich der Besonderheiten der erfolgreichen Unternehmer herbei. Wie unterscheiden sich die reichen Menschen von den armen? Warum erzielen die abgesonderten Menschen im Business des größeren Erfolges? Wie reich zu werden? Was ist das Geheimnis des Erfolgs?

Die modernen Psychologen und die Soziologen meinen, dass die wirklich aktiven und erfolgreichen Unternehmer nicht mehr 5-7 % die Bevölkerungen werden können. Nur dieser unbedeutende Teil der Menschen verfügt über die für die

Unternehmertätigkeit notwendigen Qualitäten. Es ist die Zielstrebigkeit, die Aktivität, den organisatorischen Fähigkeiten, das Unternehmertalent.

Deshalb haben wir vermutet, dass es einige Striche des Charakters, die Fertigkeiten und die Fähigkeiten, die oder im Gegenteil störenden erfolgreichen Geschäftsführung beitragen gibt. Was sind die Charaktereigenschaften, Fähigkeiten und Fertigkeiten?

Das Objekt der Forschung-unternehmerische Fähigkeit der Studenten des Colleges wie die Grundlage des Erfolges im Business.

Der Gegenstand der Forschung - die qualitativen Charakteristiken der Persönlichkeit der Studenten des Miasski Autobaucolleges, die ihre Unternehmertätigkeit bestimmen.

Das Ziel der Arbeit-Bestimmung der charakteristischen Striche des Porträts des erfolgreichen Unternehmers, die Aufspürung der zukünftigen Unternehmer unter den Studenten des Miasski Autobaucolleges.

Die Aufgaben:

1. Die Analyse der Literatur nach dem vorliegenden Thema durchzuführen und, das allgemeine Porträt des Unternehmers (den Geschäftsmann) zu bilden.

2. Die Umfrage unter den Unternehmern der Stadt Miass für die Aufspürung der Qualitäten durchzuführen, die zur erfolgreichen Geschäftsführung beitragen.

3. Mit Hilfe der Prüfungen und der Umfragen der zukünftigen erfolgreichen Unternehmer aus der Zahl der Studenten des Miasski Autobaucolleges an den Tag zu bringen.

Die Hypothese-wir sind gemeint, dass zum erfolgreichen Unternehmertum beitragen: die Bildung, die Zielstrebigkeit, die Fähigkeit, die Tätigkeit, die Geselligkeit, die Informiertheit, das Vorhandensein des Kapitals zu planen. Stören: die Abwesenheit der Bildung und der Informationen, die Passivität, das Unvermögen zu riskieren abgewogen.

Von den Hauptmethoden der Forschung wurden- literarische Forschung (die Analyse der Literatur), die Befragung, die Umfrage der Meinung, die Analyse der statistischen Daten verwendet.

Die Unternehmertätigkeit - der Satz der Qualitäten, der Fähigkeiten, der Fähigkeiten des Menschen, die ihm zu finden zulassen und die beste Kombination der Ressourcen für die Produktion, des Verkaufes der Waren zu verwenden, die vernünftigen konsequenten Lösungen zu fassen, zu schaffen und die Neuerungen zu verwenden, auf das zulässige, begründete Risiko zu gehen.

In vollem Grad wird das Unternehmertum mit solchen Merkmalen wie die Selbstständigkeit, die Initiative, die Verantwortung, das Risiko, die aktive Suche, die Dynamik, die Mobilität charakterisiert.

Einige Autoren sind geneigt, die Unternehmer zu den Vertretern "der besonderen sozialen Gruppe zu beordern, die die Werte hat", was nicht vollkommen rechtmäßig vorgestellt wird. Von verschiedenen Autoren gebrachte Charakteristiken des russischen Unternehmers sind vielfältig auch einige ihnen tragen die identische Bedeutungsbelastung. Deshalb muss man für die Bequemlichkeit der Analyse sie auf irgendwelche Weise gruppieren.

Die Wirtschaftscharakteristiken: das Streben nach der Vergrößerung des Einkommens, nach den Innovationen und ihrer Verwirklichung, der Handlung nach der Vereinigung der Materiell- und Geldmittel sowie des Werkes zwecks des Anwachsens ihres vereinten Wertes.

Die sozialen Charakteristiken: die Initiative, das organisatorische Talent, einschließlich der Fähigkeit, die Organisation und die Reorganisation der sozial-ökonomischen Mechanismen zu verwirklichen, die Bereitschaft, die standfeste Lage in der Gesellschaft zu riskieren.

Die psychologischen Charakteristiken: die Anwesenheit des schöpferischen Anfanges und das Streben nach der Neuheit, nach der Selbstständigkeit, den Wunsch, etwas zu streben zu erreichen. Der Unternehmer auf westliche Weise - ist der Neuerer, der Reformator und der Revolutionär in den Weisen der Produktion[4].

Im Verlauf unserer Forschung waren 15 Unternehmer unserer Stadt befragt. Die Ergebnisse der Befragung haben die Ergebnisse der Analyse der Literatur nach dem vorliegenden Thema bestätigt.

Die Aufspürung der Unternehmerfähigkeiten der Studenten unseres Colleges ging in Form der Befragung und der Prüfung.

Im Verlauf unserer Forschung waren 120 Studenten der Direktform der Ausbildung des Miasski Autobaucolleges (60 Menschen - die Studenten 1. Kurses, 40 Menschen - die 3. Kurse, 20 Menschen-Studenten die 4. Kurse) befragt und geprüft.

Die Aufspürung der zukünftigen Unternehmer aus der Zahl der Studenten des Miasski Maschinenbaucolleges ging in zwei Etappen:

1. Den Studenten wurde vorgeschlagen, die Liste der Qualitäten des erfolgreichen Geschäftsmannes (der Unternehmer) anzulegen.

Aus den bekommenen Antworten kann man die folgende Schlussfolgerung ziehen: nach Meinung 31 % der befragten Studenten, den Prioritätsqualitäten der Persönlichkeit des Unternehmers die Beharrlichkeit, sind die Bildung, das Fleiß.

2. Den Studenten ist es vorgeschlagen, die Prüfung nach den Materialien der Webseiten "Distanzionny der Geschäftskubator" [1] und "das Informativ Portal der Unterstützung des Kleinbusiness" [2] zu gehen.

Nach der Analyse der Antworten der Befragten nach 11 Prüfungen wurde es sichtbar, was musterhaft 80 % die Befragten (96 Menschen), wollen sich mit der Unternehmertätigkeit beschäftigen, aber durchschnittlich können nur 29,2 % (35 Menschen) in der Zukunft die erfolgreichen Unternehmer werden. Den übrigen Befragten, und zwar, 70,8 % (85 Menschen) muss man die dem Unternehmer notwendigen Qualitäten entwickeln oder auf die Idee verzichten, die Sache in Anregung zu bringen.

Es ist interessant, dass 17 Menschen aus den zukünftigen erfolgreichen Unternehmern die Studenten der älteren Kurse sind, bei 16 Menschen von ihnen verdienen in frei vom Studium die Zeit dazu, 1 Mensch hat eigen Unternehmen schon gegründet.

Die Daten nach den Befragten, die nicht in die Zahl der zukünftigen erfolgreichen Unternehmer gerieten, sind für heute aktuell, da sich während der Ausbildung in der Fachschule und die Bildungen der persönlichen Lebenserfahrung der Qualität des erfolgreichen Unternehmers entwickeln können. Es wäre wünschenswert, die gegebene Forschung in den älteren Kursen zu wiederholen.

Im Verlauf der von uns gemachten Arbeit, wir haben die wesentlichen Charakteristiken des Berufes der Unternehmer kennengelernt, haben die Literatur ausgewählt und haben die Hauptstriche des Charakters, die zu das erfolgreiche Unternehmertum beitragen an den Tag gebracht, haben das Porträt des erfolgreichen Geschäftsmannes bestimmt, haben die zukünftigen Unternehmer aus der Zahl der Studenten des Miasski Maschinenbaucolleges an den Tag gebracht. Wir meinen, dass von uns gestellte Aufgaben erfüllt sind.

Die von uns angebotene Hypothese wurde bestätigt. Die Hauptqualitäten den modernen Geschäftsmann-Zielstrebigkeit, die Beharrlichkeit, die Fähigkeit, die Tätigkeit zu planen. Ohne diese Qualitäten, sogar wird bei Vorhanden vom großen Kapital sein, der Mensch kein erfolgreicher Unternehmer. Es sind die Initiative notwendig, der Wunsch zu arbeiten und zu lernen, sowie die Liebe zur Sache.

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FINANCIAL CRISIS AND YOUTH UNEMPLOYMENT

Of the many gloomy indicators generated by the financial crisis in the rich world, the sharp rise in youth unemployment is perhaps the most dispiriting. Countries that entered the crisis with this problem already entrenched, such as Spain, have fared the worst. Their labour markets tend to be characterised by privileged cliques of workers with high levels of job protection, and indignados who are outside the system, banging on the window in the hope of being let in. But countries with more liberalised labour markets, such as Ireland, have done badly too. There the hope is that more flexible employment laws will prove their worth and that the spike in youth unemployment will be temporary.

The goal of this article is to report about the situation relating to the global youth labour market. 75 million young people remain out of work globally, which translates into an unemployment rate of 12.7% (a jump from 11.7% in 2007). The hardest hit regions for youth unemployment are in developing and emerging economies. That being said, in the wake of the recession the largest declines in youth employment occurred in the advanced industrialized economics with the unemployment rate jumping from 12.5% to 17.9% over this period; particularly, youth in the European Union were perhaps hardest hit. Another troubling indicator is that youth now comprise 23.5% of the world's working poor with many young people who are working get by on part-time positions and temporary contracts.

On January 30, 2012, world leaders at the World Economic Forum in Davos, Switzerland confronted the issue that just won't go away: youth unemployment. Troubling statistics abound with the youth unemployment rate having hit 46.6% in Greece, 30.7% in Portugal, 23% in the United States and nearly 50% in Spain. Youth unemployment is a serious problem and as the International Labour Organization outlined in a report is a problem with deep long-term socio-economic, political and cultural consequences; however, the bulk of the action in response to this problem seems to be lip service rather than concrete policy responses.

The problem of youth unemployment is traced to a variety of factors, such as slack demand for workers on a global and national scale, the lack of pro-employment policies from governments, education and training programs that aren't responsive to the changing needs of the global economy, cultural issues which can see segments of domestic populations shut out of labour markets due to discrimination and the lack of communication between stakeholders in society (i.e. private enterprise, public sector institutions, academia).

So what are the policy fixes that need to be implemented to address youth unemployment? The panel at Davos considered a range of fascinating policy responses, including the deployment of positive discrimination (i.e. employment equity) forcing companies to hiring youth people, the need for companies to actually train young people in the skills necessary for work and whether regulatory interventions into the labour market like minimum wage and mandatory retirement impact on youth unemployment, and how the dignity of work is valued and measured as a social good.

The International Labour Organization (ILO) recently released its annual Global Employment Trends report. It's a great snapshot of the state of labour markets around the globe. There are a lot of references to the plight of unemployed young people and the findings are profoundly disturbing. The report is quite blunt, stating that "A continuation of current trends risks further undermining the already dim prospects and aspirations of the world's youth, sowing the seeds for continued social unrest and further weakening global economic prospects."

The ILO suggest four main policy responses: global policy coordination to use monetary policy responses in a coordinated fashion to prevent further deterioration of global economic conditions; repair and regulation of the financial system, the ILO argues that reforms increasing safety margins in domestic and stricter rules on the flow of global capital are necessary; additional stimulus that targets the real economy is needed to address faltering employment creation and the ensuing weak income growth; and, finally the report warns about the dangers from austerity measures in the face of looming demographic pressures posed by an aging population.

So the unemployment rate is an important indicator with both social and economic dimensions. The unemployment rate is considered to be a lagging indicator. When there is an economic downturn, it usually takes several months before the unemployment rate begins to rise. Once the economy starts to pick up again, employers usually remain cautious about hiring new staff and it may take several months before unemployment rates start to fall.

Male, youth and long-term unemployment appear to be more susceptible to cyclical economic changes than overall unemployment. Indeed, social policymakers often face the challenge of remedying these situations by designing ways to increase employment opportunities for various groups of society, those working in particular economic activities, or those living in specific regions.

Globalisation and technological progress have an ever-increasing effect on daily life, and the demand for different types of labour and skills is evolving at a rapid pace. While enterprises try to improve their productivity and become more competitive and innovative, they may well seek to pass on risk to the labour force through greater flexibility - both in relation to those already in employment, as well as those searching for a new job. Within the context of the European employment strategy (EES), there

are a number of measures that are designed to help encourage people to remain in work or find a new job, including: the promotion of a life-cycle approach to work, encouraging lifelong learning, improving support to those seeking a job, as well as ensuring equal opportunities. The integrated employment guidelines encouraged Member States, among others, to:

1. work with renewed endeavour to build employment pathways for young people and reduce youth unemployment, in particular, through adapting education and training systems in order to raise quality, broaden supply, diversify access, ensure flexibility, respond to new occupational needs and skills requirements, and;

2. Take action to increase female participation and reduce gender gaps in employment, unemployment and pay, through better reconciliation of work and private life and the provision of accessible and affordable childcare facilities and care for other dependents.

3. The guidelines also set a number of additional benchmarks, whereby Member States were encouraged:

4. To ensure that every unemployed person is offered a job, apprenticeship, additional training or another employability measure (for young persons leaving school within four months, and for adults within no more than 12 months), and;

5. To work towards 25 % of the long-term unemployed participating in training, retraining, work practice, or other employability measures.

The current economic crisis has however reversed much of the progress achieved since 2000. The 2020 strategy sets out a vision of social market economy for the 21st century. As part of the flagship initiatives, 'An agenda for new skills and jobs' and 'Youth on the move', (youth) unemployment rates will be targeted via by a range of policies, including proposals aimed at education and training institutions, or measures for the creation of a (work) environment conducive to higher activity rates and higher labour productivity. There are also initiatives aimed at improving the entry rate of young people into the labour market.

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RECYCLING IN DIFFERENT COUNTRIES

Recycling is the process of collecting and processing materials that supposes people to put rubbish into different wastebaskets in order to sort it out and turn them into new products.

There are many sources of trash including bottles, boxes, cans, yard trimmings, grass clippings, furniture, clothing, newspapers, and much more. People also dispose of several million tons of tires, appliances, furniture, paper, clothing, and other durable and non-durable goods each year. Packaging waste, including glass, aluminum, plastics, metals, paper, and paperboard also contributes considerably to annual waste totals. Even yard trimmings, such as grass clippings and tree limbs, are a significant part of what is thrown away.

Recycling Benefits

- Reducing the amount of waste sent to landfills and incinerators;
- Saving natural resources such as timber, water, and minerals;
- Preventing pollution caused by reducing the need to collect new raw materials;
- Saving energy;
- Reducing greenhouse gas emissions contributing to global climate change;
- Helping sustain the environment for future generations;
- Creating new well-paid jobs in the recycling industries all over the world.

As the World's population continues to grow at a dramatic pace, consumers are producing more waste. For e.g., according to the Environmental Protection Agency (EPA), the average U.S. citizen produced 4.4 pounds of waste per day during 2000. This is the equivalent of over 1,600 pounds of trash per year per person or more than 220 tons of waste being generated each year. [4]

The recycling process is very popular in many countries and millions of people use it. Most of them take the problem of recycling differently:

Chinese system

In China the use of community recycling bins has apparently not caught on, however everything is recycled there. Because of a lack of resources, the Chinese reuse and recycle. A quote of the spokesman for the China National Resources Recycling Association for New York Times: "Chinese tradition is all about saving and being thrifty...people...would rather have things repaired several times before abandoning them. [5]

Peruvian system

In Peru, like China, recycling by sorting reusable objects into bins is not widespread. Instead, some Peruvians make their living by rifling through trash and finding recyclable items, which can be resold.

Swiss system

In Switzerland the problem is taken seriously. Towns are equipped with separate bins for different types of recyclables and have a free paper collection once a month, and that does not mean just old newspapers; most people recycle everything made of cardboard or paper, from cereal packets to old telephone bills. Every supermarket has a bottle bank with separate slots for different colors of glass.

Then there is also green waste. If you have a garden, all the trimmings can be put out on the street, neatly bundled of course, every two weeks, and they will be collected.

What about the rest of the trash, well, aluminum and tin can be taken to local depots, batteries handed over at the supermarket, and old oil or other chemicals deposited at special sites. Plastic PET (polyethylene terephthalate) bottles are the most common drinks containers in Switzerland, and “80% of them are recycled – far higher than the European average of 20 to 40%”. [1]

The most interesting thing is that Swiss do not recycle just because they care about the environment. There is a strong financial motivation. Recycling is free, but in most parts of Switzerland throwing away rubbish costs money – each rubbish bag has to have a sticker on it, and each sticker costs at least one euro (60 pence).

German system

In Germany recycling is highly promoted. Differing from the Swiss method which supposes one unit to be put in many different slots, in Germany, recycling items are thrown into reserved bins.

There are at least five types of rubbish bin in the courtyards of apartment buildings and inside people's houses. Luckily, the bins are colour-coded, to avoid any confusion – a yellow bin for packaging (for e.g. old milk cartons), a blue bin for paper and cardboard, bins for glass (separated into ones for clear, brown and green glass) a "Bio" bin designed for left-over food and plant waste. Finally, there is a black bin for the rest of the rubbish (or for those people who do not bother to sort out their rubbish).

The separation of rubbish is not compulsory for the private citizen, but according to surveys, “around 90% of Germans are willing to sort out their rubbish”. [1]

Germany has got “Sperrmüll”. It is for anything too big for trashcan. Depending on the area and the community, there are different rules and regulations as to what is “Sperrmüll” and what not, but here are the basics: any old furniture made of wood or plastic, old laundry baskets carpets, mattresses and etc. Any old appliances, electrical items, radios TVs are not “Sperrmüll”, but electric and scrap metal. There will either be a separate pick up day for those, or people will have an old metal collector coming through their village with a car and a bell. [3]

Russian system

Recycling in Russia has never really been an issue. Trash was simply dumped into specially designated areas outside the city. Nowadays, the procedure has not changed much. Although today such dumping grounds are called ordnance yards and trash is often being referred to as hard domestic waste.

Majority of such “trash cemeteries” do not meet sanitation and epidemiological standards. Almost all of them are dangerous to our ecology: mounds of trash evolve different kinds of toxins. Moreover, pathogenic bacteria and disease-transmitting rodents only worsen the situation. Other countries learned to turn trash into real money. In Russia however, recycling has a long way to follow their example.

There are only four recycling facilities and combustion plants in Russia. However, "...according to State Sanitary Control, those combustion plants are practically all dead. The thing is, they use foreign technologies that do not work in our country. More often the problem is solved in the following way: trash simply gets dumped in the nearest forest or even better, by some freeway.

Nearly 7 billion tons! Of domestic waste is accumulated in Russia annually; 6 million tons—in Moscow's region (up to 350kg of trash per person per year)". [2]

Today scientists develop different methods of recycling in Russia. They even developed a project, according to which energy that is generated during recycling can be used by electric power stations.

Interesting fact: "When people of Medieval Europe have been ignoring bathing for years and their streets have been covered with slops, The Great Novgorod of Russia could boast of its squeaky clean paved streets and people attending baths daily". [2]

However, most of the people are not concerned about waste and sorting it, they simply don't care about garbage disposal. Despite this fact, there are activists, students and the representatives of younger generation in particular who are interested in changing.

Other ways to get rid of trash

Landfill

This way is the most widespread. Trash is crushed and put in one place. A layer of trash is dumped and smashed down. Then it's covered with dirt. Buildings can be built on landfill.

Incineration

Burning trash is not the best method for getting rid of it as it often adds to air pollution. Today people have new furnaces for burning trash which are called incinerators. These appliances have scrubbers on their chimneys which cut down on air pollution.

Solution for the problem

There are many solutions for the problem but the most unusual one is that trash can be a part of the beauty; lots of amazing things can be designed out of it if we put our minds to it.

An igloo out of newspapers, paper cups and plastic sheets, creating a surprisingly homogenous white-to-pastel colour scheme was a part of a project contributed by artist David Hamlow and others at the Art Shanty Projects 2006. This annual, 5-week public art installation uses a frozen lake as an open-air gallery.

Another creative example of using trash is in the city of Las Cruces in New Mexico. There is a gigantic roadrunner which is made entirely out of trash – its white belly is mainly composed of old sneakers and the rest of old shoes but there are also old electronics, appliances and antennas. A mesh covering holds the tail feathers together. This trash sculpture is not only beautiful but also a design and engineering marvel – it is perfectly balanced so that it can withstand even strong winds on its skinny legs.

Recycling plays a major role in today's global society. Despite the numerous countries that do recycle their trash, there are still lots of countries where people do not know much about this process. If humans stop recycling it will cause a very bad influence on the environment and their own health.

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THE PSYCHOLOGICAL PORTRAIT

The number of crimes is growing mostly as the result of unsuccessful investigation because of the absence of the necessary information about criminals. To prevent this new psychological methods enabling to narrow the range of suspects with most probability have begun to be used in modern investigation practice. One of the priority lines is creating of the psychological portrait of a criminal, in other words the supposed reflection of psychological attributes and features.

The psychological portrait of an offender is a psychological and criminalistics method and result of cognition of a criminal act aimed at the detecting of the complex of information about individual features and peculiarities of a crime committer identity displayed in the whole set of circumstances and vestiges of criminal activities, when a subject is described in the terms of his/her steady psychological and civil state. The distinctive characteristic of this method is the exploratory and reconstructive creating of the portrait, i.e. it is based on the behavioral analysis of vestiges of a criminal act resulting in probabal description of psychologically meaningful characteristics of an unknown person having committed a crime. It is necessary for detecting and searching for a criminal whose personality is unknown as well as predicting his/her probable physical and thinking activities. The psychological portrait can be created on the basis of the psychological analysis of the behavior and activities of the person having committed the crime, the peculiarities of the scene of the crime and modus operandi. Certainly, the portrait will contain only the probable description of an offender but it can be great help in investigative and operative crime detection activities.

In the capacity of the material for creating of the psychological portrait of an offender can be used all the information referring to merits of the investigated case. The geographical profiling is a system of strategic information management based on

the analysis and estimation of the aggregate and individual details of the crime scene, assessment of the aggrieved person and other evidence and aimed at the support of investigations of serial violent criminal cases. With the help of this system the geographical profile can be made which will reflect the psychological portrait because it analyses different crime factors and environment elements.

The statistical system of the psychological portrait creation includes empirical data collected over many years. Comparing the data from the base and those obtained after a crime similar facts and phenomena are singled out. The psychological portrait as a whole involves the aggregate of factors supplementing each other, first of all it is an object of research, various methods of the psychological portrait compiling. Next, the subject is directly determined, that is the identification of the most effective method of the creation of the criminal's psychological portrait. And then the conclusion-hypothesis which involves various numbers of different aspects significant for the crime detection.

The method of the psychological portrait identification is the most actual in investigating of crimes with hidden motivation in the terms of full or substantial absence of information on people having committed the crime. Acute information scarcity in investigative and operative crime detection activities can be supplied by the psychological analysis of the crime being of complex research character from the supposed gender to the detection of the hidden subconscious psychological peculiarities of the criminal. This practice helps to prevent new crimes predicting the motivation and actions of the criminal. The personality of the criminal is encoded in attributes, vestiges, circumstances and ways and their decoding and identification of the features qualified for searching demand the application of the specific methods of knowledge. So, the identified statistically meaningful attributes of the definite type of personality and psychological peculiarities of the crime can be used for analysing of a criminal case.

In spite of the simplicity and irreplaceability of this method it has a number of shortcomings and they are not of fragmentary and systemized but intuitive and sometimes empiric character. The substantial obstacle in the development of this trend and application of the psychological portrait in practice is the absence of the constructive theory on regularity of the reflection of individual psychological distinctions in the vestiges of a crime in legal psychology. The creation of the methodology of the psychological portrait compiling of a criminal is becoming disputable. Without coming into details and on the basis of the above-mentioned we can formulate the tasks which can be answered by the psychological portrait:

The psychological portrait of a criminal is a specialised report of analytical activities of officials and other experts. It is analysed by basic psychological and criminalistics methods of the criminal case and reveals individual features of a suspect which qualify for a crime investigation purposes.

- The development of the psychological portrait of a criminal is based on the exposure of the contentive ties existing between criminalistics characteristics of a crime and a criminal's features.

- The information gathering about a criminal for the psychological portrait compiling as a final report is assessed by the tasks of law-enforcement activities referring to a person being elaborated in the portrait.

- The theoretical value of the method can be seen in the implementation of a peculiar psychological approach to the analysis of a criminal case with the aim of the psychological portrait development as a specific means of obtaining of the information on personal and individual features of a criminal. In this way the unified concept of the psychological reconstruction of a criminal event based on the trace information is formulated which constitutes a special part of the theory of criminalistics. The interrelation of psychology and science of law has great importance as being used together they lead to the detection and subsequent punishment of a criminal guilty of a socially dangerous act.

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ERZIEHUNG DER JUGENDLICHEN

Heutzutage stellt sich die russische Gesellschaft öfters die Frage, ob das Leben der modernen Jugend kompliziert ist oder ob es heute schwerer als früher für die gegenwärtige Generation zu leben ist. Eine eindeutige Antwort unserer Meinung nach gibt es nicht. Die heutigen Jugendlichen haben mehr Freiheit, Unabhängigkeit, es fehlen so gut wie keine Rahmen, diese «Allerlaubnis» aber wird zur Ursache der Kriminalität. Kinder-Vater-Konflikte gab es immer in der Geschichte. Sehr oft hört man im Umgang mit Erwachsenen die Phrase: «Die heutigen Jugendlichen sind nicht diejenigen, die es in früheren Zeiten gegeben hat». Man soll aber nicht vergessen, wer diese Jugend erzogen hat.

Die Jugenderziehung ist ein wichtiger Faktor in der Gesellschaftsentwicklung. Während der Jugenderziehung formiert sich die Persönlichkeit. Dieser Prozess beginnt von klein auf. Die Psychologen behaupten, die Persönlichkeit formiere sich bis fünf Jahren. Einen wichtigen Beitrag dazu leisten auch solche Gesellschaftsinstitute wie Familie, Bildungseinrichtungen sowie Massenmedien, Sport, Situation im Land u.v.a. Indem man bei Jugendlichen Moralwerte schafft, muss man bei ihnen das Patriotismusgefühl entwickeln. Der Patriotismus ist ein Element sowohl des gesellschaftlichen als auch individuellen Bewußtseins.

I.F. Harlamov stellt fest, dass der wirkliche Patriotismus seinem Wesen nach human sei, Respekt vor anderen Völkern, ihren nationalen Bräuchen und Traditionen in sich einschließe und mit der Kultur von internationalen Beziehungen fest verbunden sei [1, S. 37].

Die patriotische Erziehung ist die Formierung von geistig-moralischen, zivilen und weltanschaulichen Eigenschaften der Persönlichkeit, die in der Liebe zur Heimat, seinem Zuhause zum Ausdruck kommen, im Bestreben und Können, Traditionen und Werte seines Volkes, seiner nationalen Kultur und des Landes zu schonen und zu vervielfachen [2, S. 89].

Es sei zu betonen, dass in letzter Zeit nationalistische Stimmungen in der russischen Gesellschaft prägnanter werden. Unter den Jugendlichen sind Negativismus, demonstratives Verhalten zu den Erwachsenen sehr oft zu kennzeichnen.

Viele Wissenschaftler meinen, dass sich die Krise in den Menschenseelen vollziehe. Das System der ehemaligen Geisteswerte und -orientierungen ist verloren, und das neue System ist noch nicht ausgearbeitet. Es verbreitet sich in seiner Linie das System der falschen Werte der Massenkultur: Konsum und Unterhaltung. Wenn man das Problem der patriotischen Erziehung von Studierenden löst, muss man bei ihnen seine Bemühungen auf die Bildung der Wertebeziehung zu den Erscheinungen des öffentlichen Lebens der Vergangenheit und der Gegenwart konzentrieren. G.R. Selevko hebt bei der gegenwärtigen patriotischen Erziehung eine erhöhte Bedeutung der regionalen und lokalen Patriotismuskomponenten hervor. Er schlägt die folgenden Entwicklungswege vor: Schaffung des Bildungseinrichtungsmodells auf den Prinzipien der russischen nationalen Schule, Gebrauch von erneuerten Inhalten der geisteswissenschaftlichen Bildung, Anfertigung von Autorenprogrammen [3, S. 43].

Zusammenfassend könnte man sagen, dass unsere russische Jugend unsere Stütze, unser Stolz und die Zukunft unseres Landes ist. Die Erziehung ist die Grundlage der Persönlichkeit.

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YOUTH AND MODERN AESTHETIC EDUCATION

Modern information society, in which young people live, grow and develop, is based on the existence and development of special "substance", conventionally referred to as "information". It combines properties of the interaction of both spiritual and material world in human perception. Existing in the society, the information culture is oriented towards rational, utilitarian and practical interpretation of reality. In the frame of this orientation, the process of young people's aesthetic up-bringing and education can not be traditional, it has a number of peculiarities and problems if compared with previous generations.

The youth of today is "computer generation", so their cultural demands and system of values are fundamentally different. Revaluated every day, aesthetic values are developing on the basis of new information technologies. Young people have created their own social and intellectual environments promoting aesthetic originality which is manifested, especially, in youth fashion, image-building, slang and sometimes in the form of "negativism" as a protest against traditional ideals, norms, values and aesthetic culture of the society.

The aesthetic education of modern youth is connected with a range of problems, and key parts of these are expressed in the following points.

The problem of the quality of aesthetic education, that is the relation of quantity, size and knowledge of the content. On the one hand, there is pursuit of the Internet education ("transition into hyperspace"), getting aesthetic information (virtual tours of museums, exhibitions and studying of aesthetic values of the Internet), "psychological satiety". On the other hand, there is superficialism, low quality and lack of consistency in mastering of aesthetic knowledge leading to ignorance.

The other problem is disarrangement of aesthetic, sensual and emotional, intuitive knowledge and abstract logic, while exaggerating the latter, as the basis of the loss of individual aesthetic thinking and creativity which could eventually cause cultural and aesthetic disaster.

One more problem is the erosion of distinctions between the aesthetic reality, ideals and electronic versions in the Internet education space, that is the perception of life, world and beauty as "electronic imitation", virtual but not objective reality. It is the result of the aesthetic audio-visual culture where the correlation of an aesthetic item, object and subject is one of the best, so there is no real aesthetic subject and object and the aesthetic object is a simulacrum or imitation. The Internet education space is changing the ontological status and communicative arts deindividualize the artistic culture.

The problem of disharmony between aesthetic education and up-bringing: the crisis in the sphere of education and the lag of aesthetic education within this sphere. Teachers of aesthetics use old-fashioned methods and tools leading to the young people's protest and contradictions between them and educators. The solution of the problem is the improvement of teachers' competence in information and communication technologies.

One more problem is connected with the technical sophistication of young people and at the same time their ideological "under-development". The absorption of one-sided knowledge leads to the development of a "special person" who is not interested in the purely human values of love, compassion, beauty, and erosion of aesthetic ideals.

We can conclude that the problem of the aesthetic education is the problem of "fathers" and "children", the conflict of old aesthetic values of "fathers" and new virtual aesthetic values of "children". May be it is time to re-estimate previous aesthetic values and reject the creation of modern, often nonviable, pseudo-values of prestige and PR.

TEENAGERS IN MODERN SOCIETY

Having compared teenagers of the 50s and teenagers today, we've found out that they face almost the same problems, and still they are different in many aspects. The similarity lies in the psychology of human being, the difference of the economical and political situations brings new problems. Youth is the time of decision-making that will influence your life. It is necessary not only to fit into the society but also to be sure of your position within a long period of time. However, it is the objective of the government to work out and bring into life a policy of social support for young people, as they are the basis of the future of the nation.

By the beginning of the 60s teenagers had become an important part of society. The American and British authorities realized that and tried to change the situation using that powerful challenge for the sake of the whole society. We can say that in comparison with the present day, teenagers then were socially oriented. The Americans and the British consider it very important to attract teenagers to different youth organizations such as Boy Scouts and Girl Scouts, Brownies and many clubs. There are about 3000 clubs throughout Britain which are united into the National Association of Boys' Clubs. Moreover, there are a lot of religious youth organizations that involve teenagers in their work and pastime activities. They help elderly and disabled people, work in hospitals, and volunteer for different missions at home and abroad. What is very important, teenagers work among those, who are the same age, and campaign against drugs.

Usually teenagers want to be grown ups, but they don't realize that maturity includes responsibility to make a decision and to reap the fruits. For example, they start smoking to look elder, try to wear grown up clothes, use make up and stay out late. If parents are attentive, caring and understanding, they will help their children cope with these problems. The problems are topped with the "first love" that is seen as the only and eternal one. Often it happens that not only the first love, but even bosom friends, grow apart as soon as you begin to understand yourself and the world around you better.

THE PROBLEM OF THE YOUTH'S INTERACTION IN OUR SOCIETY

Today, especially in Russia, it's very important to be "the boss". People don't respect you if you're washing the dishes in the restaurant and it seems that even lotteries are won only by those who don't need money. That's the motto, there's no alternative, you're forced to fight and overfulfill everything. You're forced to win. Some sort of primitive simplicity and honesty has been lost, the more complicated is the way we live and talk, the more successful our future and present look. The word "interesting" in fashion, whether you ambitious or not; the world is making big progress in all the spheres every second. You either go with the flow or fall behind.

There is a true story. And it's not a newspaper one.

Summertime, suburb of Moscow. There are two nice and simple summer cottages next to each other. Children are running and playing. Among them is a handsome boy of 14, a son of a house-wife and an automechanic, and a girl of 10, a daughter of a successful financier and his beautiful wife. He's smiling to her, she's blushing. He gives her a chocolate his parents bought him. She's blushing.

Ten years go by. That girl had been studying special courses, reading Dostoevsky, occasionally upsetting her parents, making them proud of her. She had changed many jobs, met many different people, had 200 variants of haircuts and got some life experience.

The boy... Oh, everything you saw in *Transpotting* movie happened to him in real life. He saw his friends being killed, robbed some shops, had problems with heroin. His older brother had stopped attending school after 8 years of studying. The boy managed to break his relations with drugs and even entered some commercial university. He had never heard of Fellini and Shakespeare.

The boy meets the girl, and a little tragedy begins. They fall in love with each other in a really crazy way- soulmates, or something like this. She's happy next to him, he never felt like this before. They become almost relative to each other: she likes him being so honest and so sexy, he likes her being so original and smart. Then, day by day, real life begins.

He's becoming more and more jealous- his girl has so many friends to discuss politics and life. He starts feeling inferior. He's depressed with his financial situation- there's no progress in his simple job, his girl pays for his petrol. Her parents and friends trying to persuade her to break up with him- without any luck. She starts feeling uncomfortable while talking to him- he doesn't understand many very simple things, uses the phrase "come on" as an argument too often. The relationship is falling apart.

They still love each other, but the fact he can't distinguish Pushkin from Esenin makes her crazy. He leaves for his old ordinary life in a poor district of Moscow. The girl understands that now something is spoiled, her life seems ordinary without him.

I don't want to make any conclusion. I actually don't know what the conclusion. Everything is logical, but I have a feeling (maybe only tonight) that there's something wrong in a system where two young people can't be together despite their mutual love. Having analyzed we can say that this problem is so widespread among young people: misunderstanding, reproaches, and finally divorce. It is very difficult to find a worthy person in one's life because of various worldviews and ambitions. Who is to blame: the youth, the way they have been brought up or society? Maybe global terrorism is not the most serious problem in the world?

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TERRITORIAL BRANDING

The image of the city is also conceived by the experience, but not only. People can have an image of a city without visiting it. Different kinds of communications influence on its perception. Perception is known to influence the representation of the city. To help people have a good image of the city, the institutions attempt to influence them in a good way and give good arguments for coming and/or staying here. Economic dynamism, habitant's welfare, the best places to visit... In an increasing competition between cities, the leaders are looking for new solutions to improve the image of the city.

In today's environment cities compete against each other for talent, business and resources. In many ways they have to act like commercial enterprises by selling themselves to potential customers – business investors, visitors and creative classes – as successful, vibrant, forward-looking brands.

The implementation of brand strategy increases the competitive advantages of the city. It positively affects the amount of investments and returns on them, income from tourism, the rate of economic development, makes the sense of pride among local people for their city.

The main instruments of brand are the verbal and visual signals. For example, verbal slogans “Saint-Petersburg is the Northern capital of Russia” or “Bashkortostan is the land of honey”. The main aims of branding include creating, strengthening, positioning, updating, expansion and deepening.

The brand of the city is a set of enduring values, returning the unique original widely known consumer characteristics of the city and the community. Therefore, the formation and promotion of city brand is one of the ways of its survival. Branding is necessary for all the cities, as it shows uniqueness of the place, and there is an objective necessity for the development of the methodology for formation and promotion of a brand with peculiarities of the cities.

If city brands are to succeed, they must possess functionality and added value. For instance let's look at New York City. What is the functionality and added value of the New York brand? Historically, New York had original functional properties such as its harbor, surrounding farms, and its location. Then there was its theater scene, restaurants, culture, attractions, reputation, and diversity that contributed to its added value. From this standpoint, the brand of New York has added value in comparison to other brands because it is highly distinctive. It offers more than many other cities because people with diverse backgrounds, interests and tastes can agree on this preference for New York because there's something in it for everyone.

What does the city look like? An important element of city branding is its appearance. What a city actually looks like and the physical characteristics it possesses are extremely important.

Cities now are largely defined by location, function or cultural attainments. Rotterdam, Amsterdam, Barcelona and San Francisco are known primarily for their harbors. Zurich and New York are famous as banking centers. Boston, Charleston and Atlanta are places filled with American architecture and history.

How to design the brand of the contemporary city? A lot of questions are still being uncertain and manifold difficulties do not facilitate the work and no theory seems to be really set up. Image creation essentially help to understand the city and how it is working but not really to give keys and tools for developing efficient brand strategies.

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ERZIEHUNGSPROBLEME DER JUGENDLICHEN

Probleme der Jugend sind nicht nur Probleme der jüngeren Generation, sondern auch der ganzen Gesellschaft. Von den Lösungen dieser Probleme hängt die Zukunft unserer Gesellschaft ab. Einerseits sind diese Probleme zusammengebunden und stammen aus den objektiven Prozessen, die in der modernen Welt verlaufen. Andererseits haben sie ihre eigenen Besonderheiten, die von der modernen Wirklichkeit vermittelt sind und in Bezug auf die Jugend durchgeführt werden. Das aktuellste Problem der Jugendlichen ist heute das Problem, das mit der geistig-moralischen Sphäre des Daseins verbunden ist. Der Entstehungsprozess der heutigen Jugend vergeht in den Bedingungen der Umgestaltung «der alten Werte», der Bildung des neuen Wertesystems und der sozialen Beziehungen.

Die Systemkrise hat alle Lebenssphäre berührt. Heute wird ein junger Mann als ein einfacher Verbraucher erzogen. Es geht eine Tendenz zur Unmenschlichkeit und Demoralisierung der Kunst, zur Auswechslung der Wertennormen der hohen Kultur, zur Umorientierung der Jugendlichen von den geistigen Gesellschaftsideen zu den eigennützigem.

Auf dem Hintergrund der weltanschaulichen Unbestimmtheit der Jugend, der Kommerzialisierung und des negativen Einflusses von Massenmedien (sie bilden „den Gestalt“ der Subkultur), der Anpflanzung der Standards und der Psychologie der Gesellschaft entsteht die moralische Degradation der Persönlichkeit und die Senkung des Lebenswertes.

Die Jugendumgebung, infolge ihrer Alter-, sozial- psychologischen und weltanschaulichen Besonderheiten, braucht eine soziokulturelle Identifizierung, Deshalb ist sie für die Verwandlungsprozessen, die mit bestimmten Wertnormen verbunden sind, sehr empfänglich.

Der Prozess der Sozialisierung der Jugend und die Auswahl ihres Lebenswegs werden durch Ausbildung, Erziehung und Aneignung der Erfahrung der älteren Generation verwirklicht. Die Jugend ist eine aktive Periode der Bildung des Wertesystems, der Entstehung des Selbstbewusstseins und des sozialen Status einer Person. Wertorientierungen und soziale Normen bestimmen den Typ des Bewusstseins, den Charakter der Tätigkeit. Die Lage der Jugend in der heutigen Gesellschaft ist unstabil und widersprüchlich. Einerseits ist die Jugend sehr mobil und dynamisch, andererseits ist sie sozial nicht vorbereitet und verwundbar.

Die Realisierung der lebenswichtigen Pläne der Jugendlichen hängt meistens von materiellen Ressourcen der Eltern ab. Da entstehen verschiedene Generationskonflikte.

Im Jugendbewusstsein können sich ganz widersprechende Eigenschaften wie Streben nach Identifizierung und Absonderung, nach Kommunikation und Isolierung, Konformismus und Negativismus, Nachahmung und Negation der allgemeingültigen Normen vereinigen. das Problem der Erziehung ist eines der ewigen sozialen Probleme. Die Erziehung ist eine zielgerichtete Einwirkung, die zur Bildung der Persönlichkeit, ihrer Vorbereitung auf das öffentliche Leben führen soll.

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GRÜNDE DES EXTREMISMUS IN DER JUGENDSZENE DER MODERNEN RUSSISCHEN GESELLSCHAFT

Ungeachtet des allmählichen Aufstiegs Russlands auf dem Wege zur demokratischen Gesellschaft besteht zur Zeit die ernste sozialpolitische Grundlage für die Entwicklung verschiedener politischer extremistischer Bewegungen – der religiösen Fanatiker, Nationalisten, Rechtsradikalen [1, S. 3].

Das Bundesgesetz vom 25. Juli 2002 Nr. 114-FS «Über die Gegenwirkung der extremistischen Tätigkeit» bestimmt «den Extremismus» als Tätigkeit der öffentlichen und religiösen Vereinigungen, entweder anderer Organisationen, oder der Massenmedien, oder der natürlichen Personen zur Planung, Organisation, Vorbereitung und Vollziehung der Handlungen, die gerichtet sind: auf die gewaltsame Veränderung der Grundlagen der Verfassungsordnung und den Verstoß der Ganzheit

der Russischen Föderation; Schädigung der Sicherheit der Russischen Föderation; Ergreifung oder Aneignung der amtlichen Vollmachten; Bildung der illegalen bewaffneten Gruppen; Terrorismus; Anregung zu rassenmässigen, nationalen oder religiösen sowie sozialen Konflikten, die mit der Gewalt oder von den Aufrufen zur Gewalt verbunden sind; Erniedrigung nationaler Würde; Massenunruhen, rowdyhafte Handlungen und Vandalismusakte mit dem ideologischen, politischen, rassenmässigen, nationalen oder religiösen Hass oder der Feindschaft; Propaganda der Ausschließlichkeit, Überlegenheit oder Unvollkommenheit der Bürger in Bezug auf die Religion, soziale, rassenmässige, nationale, religiöse oder sprachliche Zugehörigkeit [2].

Wissenschaftler bestehen darauf, dass bei der Bestimmung des Extremismus die Betonung auf den Handlungen liegen soll, und nicht auf den Menschen, weil die Bezeichnung der Menschen und ihrer Gruppierungen als Extremisten nicht eindeutig ist und von der Position und Gruppenzugehörigkeit des Menschen abhängt, der diesen Terminus verwendet. Die einen können eine und dieselbe Gruppe als Extremisten, und die anderen als Freiheitskämpfer bezeichnen.

Der Kräfteunterschied hat bei der Bestimmung des Extremismus auch eine Bedeutung. Während des Konfliktes sehen oft die Handlungen der Mitglieder der schwächeren Gruppe mehr extremer als solche Handlungen der Mitglieder der stärkeren Gruppe aus, die ihren Status schützen. Extreme Massnahmen werden eher die marginalen Gruppen ergreifen, die die normativeren Formen der Konfliktsbeilegung als unzugänglich betrachten. Die extremistischen Handlungen sind oft mit der Gewalt verbunden, obwohl die Extremistengruppierungen nach der Bevorzugung der gewaltsamen oder nicht gewaltsamen Taktik, dem zugelassenen Gewaltniveau, den bevorzugten Zielscheiben für ihre gewaltsamen Handlungen (von der Infrastruktur und dem Militärpersonal bis zu den friedlichen Bürgern und sogar den Kindern) unterschieden werden können.

Zur Zeit erlebt unser Land eine schwierige Periode – Periode der Instabilität, der sozialökonomischen und politischen Widersprüche. Unter den Bedingungen der vorhandenen Lage wundert nicht die Tatsache der wachsenden extremistischen Ausrichtung im Verhalten der Bevölkerung.

Gründe, die das Entstehen und die Existenz der extremistischen Organisationen in Russland bestimmen, sind genug. Dabei ist die Kombination der gegebenen Gründe eigentümlich für jede russische Region, da sich jedes Subjekt der Russischen Föderation voneinander unterscheidet durch nationalen, religiösen und sozialen Klassenbestand der Bevölkerung, nationalkulturelle, Wirtschafts- und politische Besonderheiten, Traditionen und Bräuche. Deshalb hat eine riesige Bedeutung sowohl bei der Untersuchung der Gründe des Entstehens der komplizierten und multidimensionalen Extremismuserscheinung, als auch im praktischen Handeln, das auf die Gegenwirkung den extremistischen Organisationen gerichtet ist, die Analyse der Motivation des verbrecherischen Verhaltens ihrer Mitglieder.

Als Hauptgründe des extremistischen Verhaltens der Jugend kann man die folgenden nennen: Abschwächung und Fehlen der erzieherischen Arbeit in den Schulen, Bildungseinrichtungen, Instituten und auf den Betrieben; Aufhebung der gesellschaftlichen Kinder- und Jugendorganisationen; zerlegender Einfluss der Massenmedien, in erster Linie des Fernsehens, mit seiner Propaganda der Gewalt aller Kriminalitätsformen; Senkung des Lebensstandards; Ersatz der echten

allgemeinmenschlichen Werte durch die scheinbaren Werte; Fehlen der hohen Ideale bei Jugendlichen und Erwachsenen; Massenvertrieb von Alkohol und Drogen unter Kindern und Teenagern; Vernichtung der zugänglichen, demokratischen kulturellen Freizeitgestaltung, Kommerzialisierung der Freizeitzentren, Sporthallen, der Arbeit der Musikschulen, der Schulen für ästhetische Erziehung, verschiedener Zirkel und Studios; massenhafte Arbeitslosigkeit; Senkung des allgemeinen kulturellen Niveaus; Massenmigration der Bevölkerung; politische Instabilität; Verschlechterung der physischen und psychischen Gesundheit der heranwachsenden Generation; Senkung der politischen Jugendaktivität, Nichtteilnahme an den politischen Parteien und Bewegungen usw. [3].

Zu den sozialen Gründen des Extremismus gehören Verschlechterung des Familienklimas, Konflikte mit den Altersgenossen, soziale Ungleichheit, nicht hoher sozialer Status. Die Familie ist eine Grundlage für die Persönlichkeitsentwicklung, sie gewährleistet die Erziehung der Persönlichkeit, haftet für die Eingliederung des Kindes in die Gesellschaft. Die Persönlichkeit wird vom Bestand der Elternfamilie und ihrer psychologischen Atmosphäre stark beeinflusst. Für die Jugend werden das Fehlen oder das Defizit notwendiger sozialisierter Möglichkeiten zum Kompensationsproblem der notwendigen sozialen Fertigkeiten, der selbständigen Bildung der Weltanschauung, der Auswahl der Verhaltensstrategien und -modelle und manchmal der Verzögerungen der Infanzilismusperiode. Sehr oft kommt es zum sogenannten Generationskonflikt, d.h. die Eltern verstehen ihre Kinder nicht. Von seiner Familie des öfteren nicht verstanden, wird der junge Mann in sich geschlossen, er hegt Groll und Hass, der später ins Verbrechen übergeht, verlässt seine Familie. Die ungünstige Atmosphäre in der Familie kann sich wegen der Trunksucht, der Rauschgiftsucht eines oder beider Elternteile entwickeln. Ohne die gehörige Aufmerksamkeit oft bekommen zu haben, geht der junge Mann auf die Straße, er tritt verschiedenen extremistischen Organisationen bei, wo er Verständnis und Mitgefühl bekommt und sich verbrecherischen Subkulturen anschließt und von ihren Mitgliedern das bekommt, was er von seiner Familie erwartet hat.

Der Jugendextremismus in Russland tritt also als Folge der Deformationen des Prozesses der Persönlichkeitsbildung und -entwicklung auf. Die Senkung des Ausbildungs- und Kulturpotentials, des Staatsbewußtseins und Patriotismus, die Kriminalisierung des Bewusstseins unter den Bedingungen der sozialökonomischen Krise und der politischen Unbestimmtheit sind Hauptgründe des Erscheinens des Extremismus in der Jugendszene der modernen russischen Gesellschaft.

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GREAT BRITAIN AND RUSSIA: DIFFERENCES AND SIMILARITIES

As there are many people, so there are many opinions. The view of the differences between Russia and Britain is not unique. Some believe that every country has its own distinctive features, others think the opposite.

In my view, each state is individual and is not like others. This can be easily seen if we start to compare them. Firstly, it is a form of government. In Russia it is the republic, and in the UK – a constitutional monarchy. Secondly, climate. In Russia, winters are very harsh and frosty; the summers are hot and dry. In Britain, the opposite is true: the climate is mild and humid.

Despite the fact that both countries have a lot of museums, in the UK many of them are free for all people. So the government is trying to raise the level of culture and education of the population. But Russia also has its advantages, such as education. Prices for learning in prestigious schools and universities of Russia are simply incomparable with high prices of British universities.

The UK operates a number of laws and restrictions relating to the protection of nature and the environment, in contrast to Russia, which is not very concerned about the problems in ecology.

Besides, there are some differences in transport. In the UK, there are double-deckers and in Russia-tax.

However, there is still a group of people who support the idea of equality. These people refer to the slightest resemblance of both parties traffic jams, bad ecology, accidents and so on. Groundlessness of their arguments is obvious and striking in its depth of misunderstanding basic things, because such problems exist in every state, they are inevitable, so my opinion is unchanged and unwavering. But do not blame them for their point of view is different.

In general, the list goes on endlessly.

But I must repeat, as there are many people, so there are many opinions.

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EMPLOYMENT OF UNIVERSITY GRADUATES IN RUSSIA

The world is facing a worsening youth employment crisis. The number of graduates entering employment has risen according to the Federal Service for Labor and Employment. About 34 000 university graduates registered with local job centers in 2012.

Most of young people in Russia nowadays get higher education believing University experience is considered to enhance their professional life. They emphasize on gaining skills relevant to the workplace as on learning the academic discipline that they are studying. But the quality of education nowadays leaves much to be desired.

The prestige of higher education in Russia continues to fall due to reduced graduate employment prospects, poor quality of teaching and ever-increasing corruption in many universities.

In the Soviet Union, only the best secondary school graduates received higher education, which was fully free and was supported by a system of distribution of jobs for graduates. Since the collapse of the Soviet Union, many of the underlying principles behind quality higher education have been forgotten. In the past a diploma helped to achieve something real and to make a career, but today it cannot perform this function.

Declining prestige is creating conditions for the growth of corruption as students are tempted to pay to obtain a pass in entrance and routine exams, and, in some cases even diplomas without getting any knowledge. As a result, lawyers and managers are the two largest professional groups looking for a job.

To find a decent work for such a great number of specialists is another serious problem facing the country. The federal government should create job opportunities for young people. There must be a lot of new plants, factories, hospitals and other enterprises to provide the graduates with jobs.

Young people sometimes feel that there is no prospect of finding a job according to their specialty. It is difficult for graduates to be hired by employer without gained qualification and work experience. Graduates should be employed on the basis of their qualities and abilities. The problem is in the absence of link between occupations and the academic experience and qualities of job applicants. Graduates need to ensure that their academic experience gives them the ability to adapt to the kind of jobs they will be expected to do as future graduates.

Vast majority of young people can't find meaningful, productive and secure work. Most jobs available to youth are low-paid, part-time, with few benefits or no prospects for advancement. They often don't provide enough income to cover basic necessities. As a result, many young graduates work outside of their chosen field just to have a form of income. The government should also provide necessary working conditions for some spheres which are not popular among youth stimulating and motivating workforce.

The problem of youth employment is one of the most important ones. The number of young people looking for a job is constantly increasing. In Russia young people are looking for a job not for the sake of earning of money but because they also want to be independent from their parents. Moreover, job gives young people a chance to adjust themselves to the real life of adults and stir their ambitions.

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DRUG TRAFFICKING IN RUSSIA

Drug trafficking remains one of the most profitable criminal activities and ensnares a growing number of young people. Their involvement can be attributed to the high numbers of people living in impoverished conditions and the climate of economic uncertainty.

Drug trafficking networks continue to exploit porous borders and their activities are often facilitated by corrupt officials - many of whom are law enforcement agents.

They are becoming more resilient to law enforcement tactics and that they are increasing their geographical coverage. As in other countries, drug traffickers have no qualms about exploiting poor and otherwise vulnerable people to act as couriers. Foreign nationals, facing acute financial hardship, are often recruited by drug traffickers.

The Russian law enforcement agencies, whilst continuing to improve their detection capabilities, reflected in the increasing number of covert drug operations, arrests and significant drug seizures, are confronted with a certain level corruption and inter-agency rivalry.

Today, Russia is a country in which a variety of illegal drugs are produced, transited to final markets in Western Europe, and consumed by a growing number of young people. The former USSR did not participate significantly in the international narcotics markets as a consumer or supplier of illicit substances. This pattern of relative self-sufficiency, however, drastically changed during the 1990s, at the same time as Russian drug demand consistently expanded and diversified.

Even though large drug quantities merely transit through Russian territory to reach final consumers in Western Europe, the domestic market absorbs today a growing and overwhelming portion of the illegal drugs that are produced, smuggled and sold in the country.

What is really impressive, is the explosion of injecting drug use and, specifically, of heroin consumption. The latter substance became available in Moscow and other Russian cities in the second half of the 1990s, and rapidly substituted the less powerful home-made opiates that were previously injected by Russian users. Today, heroin attracts not only intravenous drug addicts, but also teenagers of all social backgrounds.

Following the rapid increase of illegal drug use, the market itself has expanded in both its turnover and its geographic extension, so much that illegal drugs of some kind are available even in the most remote parts of the country. The drug supply, too, has diversified tremendously. In order to get 'high' or to forget their sorrows, drug users all over Russia are no longer obliged to rely on home-made products or derivatives of locally-grown plants. If they can afford it, they can easily buy the same illicit psychoactive drugs that can be found in any Western European or North American city, and which are imported from countries as far away as Colombia, Afghanistan and Holland.

Particularly rapid has been the spread of heroin, as the rapid multiplication of heroin seizures in different parts of the country shows. Heroin largely comes from Afghanistan, the source of two thirds to three quarters of the global supply of illicit opiates in recent years. It is largely smuggled into Russia through the former Soviet Central Asian republics.

The expansion of the Russian drug consumption and trade during the 1990s, entailed the emergence of a nation-wide drug distribution system, which brings illicit drugs from producers to consumers, and the consolidation of the professional role of the drug dealer. This role did not exist in Russia up to the early 1990s, as much as it did in Western Europe and the USA up to the mid-1970s. In Soviet times, drug users largely consumed psychoactive substances that were available in their region, and often either harvested or produced the drugs themselves.

In most Russian cities, a multi-level drug distribution system has developed and today, users increasingly buy their drugs from the dealers, instead of cultivating or harvesting themselves.

The large criminal organizations that are presented as the dreadful 'Russian Mafia' by the domestic and foreign press, are at the moment apparently not interested in the drug business, though some of their younger affiliates may be dealing drugs. The extraordinary enrichment chances offered by the transition to a market economy explain, according to some interviewees, their lack of interest in drug trafficking.

Despite the recent expansion and the increasing sophistication and professionalism of drug suppliers, the threat of the illegal drug trade should hence not be overemphasized.

To sum it up, illegal drug trade, in fact, still represents a relatively small part of the booming Russian illegal and semi-legal economy, and it has not yet become the primary source of revenue for the galaxy of Russian organized crime. Although drug trafficking certainly has huge potential for growth, the largest fortunes in Russia are still collected in the wide 'grey area', where the distinctions between the legal and illegal economy are blurred.

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SECTARIANISM AS A THREAT TO THE YOUNG GENERATION IN THE 21ST CENTURY

The problem of youth involvement in the sect is currently relevant. Religion permeates into various spheres of human activity, education and training, the military and health care. Although our state is multinational and therefore in our country there are many religions, so it's necessary to distinguish among them socially and psychologically dangerous totalitarian sects, absorbing youth.

The sect is a religious group, separated from any dogma and opposed it [3]. In Russia there are 300 – 500 different sects. The number of people involved in the occult and destructive religious organizations is about 1 million people, and among them 70% is accounted of young people aged 18-27. According to the calculations of the president of the Center for Religious Studies and the author of the term "totalitarian sect" Alexander Dvorkin, there are about 600-800 thousands of "regular" sects.

In Russia there are "imported sects such as the Scientologists, Moonies, Hare Krishnas, Jehovah's Witnesses." Among "native sects" these are Marian Center (Moscow), Ashram Shambala (Novosibirsk), Vissarion's sect (Krasnoyarsk Territory), Radasteya (Ural) and others [6].

Totalitarian sects are dangerous and resort to deception, default and obsessive promotion to attract new members. They use censorship of information to their members. These sects also have resort to other unethical methods of control over the individual, the psychological pressure, intimidation and other forms of retention of members in the organization.

Scholars have identified the following signs of totalitarian sects:

1. Unfreedom. The desire to involve as many followers, control all aspects of their life and work, including the secret thoughts.

2. Hostility. On the one hand promoting the sect is based on the denial of something, some kind of tradition, or the code. But on the other hand, public opinion is negative.

3. Position of the authorities. The sect is recognized as totalitarian if the executive, the judiciary, the legislature, the media and the Church required it.

Today totalitarian sects (destructive cults) actively try to penetrate and infiltrate the organs of education, health, government, manufacturing and commerce. They often change their names and imitate, resort to religious anonymity and pseudonymity, often under the guise of front organizations that does not advertise, and even hide their relationship with the sect. They call for destruction, murder, suicide [4].

The sects negatively impact on families, because every totalitarian sect is a kind of ersatz family, which tends to substitute real family. It displaces family affections and destroys family ties. The sect does everything to tear man who came under its influence from his family, thereby depriving him of the last support.

Many totalitarian sects are characterized by the commission of child abuse ("Family", "Marian Center", "International Society for Krishna Consciousness"); they are corrupted, forced into sexual relations with the leaders of sects, forced into homosexual relationships. For example, the founder of the sect "Children of God", David Berg loved to delight of child pornography, which is produced within the sect.

According to the report, made public in France in June 1999, 40,000 French children are influenced by sects. And this is just the official figures. In Russia, such statistics is not maintained [1].

The following prerequisites of becoming a victim of sects can be distinguished.

1. Interest in the unusual, mystical things.

2. Weak, unstable mind, heightened suggestibility.

3. A difficult situation (family problems, health problems, and mental health, poor social background, the vicissitudes of life, etc.).

4. The presence of relatives, friends and idols who are keen on religion mysticism.

5. Experience in drug use [4].

Thus, the sect destroys the human psyche, turning it into a zombie, victim. If you become a member of the sect quite simply, to get out of it is a difficult task.

There are special social programs for adepts. They represent a kind of rehabilitation scheme under which the conversation with the priests, psychologists, graduates of the missionary training [2].

Most recruitment into sects is often carried in transport, schools, at the exhibitions and etc. Also, recruitment is often done in the form of official rate of personal development, offers a promising job. Therefore it's necessary to remember it. You should not engage in conversation with the sectarians. If the involvement of a cult has happened, you can ask for the support of the police, the health care system

(psychiatry, psychotherapy) and traditional religion (the church), or in special centers of psychological rehabilitation of victims of mental and psychological violence and destructive cults [4].

Thus, luring young people into the sect is the actual problem of the 21st century. Nowadays we can see increasing denominations that play a significant role in the lives of people. However, the so-called sects that occur within religion, but oppose to it, use a variety of means to attract people. Sects destroy the human psyche, marriage and family relations, erase personality. Personalities are turned into the crowd, that isn't aware of their actions. Therefore, the problem of sectarianism must be addressed, because the effects of this phenomenon are negative and cause degradation of the society.

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THE STUDENT ORGANIZATIONS

The Student organizations are a significant part of the Youth unities on the Russian Far East. Students can use them as social elevator and get new life experience in science or social life. Some organizations also nurture patriotism, socially important personal values. The Youth leading structures help to increase the level of social and scientific cooperation between business and students. Some organizations are engaging in the development of global international cooperation within the UN and the APR.

Students are interested in politician sphere pay attention to the young political organizations represented in our region.

1. Young socialists of Russia (the party "Fair Russia")

2. Young Guard of United Russia (the party "United Russia")
3. Youth Apple (the Party "Apple")
4. While young ("Falcons of Zhirinovsky"), Youth Centre Liberal Democratic Party (LDPR)
5. The Young Communist League of the Russian Federation - SCM Federation (CPRF)

The Khabarovsk Territory also has special youth orientated legislative body, which is named as the Young Senate of the Khabarovsk Territory. Inside that Senate, students get an opportunity to make comments and suggestions about legislative activity in real Senate. The students can propose their own bills for consideration of the young senate, and if their proposals are adopted, their bills or projects will be discussed in the real Senate of the Khabarovsk Territory.

Besides, political activities in the Region there is an opportunity for students to participate in self-management of their University. Such work is usually divided into three areas: scientific society, student union, student art organization.

In the Scientific sphere students can participate in specialized forums and Olympiads to show their knowledge and propose their own ideas and technologies. Sometimes such forums become the first step for the development new generation of scientist of the Russian Far East. For Example: students from the FESTU participated in the International Math Competition in Israel and some won prizes. It's possible for the Far Eastern students to show the outstanding level at the international scientific conference due to the support of the student scientific society. This body targets the University scientific potential development.

Students for whom the most interesting thing is international relations can take part in debates of the Model United Nations on the Russian Far East. The most successful young people after victory in the Far Easter MUN conference usually go to the international Model UN Conference in New York or San Francisco. At the same time some students are involved in international program of cooperation. For example, students from the Model UN and the Young Guard participated in Summit of Asia-Pacific Regionas volunteers. Moreover, students from the Russian Far East had the opportunity to conduct research at Universities of Europe and America by the IREX or AISEC program as volunteers for work. Other students have the opportunity to earn money and learn English by participation in some programs of the Work & Travel Agency. All of the options and programs mentioned above help to improve English-speaking skills, to learn different cultures and develop communications skills. Most universities have their own Far East Branch of this program.

The Ministry of Youth Policy, Sports and Tourism suggests:

1. The State Institution "Regional Youth Social Health and Education Center" Contact "

Objectives of the Centre:

- Social education of adolescents and young adults.
- The formation of moral values and a healthy lifestyle, the prevention of behavioral illnesses.
- Helping young people who find themselves in difficult situations.
- Training in social work with young people. Enhance the professional competence of different social agencies, the NGOs and the media in the field of health and social work with young people.

2. The state educational institution "Regional House of Youth"

Objectives:

One of the major challenges facing the State educational institution "Regional House of Youth" are large-scale projects for the young people, the involvement of maximum feasible participation of the youth in social activities. An activity of «Regional House of Youth» reveals in implementation of the programs main areas of youth policy in the Khabarovsk Territory.

As far the sport sphere of students' life, they join many different sport centers and organizations:

1. Khabarovsk Regional Sports Centre
2. Sports and Show Complex "Platinum Arena"
3. Regional center of youth tourism and excursions

These organizations can support students striving to do sport and go backpacking. Besides, unities are called to make these activities safe.

The article contains not the full list of all the organizations, but the ones that allow us to say: there has been success in the comprehensive development of the youth throughout different organizations. Students can show and practice their talents and abilities in the variety of activities. They are given the opportunity to learn, try and feel something new. So, that is the main principle of the Student organization work.

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РЕШЕНИЕ НАЦИОНАЛЬНОГО ВОПРОСА В НИГЕРИИ

Нигерия – искусственно созданный продукт Великобритании, результат колониализма. При колониализме Нигерия не существовала как единое целое. Она состояла из разных национальностей. На севере были Хауса, Фулани и другие меньшинства. На Востоке – Ибо, Эфик, Иджо, Ибиобио и т. д., но Ибо было большинство. На Западе – Йоруба, Эдо и другие меньшинства. У этих групп была разная система управления, культура, верования, языки и религия. Когда англичане пришли в Нигерию, всё изменилось. Первоначальная цель Англии в Нигерии была торговля. Позже они начали вмешиваться в политические дела страны. При колониализме на севере Нигерии не было централизованной власти, но там был халифат, который образовал джихад, руководимый уставом Данфодио в XVIII веке. Этот халифат объединил многие эмираты, такие как Кано, Сокото, Зария, Борно и другие. Этими эмиратами правили эмиры. Правление на севере было децентрализовано. Калиф руководил халифатом.

Великобритания стала устанавливать коммерческие связи с бизнесменами на севере. Товарищество Великобритании «Национальная Африканская Компания» (National African Company), которое позже стало называться Королевской Компанией Райна Нигерии (Royal Niger Company), стало доминирующим. Договоры, подписанные некоторыми Эмирами, передавали территории севера Великобритании, которая также завоевала другие территории,

которые сопротивлялись ее власти. Северная Нигерия потеряла свою независимость. В 1900г. Великобритания объявила эту территорию протекторатом.

Лугард был назначен комиссаром. На всей территории была проблема недостатка рабочей силы и материалов. Поэтому правление приняло ту форму, которая практиковалась в халифате Сокото. Халифат Сокото стал хорошей моделью для местной администрации.

В юго-восточной Нигерии при колониализме у народов Ибо, Эфик и других национальностей правление было децентрализовано и использовало методы севера и территории в восточной Нигерии. Во время колониализма на востоке Великобритания создала новые политические группы, которые были незнакомы народам Востока. Они объединили разные этнические группы. Британское активное вмешательство в политические дела народов Западной Нигерии усилилось в 1861г., когда Лагос стал королевской колонией.

После принятия грамоты Королевского Нигерийского Товарищества (КНС) протекторат берега и все территории товарищества, так же, как Идан на севере, были объединены. В 1906г. были присоединены колония Лагос и южный протекторат. В 1914г. Лугард объединил южный и северный протектораты. Во всех объединениях интересы местных жителей принимались во внимание. Причиной для объединения были экономические интересы Британии. Северный протекторат был бедным, а южный – богатым. Естественно, ресурсы южного протектората использовались для управления северным. Вопреки объединению Лугард ещё сохранил дихотомию юга и севера.

Конституция сэра Лугарда в 1946г. разделила южный протекторат на запад и восток. Она установила три региона: север, восток и запад со столицами в Кадуне, Энугуне и Ибадане. Дела во всех регионах координировались из Лагоса, который стал столицей Нигерии. Конституция 1946 г. заложила фундамент племенной политики в Нигерии.

В результате в процессе борьбы за независимость были организованы конституционные конференции. Азикве руководил Востоком, Аволово – западом и Ахмаду Белло – севером. Национальные проблемы начались в 1941г., когда Зик начал совместную работу со старшими членами Движения Нигерийской Молодёжи (NYM). В результате этого он вышел из этого движения со своими сторонниками с востока. Движение Нигерийской Молодёжи стало организацией Йоруба. Создание политической партии национального Совета Нигерии и Камеруна (NCNC) во главе с Авхово в северной области, партии конгресса народов севера во главе с А. Белло консолидировало этническое разделение, вызванное конституцией 1946г. На политических конференциях по вопросам независимости эти партии представляли свои областные интересы.

В 1953г. Антон Енахоро, член палаты представителей от Группы действия, внёс предложение о самоуправлении в 1956г. Север не поддержал это предложение. Северные делегаты в Лагосе встретили это предложение с негодованием. Когда группа действия поехала в Кано, северяне подняли бунт. В результате много людей погибло. Этническая проблема в период колониализма заставила правительство учредить следственную комиссию по расследованию проблем меньшинств в 1957г. Однако национальные проблемы не были решены после получения независимости в 1960г.

Нигерия получила независимость от Британии без единства между разными национальностями. После получения независимости было ясно, что будет трудно решить национальный вопрос в таких условиях.

В политической системе не было единства, координации идей, согласия, четко очерченной цели, взаимопонимания между лидерами. Такая ситуация вызвала первый государственный переворот в Нигерии в 1966г. В результате этого переворота погибли многие известные политические деятели севера. Лидером этого переворота был Нзеогби Ибо. Северяне хотели доминировать над ними. Проблема усилилась, когда глава правительства Ангуи Иронси заговорил о необходимости покончить с сепаратистскими тенденциями, о сохранении Нигерии единым, централизованным и сильным государством, но он ввёл унитарную систему правительства. Это решение разгневало северян на севере Хауса, они восстали и убили многих Ибо, которые жили на севере. В июле 1966г. Якубу Говон с севера руководил другим переворотом. В процессе был убит Ангуи Иронси. Якубу Говон стал главой правительства. Однако убийство Ибо на севере продолжалось.

Такова была ситуация, когда Емека Оджуку, глава правительства восточной области, объявил независимость государства Биафра. Гражданская война в 1967-1970 гг. между войсками федерального правительства и восточной Нигерии была направлена на сохранение единства страны. Для того чтобы решить национальную проблему в Нигерии, разные правительства с 1967г. и до сих пор создали много штатов.

Якубу Говон создал двенадцать штатов с целью ликвидации различий неравенства между штатами и людьми, но это не возымело большого влияния. Агитация за самоопределение была направлена на создание тридцати шести штатов и территории федеральной столицы.

С этого времени национальная проблема в Нигерии усилилась, особенно в области дельты Нигерии. Главная ее причина – наличие в этом районе нефти. В этой области проходят столкновения между разными этническими группами (Иджо и Ишекири), выступления народа Огони против правительства. В других областях также случаются столкновения – между Йоруба и Хауса – в Абеокуте, Хауса и Йоруба – в Кано, Йоруба и Хауса – в Ибадане, Иджо и Илаже – в Ондо, Идо и Йоруба – в Лагосе.

Национальная проблема Нигерии уже достигла критического этапа. Разные этнические группы теперь требуют самоопределения и самоуправления. Другие хотят преобразования структуры федерации Нигерии через суверенную национальную конференцию. Национальная проблема грозит существованию государства как единого целого. Правительству Нигерии следует помнить, что страна, управление которой не основано на принципе справедливости и равенства, не выживет. Правительству Нигерии надо знать, что, прибегая к силе для подавления меньшинства и движения за самоопределение, невозможно решить национальную проблему.

Анализ ситуации в Нигерии показывает, что решению национальной проблемы Нигерии может способствовать:

1. Преобразование структуры Федерации Нигерии, учет интересов каждой этнической группы.
2. Правительство Нигерии должно найти пути воссоединения всех

этнических групп. Каждой этнической группе должна быть дана возможность высказать свои пожелания.

3. Правительству Нигерии надо развивать все районы страны. Это уменьшит агитацию за дезинтеграцию.

4. Сильная экономическая ситуация очень важна для стабильности Нигерии.

5. Нигерия нуждается в хорошем руководстве, которое может выстоять в период кризиса.

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FORMATION PERSON'S VALUABLE ORIENTATIONS BY MEANS OF PHYSICAL CULTURE AND SPORTS

Modern Russian society is in a state of active transformation, begun during the adjustment period, but did not end, and after two decades from now. In varying degrees, in all cases, a radical transformation has affected the economic, political, social, and cultural development, people's living conditions. This kind of rapid change, even if they do not have the nature of the crisis, generate, as was shown by social scientists of the early twentieth century, the collapse of the value systems, loss of orientation in society, what are the social norms. This period is longer or shorter and it seen at all levels of the social, that is, the absence of standards, shared by society as the dominant, widely recognized and therefore acting regulator of human behavior and attitude to life³.

Restructuring is the process of starting a democracy in the Soviet Union, which began with the arrival of M. Gorbachev in 1985. During this period, at the initiative of the party and state leaders began the renovation not only economic and political structure of the country, but also the spiritual life of the community. Fundamental changes in all spheres of life went beyond the planned restructuring. In the spiritual realm there have been major changes, a lot of social trends and directions, was subject to doubt existed for more than 70 years of Soviet ideology. All pre-existing values and ideals have been relegated to second place, began to take shape the ideology of modern times, with its inherent moral and spiritual guidance².

The main thing, according to historians, is that it has been a relatively short time after the events described. Generation born in the period of restructuring is now in an age where there is a formation of the value of personal culture. Personality development took place in a complex historical period called "restructuring" in which there were many social trends, values and objectives. On this opt for the true values of this generation seems to be very difficult. Many of them are currently enrolled in higher education institutions, institutions of vocational education. On the part of educational process is a powerful formative influence on personality is not formed¹.

Physical education is an integral part of the educational process in the university. Under the influence of various sports are formed not only sports, but also personal values of students.

Proceeding from the above, is of particular interest to study the life and sports value orientations of today's students, which is the purpose of this article.

Among students of Tomsk State University, engaged in competitive sports and the arts, was completed questionnaires aimed at identifying the attitude of young people to the different value orientations. Respondents were given a list of values. It was necessary to express the relation to a particular value. The study involved 112 people.

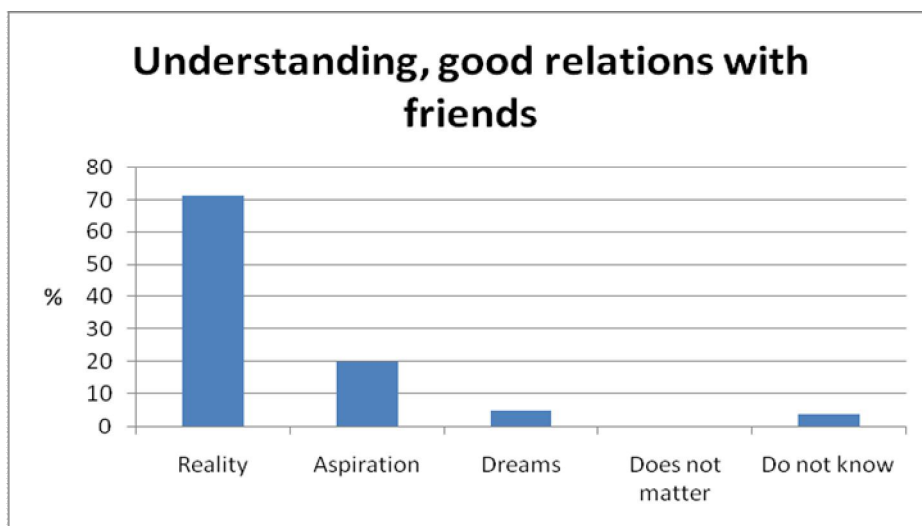


Fig. 1. Students' attitudes to the value of "mutual understanding and good relations with friends"

From the data in Figure 1 shows that the majority of respondents (71%), understanding and good relations with our friends there in real life. This is largely due to the fact that the respondent is contingent spends much of his free time in the team with his fellow sports section. Thanks to the joint sports among young people develop a sense of community, camaraderie and mutual assistance.

Therefore, athletes are easily connected to all others; they have formed a sound relationship not only with friends on a sports team, but also with people in everyday life.

Many data suggest that athletes who are able to successfully realize their potential in the sport, sure of themselves, their abilities and actions. This is largely because the athletes realize their potential in sports and in life so they feel absolutely unshakable. This is according to the survey. Almost all respondents (94%) in their daily behavior to be firm and confident, or be out for this (Figure 2).

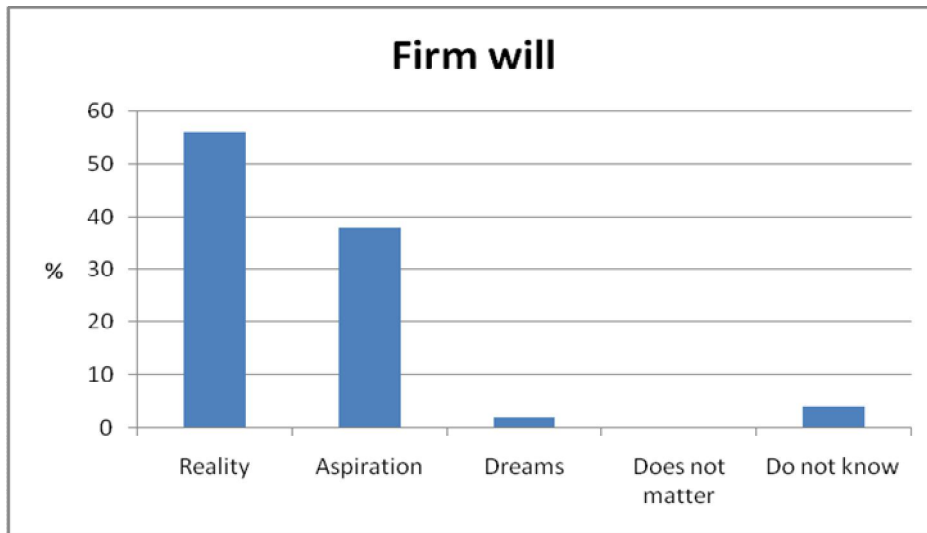


Fig. 2. Students' attitudes toward the value of "strong will"

At work, at home, each person needs to control their own emotions. Help develop this quality sports proof of this are the results of a survey of athletes, which suggests that the ability to stay calm when you win, and to behave with dignity in defeat, have 57% of young athletes, and 35% said that they cannot always cope with the emotions, but they are making significant efforts to do this (Figure 3).

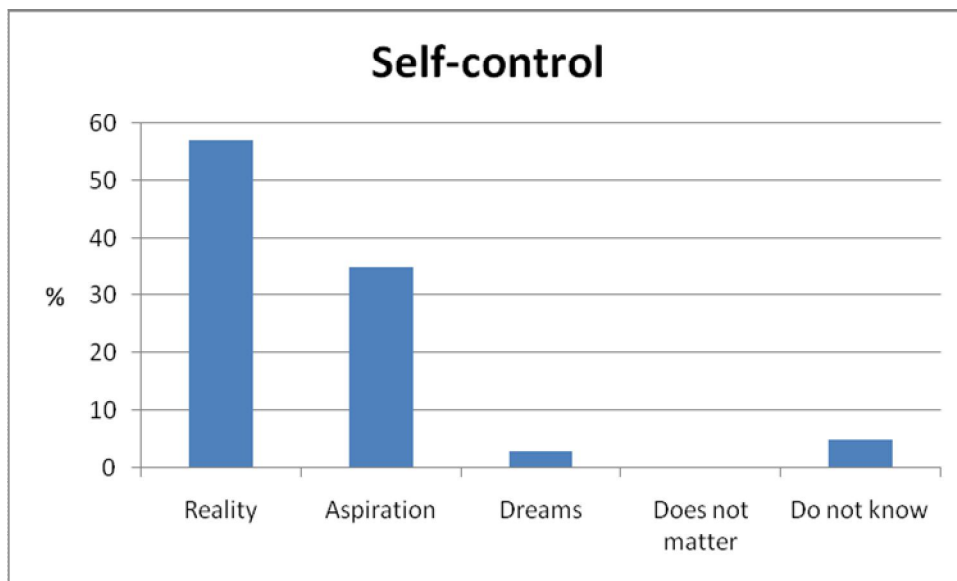


Fig. 3. Students' attitudes toward the value of "self-control"

Today, young people used to relying on themselves and therefore seeks to achieve its objectives, despite the transformation of all spheres of Russian society. Today's college students are demographic group that is best adapted to the changing conditions and norms of modern society. But at the same time, young people are the most vulnerable group, as it is easy for Russia to impose alien norms, conditions and traditions. Therefore, the government should give serious consideration to the problems of young people and better shape youth policy, taking into account the interests and values of the younger generation.

Athletic and sports education students as educational system of human physical perfection is a key concept for the general all-round education, and especially in the formation of not only the physical but also the moral culture of the individual.

In conclusion we can say that today's young people involved in sports, the most quickly and there is a formation of life of values. As a result, sports and physical education should be an integral part of the educational process at the university, and can be used as an effective means of establishing world, moral culture and sports personality.

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PROBLEME DER ERZIEHUNG DER JUGEND IN DER RUSSISCHEN GESELLSCHAFT

Unter der Jugendlichen versteht man die sozial-demographische Gruppe, die aufgrund der Gesamtheit von Alterscharakteristiken, der Besonderheiten der sozialen Lage und der bedingten Themen und anderer sozial-psychologischen Eigenschaften gewählt wird.

Der Erziehungsprozess wird zur Zeit als soziokultureller Prozess betrachtet. Er beträgt sowohl Schaffung der Voraussetzungen für die geistige und physische Entwicklung der Jugend, als auch Überlieferung soziokultureller Erfahrung von der älteren Generation der jüngeren. Aber auf diesem Weg können auch verschiedene Probleme und Schwierigkeiten auftauchen.

Als erstes Problem kann man die Notwendigkeit der Schaffung von geistigen und moralischen Qualitäten der heranwachsenden Jugendlichen bezeichnen. Die jüngere Generation soll nicht mit den Beispielen von der Gewalt, dem Übel und der Grausamkeit, sondern mit den Beispielen der Freundlichkeit, dem Respekt vor den Älteren, des Verständnisses der Wert und des menschlichen Lebens, der Verantwortung für ihre Handlungen und Taten großgezogen werden. Solche Art der Erziehung braucht heutzutage unsere Gesellschaft, weil man nur damit die Jugend vor der geistlichen Verarmung retten kann.

Zweitens kann man die Schaffung des Patriotismusgefühls bei den Jugendlichen und auch die Bereitschaft, ihr Land zu verteidigen, ihre kleine Heimat zu lieben, nennen. Man muss aber auch Selbstbewusstsein formen, das auch von dem Respekt vor anderen Menschen begleitet wird. Es könnte das dritte Problem sein, das auch

aktuell für die moderne russische Gesellschaft ist. Besonders gegenwartsbezogen ist das Thema Respektgewinnung zu den Menschen anderer Nationalitäten. Man muss es den jungen Menschen beibringen, dass Vielfältigkeit der Nationen ein Reichtum ist, den man zu schätzen hat.

Viertens ist das Problem der Arbeitserziehung auch zu nennen. Darauf wird leider nicht genug Aufmerksamkeit in unserer Zeit gelenkt. Die Arbeit soll den jungen Menschen als ein grosser Wert erklärt werden. Man muss dabei von der Bedeutung der Arbeit in unserem Leben erzählen, eine Voraussetzung für das würdige Verhältnis zur Arbeit formen.

Genau so aktuell steht die Arbeit an der Sprachkultur. Früher gab es auch einen Jugend-Slang, aber zur Zeit ist die Sprache der Jugendlichen extrem von den Jargonismen und Amerikanismen verschmutzt. Manchmal lässt der Wortschatz der Jugend etwas Besseres wünschen, weil er einfach zu knapp ist. Dadurch kann der Wert der russischen Sprache nicht zum Vorschein gebracht werden. Das geschieht aber auch deswegen, dass die moderne Jugend wenig Bücher liest und immer mehr sich ans Internet wendet, um dort zu surfen oder zu chatten.

Als nächstes Problem kann man die gesunde Lebensart nennen. Wie die Studien der letzten Jahren das schon festgestellt haben, fehlt bei der heutigen Jugend die Einstellung für die Verstärkung und Aufbewahrung ihrer Gesundheit. Alkohol- und Tabakkonsum sind zum echten Übel geworden.

Dies und alle anderen Probleme sollen mit der Regierungsunterstützung und auch mit der komplexen und umfassenden Arbeit mit der Jugend gelöst werden.

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SUCCESSFUL CAREER BEGINS AT STUDENTS' TIME

A lot of things are said about unemployment, especially among young people. Nevertheless, the Russian economy and Khabarovsky region's one are growing, different websites give information about current vacancies and every university organizes career fairs at least one time per year, where companies and enterprises offer the part-time jobs for non-graduated students. Can these facts mean that problem doesn't stand for the absence of jobs, but for the gaps between employers' requirements and abilities of employees?

So, what does a student have to do while he is studying to build a successful career in future?

To answer this question we should use bilateral approach. Firstly, we will ask undergraduate students, whether they have succeeded in job-search and what they have done while searching. Secondly, we will make inquiries what structures have been

created in Khabarovsk and its higher educational establishments for the facilitation of the youth employment. Most likely, it will also be useful to handle the statistics and analytical data concerning personal and professional qualities of young job-seekers from the web-portal Superjob.ru. At the same time we aim to find out the best way to behave at a job-interview and what students' activities are the most helpful in general for the future career.

Having analyzed wide range of opinions and responses, we investigated main factors which are worth attention of students from the 1st to postgraduate courses.

1. Practical skills

As it's widely recognized among career centers and employers, the graduate who possesses practical skills and has work experience will be met warmer than the person with honors degree but only theoretical knowledge. Companies are often interested not only in a job you had before but its details either.

The questions about how a person communicated with clients, the qualities he/she showed, the most challenging and captivating things for him/her are often asked. As well as, whether a person made decisions himself/herself, or followed the plan created by his/her boss. The previous circle of responsibilities is also important. Summing up, the form of questions varies from position to position, but the most significant thing remains: details of work are essential so that it's of high importance to think carefully what part-time job to get while studying. The upper the year, the closer the work should be to a desirable position in future.

2. Combine work and study

The first paragraph explains the value of practical skills and abilities. But where can anyone get it if not at work itself? So, every student should get part-time job since the 1st-2nd years, even not in his/her field. If you already know the company to work for after getting a diploma, it's better to be hired to this very place – a starting position doesn't matter, so being a courier is all right. A vertical and horizontal career transfer is possible during your work there. It will give information about the company's structure, relations between the departments and, as a consequence, clear picture – what you want to do, where to realize your potential.

From the 3-4 years (it's hard to begin earlier due to the lack of special knowledge) a person needs to search for the job connected with his/her major. It is certainly time to practice in the things you would like to do in future. And this is the item of the next paragraph!

3. Who possesses the information is the king of the world

To find a job all undergraduates are impelled to gather as much information about vacancies, required skills and, what is more, exact duties of one or another position. This knowledge will let you to correct plans, improve foreign language speaking skills, if it's needed, read useful literature, develop communication skills – to be more ready for a desirable position, to speak in general. Moreover, a person gets a chance to stay more goal-oriented while finding this information.

4. Use up-to-date opportunities to the max

We live in epoch when universities try to organize career fairs and give an opportunity for collaboration of students and future investors. For this purpose business-incubators, conferences, webinars and forums are organized.

Firstly, the students participating in this set of activities get the understanding of their abilities, talents and wishes. They learn the situation at labour market,

possibilities and vacancies. Secondly, they can get practical skills in different spheres there.

The set of business activities are usually implemented with the support of career centers of a university. The staff of such centers complains that not all students take part in this activity, so that some graduates realize the value of work experience only during internship before graduating. Then a person can suddenly realize the waste of 4-5 years being spent to get a specialty he/she dislikes.

At the same time it's important to participate in internal and external scientific and practical conferences or social projects even if it seems that there is no connection between your major and their subjects. The participation in the activities of that kind helps to develop skills of working under pressure, adopt to rules of formal communication. Often it can improve foreign languages (if a conference is held in a different language).

Most of the universities have career centers, and Pacific Nation University (PNU) has the Internet-platform "ярмарка вакансий.ру". There is Job Center in the city. This structure works with educational establishments and employers and often appears as a mediator between job-seekers and companies.

Sometimes this center helps to change or improve a person's qualifications for an occupation with good job opportunities. It can also play a significant role in a person's professional future.

What is more, at the events mentioned above a student can watch over up-to-date vacancies and competition for a job. The next paragraph stands for it.

5. The one who hasn't tried doesn't achieve

To win the game you need to play it. So, one of the graduates tells that she learned the information of the competition for the vacancy she would like to get right after the deadline had passed. But nevertheless she applied and was hired finally. Moreover, the time of her probation period was not the promised year, but one month: she was really energetic and active so that she got regular work.

Such personal qualities as mobility, self-control and self-confidence should be developed at university. That is why everyone should get into the way of doing the best, using each opportunity to show himself/herself even if it seems very small. There is no superfluous knowledge and experience.

6. The educational establishment doesn't determine the field of your future job

For many of us it sounds strange that there is no compulsory link between the place of studying and job-sector. So it is essential to pay attention to your own interests, feelings and get profound training in the field you are most interested in. The practical side of the coin is more important than theoretical one, of course, if it isn't medicine or atomic weapon-construction.

So, at "Soft-Service Amur" company it is reported that there is a programmer with the diploma of an economist. He has well-developed analytical abilities so that he learnt the programming language "1-C" on the spot and operates rather well.

7. Behavior at a job- interview

Despite the fact that it is described in thousands of books we feel it is necessary to outline several important points.

Firstly, the appearance goes. It should be appropriate for the place a person would like to work for. Business style is the best variant in most of the cases. Tidiness

and accuracy are important everywhere, even if a student isn't going to work with people directly. Self-confidence and wise sincerity can play the most significant role.

Concerning the content part: an interview is the best time to clarify all the details of work. Don't keep silence – not only you are chosen, it's also your choice to be made! Analyze the information being told by a potential employer, ask questions – where, how much time and with whom you will work with, what kind of abilities and skills you need.

Otherwise, the situation when a person realizes that it is not a job of his/her dream anyway, but both – a company and candidate have already spent their time and efforts, can appear. That is why, it is of high importance to understand what exactly you will do and be aware of the fact whether it conforms to your abilities and opportunities or not. Consciousness and careful consideration are the keys to the success in general.

It is also worth to mention that a person doesn't need to agree for the work at the very time of the interview. It will sound quite reasonable and adequate that you need some time to think over the offer.

8. Personal qualities of a potential job-seeker

The platform Superjob.ru and other investigators of the question of employment show following statistics: nowadays young people are ambitious, energetic and simultaneously they are often irresponsible and not goal-oriented.

Thus, we can conclude that everything that is mentioned above – information gathering, social and scientific activities, a part-time job while studying – a person must understand himself/herself better. Hence, everybody makes a decision according to his/her own system of values and sets goals so that he/she can achieve everything being conscious what he/she does.

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НИЗКИЙ УРОВЕНЬ ОБРАЗОВАНИЯ КАК ПРОБЛЕМА МОЛОДЕЖИ В НИГЕРИИ

Молодежь играет важную роль в общественной жизни Нигерии, так как является наиболее важным и ценным ресурсом страны. Молодых людей законно рассматривать как будущих лидеров, без них не может быть будущего страны. Они служат хорошим показателем того, насколько развита и прогрессивна страна. Степень их жизненной силы, ответственного поведения и значимой роли в обществе положительно коррелирует с развитием страны. Молодежь Нигерии представляет собой самый большой процент нигерийского общества. Молодежь должна быть силой нации, а для этого молодые люди должны получать качественное высшее образование.

Статус нигерийских системы образования на данный момент является недостаточно высоким. Бенефициары системы образования в период до середины 1970-х гг. утверждали, что такое плачевное состояние является результатом недавней истории. Те, кто преподавал в университетах страны в

период 1965-1985 гг., могут легко оценить степень износа необходимых конструкций и сооружений. Разрыв в финансировании очевиден при сравнении университетов, созданных до 1980-го года и последних двух десятилетий. Качество образования в Нигерии до 1980-го г. было сравнимо с системой образования развитых стран мира, но сегодняшнее состояние образования далеко от идеала.

В современной Нигерии закрытие школ стали нормой. В высших учебных заведениях страны в большинстве регионов страны распространены преступления против личности. Качество преподавания в школах на всех уровнях вызывает глубокую озабоченность в сфере образования.

Другой серьезный вызов образования – проблема имеющих место нарушений академических программ на всех уровнях образования. Имеющие место забастовки выдвигают в качестве требований улучшение финансирования, модернизацию технической базы, а также снижение платы за обучение и проживание в общежитии. Имеющие место нарушения этих требований приводят к закрытию образовательных учреждений на недели и даже месяцы. При этом в большинстве случаев студенты лишены возможности наверстать упущенное время. Это приводит к низкому качеству академических достижений.

В настоящее время существует необходимость целостной переориентации, реорганизации и ребрендинга образования, в частности, это относится к подготовке учителей и экономической поддержке образовательного сектора. Правительство на всех уровнях должно задействовать огромные ресурсы для реконструкции образовательной инфраструктуры и подготовку педагогических кадров необходимой квалификации.

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BUSINESSWOMAN NOWADAYS

I am really interested in such theme as a choice of profession. I would like to be a businesswoman. I would like to tell you about advantages and disadvantages of being a businesswoman.

When we hear the word 'businesswoman' we imagine a beautiful, well-bread woman in luxurious clothes, in an expensive car and with an costly smartphone. But, this attractive image may be easily broken. This woman has come a long way because to start your business is possible when you are over 30. Such woman is very successful, self-confident, she has stability, prosperity, money, recognition.

Among the disadvantages of such life, I select:

- lack of free time for the family, husband or boyfriend. When a woman comes back from work she wants to relax; but family is no only a pleasure , it implies a lot of different household duties.
- business implies mostly men. As for me, there are a lot of difficulties in business, in particular for a woman, because she comes across open conformation from

the side of men. A lot of men question in professional qualities of women, and if she occupies a high position, conflicts can't be avoided.

Certainly, I don't want to say that other women are not successful. There are lot of advantages and disadvantages in every job. But I want to stress that the abilities of a woman are unlimited. I think that it is possible to be successful both in a family and in a job.

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OFFICE ETIQUETTE OF LAW ENFORCEMENT OFFICERS

Efficiency of professional activity of law enforcement officers substantially depends on a moral microclimate which developed in collective. The high moral and psychological climate in collective provides the maximum activity of employees, interest in quality of work, responsibility for good reason and respect for colleagues.

Thus responsibility assumes honesty and the obligatory relation to the word and business. The unreliable person, the talker does harm not only the personal behavior, but also creates round itself the atmosphere of irresponsibility, an indiscipline.

The business situation in no small measure depends and on respect for colleagues, to draw abilities on something, and to concede in something, from ability to discharge a conflict situation. The respect for colleagues is shown also in ability to consider their interests, to show care, to render services.

It is important to remember that the office relations differ from the household. It leaves the mark and on requirements to behavior of colleagues. If, for example, in cafe or restaurant in the relations between women and men the priority is given to ladies, in an office situation this priority quite often pales into insignificance and is replaced with a priority of the chief.

Law-enforcement activity is connected with difficult, quickly changing situations, a great risk that causes the increased probability of emergence of the various conflicts - interpersonal and intergroup. For successful work it is important to expect possibility of conflict situations and the nobility as to leave them. If to avoid the conflict nevertheless it wasn't possible, it is necessary to be able without serious consequences and to resolve arising problems with the minimum losses.

Life of office collective can't do without critical remarks to colleagues. And here it is especially important that this criticism had constructive character, instead of I was result of any offenses or someone's interests. It has to be perceived by the person as deserved, and for this purpose has to meet the main demands made to it. First, the criticism has to be business and subject. Unfortunately, there is also a so-called pseudo-criticism among employees.

Secondly, the criticism has to be tactful and benevolent, consider merits and merits of the criticized. Its task - not to humiliate the person, and to help it to improve, show exit ways from the created situation. The criticism is always perceived as unfair if it bears only negative charge.

Thirdly, the criticism has to have a concrete subject. Big harm is done when instead of an assessment of specific actions of the person his personality, character is criticized.

Fourthly, the criticism demands concrete approach, the accounting of features of temperament and character of the person.

The distinctive feature of office etiquette of the law enforcement officer is his standard character: communication here is regulated by charters, orders, manuals, the instructions which performance is strictly obligatory.

Depending on a post and a special rank between employees there are certain relations on the basis of the general principles of morals, the right and authorized requirements in which the respect for the identity of the person yours faithfully to his rank and a position, moral responsibility of the chief and the subordinate for observance of ethical standards merges together.

What rules of relationship of the chief and subordinate?

✓ The new employee is represented by his immediate superior or his deputy at meeting of staff or office meeting. At appointment to the post, position delivery, assignment of a special rank, rewarding with government award, departure in business trip or in holiday and return the employee calls a post, a rank, a surname and the representation reason.

✓ The employee has to render respect, attention to seniors on a rank, age, a social standing (if the office includes the senior on a rank or a position, it is necessary to rise and welcome it according to charter requirements, it is necessary to sit down only after permission of the senior chief).

✓ At visit of the chief the employee is represented in case the chief personally doesn't know it. To sit down, smoke, talk only with the permission of the chief (if the senior on age, costs to a rank or a social standing, younger it is possible to stand).

✓ To the senior on a rank, the chief it is necessary to give way, pass forward in the room or on the street etc.

✓ The Chief has to care of a choice of the correct tone in communication with subordinates, without wounding their dignity.

Insistence to subordinates needs to be combined with the sensitive and attentive attitude towards them. It isn't necessary to show the irritation at the subordinate. It is necessary to be quiet and sustained, to tell nothing thoughtlessly. Under any circumstances the chief is obliged to answer a greeting of the subordinate.

SOME MICRO-CLIMATE FEATURES OF LAW ENFORCEMENT OFFICERS' GROUPS

Efficiency of professional activity of law officers most of all depends on moral micro-climate which has been developed in a collective. The high moral and psychological climate in a collective provides the maximum activity of employees, interest in a quality of work, responsibility for work and respect for colleagues.

At the same time responsibility supposes being honest and obliging to one's word and work. An unreliable person, a talker, does harm not only by a personal behavior, but also creates an atmosphere of irresponsibility and lack of discipline.

A businesslike environment also depends on respect for colleagues, an ability of insisting or yielding in something or ability to discharge a conflict situation. The respect for colleagues is shown also in ability to take account of their interests, show concern and do a service.

It is important to remember that office relations differ from everyday life. It also concerns requirements to colleagues' behavior. If, for example, in a cafe or a restaurant the priority in relations between women and men is given to ladies, in an office situation this priority quite often is replaced with a priority of the chief.

Law-enforcement activity is connected with difficult, quickly changing situations and great risk that causes the increased probability various conflicts, interpersonal and inter-group ones. For successful work it is important to predict a possibility of conflict situations and know how to cope with them. If you could not avoid a conflict anyway, it is necessary to be able to resolve arising problems painlessly and with minimum losses.

Life of any working collective can't do without critical remarks to colleagues. And here it is especially important that this criticism should have a constructive character instead of being a result of some offenses or someone's interests. It has to be accepted by a person as deserved, and for this purpose it has to meet main requirements.

Firstly, the criticism should be businesslike and objective. Unfortunately, there is also so-called pseudo-criticism among employees.

Secondly, the criticism should be tactful and friendly, it must give proper weigh to some positive qualities and merits of a criticized person. Its task is not to humiliate a person, but try to help him/her to improve and show ways out of an existing situation. The criticism is always perceived as unfair if it has only a negative charge.

Thirdly, the criticism has to have a concrete subject. Big harm is done when instead of an assessment of a person's specific actions, his/her personality or character is criticized.

Fourthly, the criticism demands a concrete approach, consideration of a person's temperament and character traits.

The main distinctive feature of office etiquette of a law enforcement officer is its standard character: communication is regulated by charters, orders, manuals, instructions and their carrying out is strictly obligatory.

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UPBRINGING AND EDUCATION OF TODAY'S YOUTH

The world around us is changing rapidly. Moral and material values are also changing. The era of constant modernization has come. Today we have created nanomaterials which humanity has never thought; we are exploring space. Modern technologies changed not only our everyday life, but also our minds.

One of the results is the destruction of the connection and understanding between generations, the formation of slighting treatment to the elder. But, every society loses its stability without the continuity of generations, the connection of times interrupts.

The Soviet Union was famous for its multi-ethnic population and the system of education, especially successful in the field of upbringing friendship between people of different nationalities. Now, when some organizations are trying to revive the idea of a super state and super nation, I consider, that it is important to bring up children in respect to different ethnic groups. To achieve this aim, I think, we should develop exchange programs and tell our children about life of their fellows from different countries. Everyone should be tolerant in today's world, and, that means, young people should form an understanding that the variety of cultures, customs and traditions should be protected.

Another important issue today is the labor training. Young people should respect the work of others, understand necessity and importance of it, be proud of the results of their work; they should get used to be organized and disciplined at their work. To this end, I think, we need to establish a system of summer jobs for young people. Students would try to earn their own money and get some experience. In my opinion, this is the best way to learn to navigate in the world of different opportunities.

The question of physical education is always topical. Every moment globalization brings us a lot of information. Students experience a lot of stress. Sitting at their lessons and lectures every day, they have a lack of exercise. In my opinion, two hours of Physical Education a week at school is not enough to be sure that our future generation will be healthy. Unfortunately, the culture of Physical Education is not on the highest level. To change something, parents should encourage their children to do sports; we should make sport an integral part of everyone's life. I believe that a young person who does sports and takes care of his health will not drink, smoke or take drugs. The government can also help by promoting healthy lifestyle, developing sport clubs and art schools, building more playgrounds and sport palaces and stadiums.

The next urgent task today is education of ethic and the culture of life. A man expresses his feelings through communication. But, unfortunately, we hear swear words quite often, as if it is the only way to express the overflowing human emotions. The youth vocabulary is often poor; the richness of our language remains untapped.

Perhaps, the reason is that young people read less classic literature. I think, to solve that problem, schools should not force students to read, they should motivate them.

And, of course, young people need to understand that one of the major problems today is protection of the environment. Each person must take responsibility for our planet and save it for future generations. After all, you can start from something small and simple: save water and electricity, sort garbage, do not pollute the world around. There are a lot of us around and acting together organized and deliberately, we can save our world, we will save the Earth for our children.

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ALTERNATIVE MEDICINE

The term of the «Alternative medicine» includes hundreds of various methods of healing which are used in different parts of the world. Many of these methods came from ancient times. They were used in ancient Egypt, China, India and Greece. Such methods were used for thousands of years.

The most known alternative methods include homeopathy, anthropospherical medicine, applied kinezology, reflexology, chiromancy practise, psyonic, radioasthezia, naturapia, dianetic, aroma therapy, flower therapy and bio energetics.

The usage of the methods of alternative medicine in different countries depends on many factors: on historical, ethrical, cultural and economical ones. For example, these methods are used in developmental countries by more than 80 percent of the population. Otherwise, alternative methods of treatment are in great demand in the USA exemplarily every second american comes running to service of experts in this branch.

Although the traditional medicine differs from alternative one very much and it is very difficult to do comparative reseach, in last 10 years it is proved that alternative medicine often contributes to recovery and there are facts when specialists of traditional medicine ask for help of the alternative medicine specialists [1].

Yoga as exercise or alternative medicine

Yoga is a term for a range of traditional systems of physical exercise and meditation in Hinduism.

Modified versions of the physical exercises in hatha yoga have become popular as a kind of low-impact physical exercise, and are used for therapeutic purposes [2]. "Yoga" in this sense and in common parlance refers primarily to the asanas but less commonly to pranayama. Aspects of meditation are sometimes included [3].

Both the meditative and the exercise components of yoga show promise for non-specific health benefits. According to an article in the Journal of Alternative and Complementary Medicine, the system of hatha yoga believes that prana, or healing "life energy" is absorbed into the body through the breath, and can treat a wide variety of illnesses and complaints [4].

Yoga has been studied as an intervention for many conditions, including back pain, stress, and depression.

A survey released in December 2008 by the US National Center for Complementary and Alternative Medicine found that yoga was the sixth most commonly used alternative therapy in the United States during 2007, with 6.1 percent of the population participating [5].

Background and overview

Yoga came to the attention of an educated western public in the mid 19th century along with other topics of Hindu philosophy. New schools of yoga were introduced in the context of Hindu revivalism towards the end of the 19th century. The first Hindu teacher to actively advocate and disseminate aspects of yoga to a western audience was Swami Vivekananda, who toured Europe and the United States in the 1890s.

In the 1960s, western interest in Hindu spirituality reached its peak, giving rise to a great number of Neo-Hindu schools specifically advocated to a western public. Among the teachers of hatha yoga who were active in the west in this period were K. PattabhiJois, Swami Vishnu-devananda, and Swami Satchidananda. A second "yoga boom" followed in the 1980s, as Dean Ornish, a follower of Swami Satchidananda, connected yoga to heart health, legitimizing yoga as a purely physical system of health exercises outside of counter culture or esotericism circles, and unconnected to a religious denomination [6].

Since then, yoga has been used as supplementary therapy for diverse conditions such as cancer, diabetes, asthma, and AIDS. The scope of medical issues where yoga is used as a complementary therapy continues to grow.

There are many different styles and disciplines and people practice yoga for a variety of reasons. One of the main goals of yoga is to improve overall well-being through teaching discipline and self-regulation. Recently, research has focused on the healing properties of yoga and how it relates to positive psychology. Researchers wonder what psychological advantages it can afford, in addition to the previously discovered physical benefits. Yoga has proven to offer different and multiple benefits for individuals ranging from consciousness of one's body and its capabilities, satisfaction from challenging oneself physically, and increased energy and mental clarity and concentration. While the topic is still somewhat new and some research is still preliminary, results have shown significant improvements in both physical and mental health among a variety of subjects in various circumstances.

Nearly all types of yoga practices include asanas, pranayama (breathing exercises), and savasanas (relaxation techniques) [7].

Positive psychology

One of the most recent trends in the practice of and research about yoga as alternative therapy is how it relates to the field of positive psychology. Positive psychology is the study of that which contributes to the overall well-being of and supports the optimal functioning of individuals. Positive psychology refutes the concept of dualism and scientists in this field believe that the body and mind cannot be separated. This logic indicates that all physical benefits resulting from the practice of yoga are coupled with mental benefits such as development of inner consciousness, positivity, awareness, and appreciation of nature, combining to offer a whole-body therapy. Drawing from recent research on the mental and physical benefits of practicing yoga, positive psychologists have begun to look deeper into the possibilities of utilizing yoga as a positive psychology therapy.

Anxiety and depression

The effect of yoga on symptoms of anxiety and depression is one of the most well-studied aspects of yoga's effect on the body and mind. Although researchers are optimistic about the effectiveness of yoga in alleviating depression, a 2010 review of research says that studies to date, while suggestive, are not yet conclusive. However, some research says that regular yoga practice (at least once weekly) helps to decrease levels of depression significantly. Twice weekly yoga practice for two months showed a significant decrease in levels of depression as well as levels of both state and trait anxiety.

A 2005 systematic review of the research on yoga and anxiety presented encouraging results, particularly with anxiety-related disorders such as obsessive-compulsive disorder. Similarly, a present study assessed state anxiety, depressive mood, and subjective well-being and analyses of variance for repeated measures revealed mood improvement following yoga sessions. Other studies have shown that yoga practices reduce anxiety and depression, all the while improving well-being.

Sport and athletics

Increasingly yoga is used to train sportspersons and athletes, to maximize performance, improve conditioning, and minimize injury. Yoga is used extensively within British football to minimize injury, with Manchester United star Ryan Giggs one of the most high-profile players to publicly incorporate it in his training regime. This has led to increased interest in the benefits of yoga in other sports and the rise of sports-specific yoga programs linking yoga with Sports Science, such as those developed by UK-based Yoga Sports Science.

Stress

A study conducted with a group of medical school students revealed lowered stress overall in addition to less stress on the mornings of exams. Significantly fewer students in the experimental group (those who received the yoga treatment) failed their exams than in the control group. Students in the experimental group said that they had a better sense of well-being, improved concentration, self-confidence, and lower levels of irritability.

A small percentage of yoga practitioners suffer from physical injuries analogous to sports injuries each year. In regard to the practice of yoga itself, especially hatha (physically active) yoga, there are controversies over the legitimacy of "prescribing" yoga for individuals afflicted with particular conditions due to the risk of injury associated with the practice. There have been reports of yoga-related injuries and this is one reason why the practice of yoga as alternative therapy is questioned [8].

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THE WORLD TENDENCY OF GETTING HIGH EDUCATION ABROAD

Today more than ever students go abroad to realize the aspiration for receiving the higher education. Many of them prefer new directions to the traditional centers of education, and this trend seems to be continued: the competition for international students is growing around the world.

Over the past decade the number of students enrolled in educational institutions outside their home country has almost doubled: in 2000 there were just over 2 million, and in 2011 there were almost 4 million students.

The domination of several countries in the market of foreign education is replaced by emergence of multiple educational centers around the world.

And though in 2010 the USA still remained the main center of gravity for the international students (more than 720 thousand students went on training to the United States among all 3,7 million students from all over), the new data confirms reduction of the general share of the USA in this market from 28% in 2001 to 20% in 2011[2].

The data of some researches show that foreign students don't prefer one or several leading centers, but choose various directions. Students go for getting the higher education not only in countries which are traditional for this purpose, such as the USA, Great Britain or Australia.

As regards American students, less than 2 percent of them go studying abroad. Besides, the international statistics of a students' exchange show that the American and West-European students are one of the less "internationalized" students as they don't aim to leave the region in a pursuit of the higher education [3].

On the other hand, in a separately taken country the number of the students leaving on training abroad is approximately equal to the number of foreign students accepted on training. The exception is African countries which have more opportunities to send students to training, than to accept them – the ratio is 3 to 1.

In 2009, 83% of all international students enrolled in educational institutions of G20 countries (Group of Twenty Finance Ministers and Central Bank Governors), and

77% of students entered schools in OECD countries (Organization for Economic Co-operation and Development).

However, there can be serious changes of statistic indicators. The best example is the Indian students. During the period from 2009 to 2010 the number of the Indian students, in higher educational institutions of the USA was reduced by 1%. But even more amazing is the fact that the number of Indian students in Australian universities was reduced by 77% over the same period of time [2].

Visa restrictions and racial intolerance are the direct reasons of such recessions. As a result of these factors students choose other countries for receiving the higher education. For the Indian students this problem is easily solved: a fine alternative for them are such countries as Singapore and Canada.

China continues to send more students abroad than any other country in the world. Over the past year the number of Chinese students sent to study abroad was nearly 15% of the total number of international students. It nearly doubled the number of students from India, which occupied the second position.

In 2010 China took the fourth place after the USA, Great Britain and France in a rating of the countries accepting the greatest number of students [1].

However, the economic situation of China influences the future allocation of students. Development of the market of education can be affected by such factors as difficult financial situation of many families because of an increase in prices for immovable property and the need to pay for tuition. In addition, one of the most important fact is that 22% of Chinese graduates are not working according to their specialty. New opportunities of more available higher education in China and other Asian countries are opened for university entrants.

Despite the fact that these factors will limit the number of students who pursue receiving higher education abroad, institutions will be faced with too high competition for training places.

Another interesting tendency is the growing popularity of educational programs in English which are carried out in non-English speaking countries. More technical and economic courses are conducted in English in order to attract a wider student audience. With the growing popularity of the English language around the world, it becomes a "lingua academica" (the language of science). The good knowledge of English becomes a condition of success in higher education.

Though Germany is usually an example of this tendency, for the last several years such strategy is actively applied during the work with growing number of American students getting their education in China. Moreover, the increasing number of local students give the preference to these programs.

Finally, higher education is a really great sphere of business nowadays. According to experts, the income from international students in countries is on average 80-90 billion dollars a year. Therefore it is not surprising that governments are trying to attract more and more students in higher educational institutions. If governments manage to develop the effective economic program, which allows to accept foreign students in high schools and send their own students to study abroad, the market will be very profitable.

One of the recent examples is the Brazilian scholarship program which is called "Science without Borders". According to it, 75,000 Brazilian students will have been

sent to the best universities of the world by 2014. This program will bring revenue to many countries [1].

The Saudi government, seeking to raise the level of education of its citizens, has spent 12% of the state budget for higher education program, including scholarships to 120 thousand of students who want to be educated abroad.

The facts speak for themselves. International education has become a global industry of the world economy. But the main difficulty for the participants of this market is the fact that education abroad is a rapidly growing market with constantly changing participants.

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MODERN ISSUES OF YOUTH EDUCATION

According to the definition of the Russian scientist I.P. Pavlov we can say that education is the process of influence aimed at the preservation of the historical memory of the population. In other words, education is the factors of influence on a living organism (a manor animal) which should promote the preservation and successful development of the population. If we speak not about the education of all living organisms but only human being then we can give the other definition. The education is the process of the formation of an individual aimed at the preparation of a human being to socio-cultural and working life in a society.

It is considered that education is provided by parents, educators, teachers, and those who are not lazy. But practically everybody and all educate. The formation of an individual is influenced by the environment including the Internet communication, watching TV and getting acquainted with untruthful “works” of mass media.

If we try to analyze modern education, we can say that there are problems of up-bringing and teaching. The study of previous generations' education is the analysis of the today's level of culture, current economic, political, social, scientific and other indicators. The fact is that the world of today is the result of our education yesterday. The teaching as it is (the study of sciences, natural and social laws of the human society) does not have such an essential impact as the education of young people because education, in particular, is the basis of human social desires and they are the foundation for further behaviour. To put it differently, you can spend the whole life trying to make the other person achieve something in social life and do not succeed. And you can simply cultivate a right desire in him/her which will direct a person to correct actions and right choices. The proper education and up-bringing of children will create the sound society without injustice, wars and violence.

The real situation in education is that our society does not know how to educate a child, besides the education is a non-stop process, the process of perception and “absorption” of the environment by him/her. The child becomes a reflection of the reality, he/she absorbs those examples set by the surrounding society. Since our society is far from the ideal one, our children are brought up respectively. We should know how to behave ourselves correctly to be able to set an example to our children because examples are the basis of education. They are the most important principles of education in contrast to persuasion, conversations and something else. You can tell children everything about the rules of behaviour in the society but if others act in a different way, the child will copy the environment.

Where can we get exact guidelines of children's up-bringing and education? We should study the nature of things, disclose the meaning of life, understand where we go according to the nature's plan. And here we face the problems of up-bringing and education because the educators themselves do not understand what to do.

In theory everything is very simple: adults should be aware of the main mistake of our society – we live following our egoistic wishes (wealth, power, fame, knowledge), we divide the world and try getting as much as possible. The social development based on selfishness was possible until we became global, while the humanity developed quantitatively. And now, as scientists say, every person is connected with the population of the world through the “fifth” hands (if you have five acquaintances, and they have another five ones, in their turn, then we can unite the whole humankind together). The connections between people have become strong, so the model of selfish behaviour destructs our world. Any negative event has an impact on the whole world, so called “butterfly” effect. The humanity did not have such experience earlier in its history.

To change egoistic connections between people for positive, altruistic ones we should learn to interact in the society properly because nowadays the whole planet is a little village in which everything is interdependent. In nature this law is called “the law of a single organism”. The understanding of this peculiarity of the modern society and proper teaching of these principles in the youth will permit us to create a right society and this is the only way to avoid self-destruction. It is not easy for understanding and practical use but this is the reality.

Nowadays the humanity has to change radically the conception of education. The child should be taught that his/her actions influence him/her through the society. It is necessary to understand and educate children that doing wrong to other people we create the society of sufferings and suffer ourselves. Let us cultivate the education of a human being. We should acknowledge what a low level of development we have achieved, we are worried only about our personal “little world”, personal profit and advantage. We need the program of intellectual, cultural and moral education which will permit us to be a human being, not a reasoning animal. We should begin with our own education and disclosure of the meaning of life.

THE PROBLEMS OF SOCIAL ADAPTATION OF YOUTH IN MODERN RUSSIAN SOCIETY

All mechanisms of socialization concern the decision of three groups of problems: social and psychological, natural and cultural and welfare.

We can begin by looking social and psychological problems connected with formation of consciousness of young people, their self-determination, self-affirmation and self-development. At a youth stage these problems of socialization have the special, specific contents, there are different ways of their decision.

The professional groups of people working with children and teenagers – teachers, school psychologists, also need development absolutely a new approach to interaction with the wards: to train them in new forms of behavior, to create the person, capable independently, effectively and responsibly to build the life.

Negative manifestations are, first of all, that the youth environment becomes a dangerous criminogenic zone. Unfortunate trends, as crime rejuvenation, strengthening of its group character accrue.

The third is from year to year the number of "female" crimes grows. The big alarm in law enforcement agencies is caused by a tendency to "rejuvenescence" of female crime. As a rule, offenses are made by the young women who have not found in life: without a family, without means of support, without housing.

To move on natural and cultural problems also influence process of socialization of youth in modern Russian society. Its contents is connected with achievement by the person of a certain level of physical and sexual development. These problems often concern regional distinctions as rates physical and puberty can differ considerably: in the south they appear much higher, than in the north.

One more detail. Welfare problems of social adaptation have the contents familiarizing of the personality with a certain level of culture, with this or that set of knowledge, skills.

To my mind all listed problems of socialization and their decision are objective need for the personality. In case of understanding of such problems it is quite capable to solve fruitfully them.

However it is necessary to mean that if any problems of socialization are not solved at its this or that stage, it can brake personality development, do it defective.

In this case there can be a phenomenon which some authors with reference to such personality determine by the term «the socialization victim». The matter is that process of socialization is inconsistent. On the one hand, he assumes success of development by the identity of social values, norms, behavior standards, with another – ability of the person definitely to resist to society in case it (or its separate structures) disturb satisfaction of his requirements for socialization.

Therefore, on the one hand personality identification with society, with another isolation is necessary. Here also two extremes which give the personality to that it becomes «the socialization victim» are possible.

First, in case of complete identification with society and "absolute" adoption of

its role instructions and role expectations.

Secondly, rejection of many social requirements of basic character for society is capable to turn the person into the fighter against his foundations. The sharpness of this contradiction is interfaced not only to character of society, but also socialization process, and also influence of social factors on the personality.

Socialization connects different generations, through it transfer of social and cultural experience is carried out. The central link of socialization – significant activity. And if it is not present, energy goes on "consumer" pastime, the statement of only in the sphere of entertainments. Continuous imposing of consumer psychology and inspirituality of our youth led to crisis of moral ideals and that promotes a wide circulation of deviant behavior.

Defect of socialization of young people when as the socializing agent acted the street, communication with any informal youth groups, negative impact of a family in which lives is also possible and the young man is brought up.

I'd like to stress that the most dangerous in a present condition of the Russian society is amplifying feeling of spiritual emptiness, senselessness, hopelessness, temporariness of all events which covers all new and new layers of Russians. The young generation appeared in a ridiculous, difficult and most difficult situation when it, logic of history urged to continue development on the basis of the inherited material and cultural wealth, is compelled, being in a formation stage, to participate in development of these values, often to carry out this work independently, frequent contrary to recurrence of old thinking of the fathers, their attempts to restore the past. As a result natural contradictions «fathers and children» in our society accepted hypertrophied character and also there were a source of the conflicts against processes of alienation of youth in society, decrease in its social status, reduction of social youth programs, possibilities of education, work, political participation.

Isolated from the past and the future the present remains in «own juice» – in the self-closed, desperate space.

There is one more point. All of us forgot wisdom of ancestors and in a pursuit of the most modern TVs, audio systems or simply fighting for a survival, in our imperfect world, forgot about the main thing, about tomorrow, about own children.

Therefore it is necessary not to build prisons, camp and to restore pioneer camp, sport clubs, playgrounds, rest parks. To raise a professional standard of teachers, practical psychologists and it is simple to conduct promotion of a healthy lifestyle, work etc. And parents need to understand what to feed, dress, put on it everything it is necessary, it everything is good, but it is worth to remember and about a moral aspect of education. It's necessary to understand that your children want to be understood, necessary and simply want, that with them were considered. They want to be adults - so help them/

That fact is obvious that the young generation of Russia endures a crisis social and psychological situation. Former out-of-date stereotypes of behavior, standard and valuable orientations are destroyed. Development of the new occurs chaotically, irregularly and as avalanche. The youth loses feeling of sense of the events and has not certain life skills which would allow to keep the identity and to create healthy and effective vital style.

In me opinion the modern social situation inevitably resulted young generation in need of a capture of responsibility for the future on itself, an independent choice and

control of the behavior. At the same time it is abundantly clear that teenagers, being under the influence of chronic, continuously increasing intensive stressful situations, are not ready to their overcoming and suffer from their consequences. Progressively accruing requirements of the social environment caused emergence of mass conditions of a psychoemotional pressure, avalanche increase in forms of self-destroying behavior, at the first place from which there was a narkotizatsiya of teenagers, and also different types of abuses of psychoactive substances.

Absence of knowledge, skills and modern socially adaptive strategy of behavior at an adult part of the population – parents, teachers, – does not allow them to have necessary educational influence, psychological and social support. Teenagers appeared are lonely and psychologically helpless in connection with the lost communications with the senior generation.

To sum it up the aspiration to leave from real problems in the illusory world promotes mass distribution of alcoholism and drug addiction among youth. Under the certificate of experts of the reason of growth to a certain extent is a result of the conflict of the personality and society which is especially brightly shown in socialization crisis. Thus adults cannot provide today to young generation necessary quantity of alternative ways of existence, the purposes and values, norms for the sake of which it would be necessary to study, work, observe certain standards of behavior persistently.

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YOUTH UNEMPLOYMENT IN MODERN RUSSIA

Mass unemployment among young people due to their unsettled mind, excessive ambitions of newborn specialists, perfectionism and activity is of great importance today. Young professionals are considered to be the pride and hope of any developed country and if this "hope" does not match any social security, youth unemployment is becoming one of the most significant threats to economic security and social stability. Unemployment among young people results in:

- increasing rate of poverty and decreasing budgets of young families causing divorces, abortions, reduced fertility, a great number of homeless and abandoned children, orphans, children with disabilities;

- reduction of social security which contributes to the declining of national patriotism, great outflow of young professionals abroad, and search of interest in finding another alternative livelihoods in the sphere of shadow business and undermine education;

- aggravating of crime situation in the country caused by increasing number of economic and criminal offenses, alcoholism and drug addiction, the number of venereal and other diseases, reduction of life expectancy, increasing mortality, contributing to the natural degeneration of the nation.

To solve the problem of employment, the government should take care of creating the atmosphere of social stability and security of youth as it is considered to be the future of the nation. It is important for the government to review and to refine

the legislative system, to adjust policy in the sphere of employment, to find additional financing government programs and activities in the area of employment. To monitor the situation on the labor market local authorities should create state and commercial qualified placement institutions dealing with vocational counseling, psychological support (in particular the specialized agencies for youth, employment agencies, centers for social and psychological assistance to young people, job fairs, etc.). It is necessary to control the activity of public employment services providing the necessary financial assistance and institutional support and to supply the universities with state order for higher education courses to meet the requirements and conditions of the existing labor market.

It is important to reform modern educational institutions in the sphere of education, as our society needs qualified and competent experts. To have a clear professional orientation, on graduating from the universities special subject "Planning a career" must be introduced into the academic program of the higher educational institutions. In order to meet market needs professional standards must occupy their rightful place in student training. Competition for jobs is strong and there are no guarantees of employment after years of hard study. The universities should offer practical training programs designed to accommodate the needs of graduates who wish to train for their profession. It is necessary for universities to link with employers, professional organizations and others who will provide opportunities to develop professional interests and competences, and explore future career possibilities

The above given system of measures to reduce unemployment among young experts is not limited. There are many other ways of solving the problems of youth unemployment. We'll fill in some "gaps" in the "dark tunnels of unemployment" if the problems of employment are solved with full responsibility. They say, «Unity is our strength».

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THE PROBLEM OF EXTREMISM AMONG YOUTH

According to the Federal Law № 114 "On Countering Extremist Activity" extremism is defined as "the activities of public and religious organizations, or media or individuals to plan, organize, develop and improve actions aimed at the forcible change of the constitutional system and violation of integrity of the Russian Federation and undermining the security of the Russian Federation, the seizure or usurpation of power, the creation of illegal armed formations and terrorist activity, incitement to racial, ethnic or religious strife, and social strife related to violence or calls for violence, humiliation of national dignity, the implementation of the riots, hooliganism and vandalism motivated by ideological, political, racial, ethnic or religious hatred or enmity, as well as hate or animosity towards any social group promoting exclusivity, superiority or inferiority of citizens on the basis of their relationship religion, social, racial, ethnic, religious or linguistic identity "[1].

Extremism as a social and cultural phenomenon is a complex and heterogeneous phenomenon, and it has become increasingly manifest in the political,

economic, social, religious and other spheres of Russian society. Among the causes of its spread - as common due to the social, economic, political factors, and specific related to concrete conditions of existence and characteristics of particular social groups [2].

The main sources of youth extremism in Russia are the socio-political factors: the crisis of the socio-political and economic system, social and cultural deficit and the criminalization of popular culture, the distribution of social manifestations of "passing away", the lack of alternative forms of leisure, the crisis of school and family education. All this suggests that the main problem facing the youth in Russia is in conflict relations, above all in the family and in relationships with peers, also play an important role of personality factors.

It is important to note that the current youth extremism is growing more rapidly than adult crime. Most of extremism among youth experts link with weak public policy, the injustice in the implementation of social policies, the lack of real state youth policy, with a careless attitude to extremism by the government. Among the reasons for the growth of extremist manifestations experts determine specific features of the current generation of young people. The influence of these characteristics on the growth of youth extremism experts associated with the deficiencies of education and legal education, the growing violence in the media propaganda, the "glorification" of the image extremist. The obvious fact is that extremism as terrorism, does not apply to crimes committed tending quietly and secretly, on the contrary, these are the kinds of crimes that are designed for publicity, and any advertising, any censure of the people – is to achieve the desired effect, being an involuntary "poster", a sort of advertisement for the organization of the wing [3].

The fight against youth extremism involves the purposeful improvement of legislation. There is an urgent need to adopt a package of measures aimed at further development of anti-extremist legislation. An effective method to combat extremism, youth group is to monitor the activities of informal public associations and tracking of extremist sentiments in the media and the public Internet resources. It is necessary to reconstruct the system of patriotic education of youth, instilling in her immune to extremism, nationalism and religious intolerance. [4]

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