Contemporary Problems of Social Work

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ECONOMY

Novichkova A.V.,
Student, Faculty of Information Technologies, Russian State Social University, Moscow.
E-mail: Angelina.novichkova@gmail.com
ORCID ID: orcid.org/0000-0002-1506-6489

Veretekhina S.V.,
Candidate of Economic Sciences, Dr.Sc. (Tech), Member of the New Economic Association, Associate Professor of the Department of Information Systems, Networks and Security, Deputy Dean for Science, Russian State Social University, Moscow.
E-mail: veretehinas@mail.ru
Scopus Author ID: 57195919302
ORCID ID: orcid.org/0000-0003-3014-5027

The Digital Way Using Biometric Data

Annotation: *the problem of using human biometric data in tracking a digital trace is considered. The possible outcomes of the future are traced and considered by the development of modern technologies. It also examines the human factor in a data leak situation. All this serves as a key point for forming an opinion about the safety of using biometric data in the formation of a digital human footprint. Which in turn determines the vector of development of information technology as a whole.*
Key words: *Digital track, Biometric data, Internet, Online image, User, Technology.*
JEL classification: *A100, A110, A130.*

Introduction

With the development of the Internet and its occurrence in a person's life has changed a lot. It is hard to imagine someone without a smartphone in hand or with a computer occupying half of the room. Unfortunately, even our ancestors, it was noted that if there is a castle, he'll always have the key. In our case, we are talking about computer security and user behavior on the Internet.

The threat today is the theft of biometric data of a person, surveillance of digital footprint and the abduction of personal data. They directly threaten the user's life and jeopardize its data.

The concept of digital footprint includes all the information left by a specific user on the Internet. This definition included as the data of personal social media pages, and publish

on various resources. On the basis of this information it is possible to build a psychological portrait of the person, to monitor his interests and to determine the value of the applicant for the University or applicant for the employer. The selection mechanism consists in writing a program meets the needs of the specific criteria defined by the administrator.

Currently, every self-respecting candidate has a resume. All hard skills[1] and soft skills[2], the training skills – needs to be fixed. From eighteen to twenty-five years, a person has his first work experience, and a professional base of skills is being formed. For their further use, as a fulcrum for the employer.

The aim of this study is to explore and analyze information digital footprint of the user in the Internet, the study of the current situation of biometrics at the moment in Russia, raising the question of the protection of personal data of the user and the Internet. In terms of objectives, will form the objectives of the study: to analyze and compare the studied the facts relating to the digital footprint of man.

The theme of biometric data, in tracking the digital trail is very deep. Currently, this is one of the most pressing issues related not only to the reputation of a person, but also security in General. This work is devoted to research, lay in forming a digital trace of a user and concerns the study of the impact of biometric data on these processes. The subject of this research is the digital footprint of a person, all that is in it and related industry. The object is biometric data and tools that can be applied in this professional activity. The relevance of the topic lies in the fact that modern society has given little thought to security on the Internet, about the features and technologies of the modern world. Not everyone understands how the mark of his person on the post in the photo can affect his future career.

The author in his study considers issues related not only to the digital footprint of a person. But it also delves into a separate segment – biometric data and its impact on user safety. It also examines the impact on the future of a person with all the traces left by him on the Internet.

Methodology

The digital footprint algorithm is the most common and easiest way to track a person on the Internet. A digital footprint is a kind of extended database with a huge number of criteria, parameters, with the ability to filter by the presence or absence of these ferrometers. Also, to interact with such a database, you can use various classic or modern interfaces, such as chat bots, voice interaction.

The main functions of the chat bot program include:

1) distribution of information (documentation, a wide range of technical documentation – multimedia data, audio, video, raster data and vector data);

2) processing of statistical data (identification of minimum and maximum values, total summation over the process, visualization of numerical data;

3) alert (reminder, timing, time limits);

4) routing (sending information to a wide range of users.

Chatbot is a computer program that can correspond with the user, imitating human communication. They relate to primitive bots, since their essence is the execution of strictly specified commands prescribed in the code. They are primitive in nature, and do not have artificial intelligence [12].

Since there is a lot of information, and it is diverse and chaotic, it must be correctly selected. Computer program "Yandex.Alisa"[3], has its own artificial neural network. The work of which

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[1] Solid or hard skills (translated from English) are technical abilities or skill sets that are easy to quantify and that can be clearly demonstrated.

[2] Flexible or soft skills – a complex of non-specialized, career-important over-professional skills that are responsible for successful participation in the work process, high productivity and are cross-cutting, that is, not related to a specific subject area.

[3] Alice is a virtual voice assistant created by Yandex. Recognizes natural speech, imitates a lively dialogue, gives answers to user questions and, thanks to programmed skills, solves applied problems.

is based on machine learning – this is a neurobot. It refers to self-developing bots that can analyze and use data set archives. The neurobot operation algorithm is based on capturing the speaker's intonation, the essence of the dialogue, understanding the wording and memorizing them. To track the digital footprint, neurobots have proven themselves better than their counterparts, which led to their use as the main program for research.

Most often, the user publishes information about his achievements on social networks, thereby forming a personal brand in his blog. This creates the image of a potential candidate for the employer based on the personal page "VKontakte"[1], "Facebook"[2], "Twitter"[3] and others [10]. Control of your online image will help to avoid unwanted attention, since this is where the digital track begins [11].

One of the chapters in Dorie Clark's book "Reinventing You"[4] describes in sufficient detail the importance of controlling your online image for a successful future. It says the New York Times[5] wrote about employees of the company Social Intelligence: "shovel the Internet in search of information about what a candidate said or did in the past seven years". This suggests that employers are important image of their employees, their digital footprint online. Approximately so do other large companies, including Russian. But at the moment not all information is classified [1; 5].

But not only Facebook can be a danger to the personal brand of the person. Often people leave in the Internet on third party websites, whose popularity is not so high. This is due to a sense of false security. The important role of the carry with you an old article in blogs, your photos and videos on nematodes of friends in social networks. That she enjoys is a criminal, then performing operations on behalf of the user.

Results

The All-Russian Center for the Study of Public Opinion, together with the Digital Economy Project Office of the Analytical Center under the Government of the Russian Federation, conducted a survey and examined the dynamics of the assessment by Russians of the use of their personal data in social networks by third parties. Observation shows that the majority of respondents believe that it is almost impossible to secure their data on the Internet, and various site prohibitions are only formal.

The results of the study show that people in our country use social networks with a certain frequency is almost two-thirds 62%. A daily comes 41% of respondents; several times a week 14% few times a month – 4%. The most active user group was young people aged 18 to 24 years. Among them, the proportion of daily use is 82%. The most passive was the group of older persons (60 years and above), there is a level of daily use was approximately 15%.

Also, in society there is a perception that the user information is used by third parties (55%), while only 18% of social network users a high degree of confidence. The opposite opinion is held by 34% of respondents, the share of answers "definitely not use" – 14%.

Over the past year, almost half (47%) of the surveyed users were placed in social networks any information about yourself, it is almost half. Leave a response to any publication more than two-thirds of respondents – 85%. Videos and pictures placed on the pages of two-thirds of respondents – 67%. Comments on the post's figurations and videos of other users leave more than half – 56%. Information about Hobbies and interests leave 33% of social network users.

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[1] VKontakte is a Russian social network headquartered in St. Petersburg. The site is available in more than 90 languages; especially popular among Russian-speaking users.

[2] Facebook is the largest social network in the world and the company of the same name owning it. It was founded on February 4, 2004 by Mark Zuckerberg and his roommates while studying at Harvard University.

[3] Twitter is a social network for public messaging using the web interface, SMS, instant messaging tools or third-party client programs for Internet users of any age. The publication of short notes in a blog format is called "microblogging".

[4] Dorie Clark "Reinventing You" is an American author's book, first published in Russian in 2014. It is positioned as a textbook on creating a personal brand and building on this career.

[5] The New York Times is an American daily newspaper published in New York on September 18, 1851. The third largest newspaper in the country after USA Today and The Wall Street Journal and the 40th in the world.

And finally, 23% of the survey participants have personal pages by publishing their own texts and posts on social networks.

Almost two-thirds (60%) of respondents have a negative attitude to the use of data by social network operators. More than half of users (55%) negatively relate to the use of their data on social networks by third parties. At the same time, every second (52%) believes that the use of personal data by third parties does not pose any threat [3].

Thus, the author concludes that more and more attention is paid to personal data on the Internet and protection, systematization. A sick amount, the user seeks anonymity, and is concerned about his safety on the Internet.

Extreme amendments to the federal law "On Personal Data" stipulate that any Internet resource is required to store personal user data on servers located on the territory of the Russian Federation. Violators face blocking. According to the European Convention, personal data is "any information relating to a specific or identifiable natural person". In the law of the Russian Federation, a more specific definition is "personal data – any information related to a specific person (subject of personal data) defined or determined on the basis of such information, including his last name, first name, middle name, year, month, date and place of birth , address, marital, social, property status, education, profession, income, other information" [4].

Biometric systems have been actively used since September 2011. Previously, they were used to protect secrets marked "secret" or "top secret". The terrorist act in the United States has changed the idea of the importance of this issue. The authorities of most countries have begun to think about tightening human identification. Just checking passport data was not enough. Cases of falsification of documents began to be revealed. The search began for means capable of unconditionally determining the true identity of a person. We started testing all the facilities in places of the greatest concentration of people and potential danger – stations, airports, ports and large shopping centers. On the commercial side, the demand for research and patents in biometrics has increased. Which made a rather serious breakthrough of science. More and more companies began to sell devices, the market for sales and consumption increased, which brought the science of biometrics to a new round of history. Therefore, at present, it has become more of an everyday necessity than a novelty in the field of technical equipment and development [7].

Biometrics has evolved very rapidly. The starting point in the study will be to November 2001, when the United States was established technical Committee M1. It was necessary to start developing standard documentation. In 2002 was created the Subcommittee ISO/IEC JTC1 for further support and development of biometrics. The next important step was the adoption in 2003 of a larger plan of integration of biometric identification data in various machine-readable documents, the international civil aviation organization. After that, the Department of defense implemented biometric identification system (2004). In parallel, private companies have also developed their own identification system. In 2005, after the expiration of a patent the United States for those companies have the opportunity to enter the market and assert themselves. The national security Agency[1] actively applies new technology to the investigation of the terrorist act of 11 September 2001. Over time, the use of biometrics is becoming essential tools for law enforcement and recognized its uniqueness and effectiveness. In 2011, for example, a large part of forensic examinations is the identification of a person. Then biometrics reliable part of our life. Apple has released smart phones with the recognition function of the fingerprint – Touch ID (2013), and later with face recognition – Face ID (2017). Many organizations began to adopt this experience and to release such products to the free market. Samsung in 2016 the

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[1] National Security Agency, (abbreviated as NSA) is a unit of the US Department of Defense, which is part of the Intelligence Community as an independent intelligence agency, engaged in electronic intelligence and the protection of electronic communications networks of US government agencies.

first presential devices to read the iris of the eye, and MasterCard and Visa[1] began to introduce such authentication of works of the payment transaction [16; 6].

All of this suggests that there is theoretical and practical base for control of and influence on the digital trail of the Internet and control with your digital footprint image. That is why most of the users wants to keep their reputation on the Internet. They shut down their social media accounts, publish less personal content and carefully monitor the marks on the posts of friends.

Discussion

In the age of technological progress, it is difficult to define a clear framework for personal data. Basically, this is the data that the user indicates most often when registering on various platforms. According to statistics, this is the data of a person's name (including surname and patronymic), full date of birth, email address, phone number and other related data that can somehow characterize a user on the Internet. When collecting this data should be processed and stored in specialized systems, with the presence of a quality certificate, to prevent leakage. This is closely monitored by the state and prevents any hacking attempts [13].

Biometrics is a complex system that reads people's behavior, its characteristic features and external components. It can be like a simple fingerprint, noise characteristic of a voice, blood type; so complex – a three-dimensional sketch, a special photo of the cornea of the eye and other similar things. In the IT field, biometric data is well applicable as a form of management and access control. Biometric data can be divided into two main classes. The first is physiological. They relate to the shape of the body. Examples include fingerprints, face recognition, DNA, palm, retina, smell, voice. The second is behavioral. They are directly related to human behavior – speech, gait [2].

There are basic methods for using biometrics. First of all, this is the universality of diagnostics. To be able to proceed from the same starting position of each individual. At the same time, we need a parameter that the scion above will be unique. As an example, a fingerprint. It carries a unique pattern and making an examination, one can say with absolute certainty which person it belongs to. Analyzing this problem, it is worth noting that the constancy of the sign plays an important role in finding a solution. Its prostate and diagnostic accessibility [9].

D After a single application of the above method, the data is entered into the system for processing and storage. A biometric system has several application modes: Verification and identification. Their difference lies in technology and application tasks. During verification, we verify the authenticity of the person's data, his personality and documents. When identifying, a search is conducted on the existing database to identify a specific person. It is worth noting that if data for some reason is not available in the database, the reconciliation will fail. The most common readers are: barcode readers, RFID readers, magnetic or contact card readers, biometric readers.

The biometric data collection process is a three-step algorithm. At the initial stage, information is being read. It is necessary to obtain and systematize data for further work. The second stage carries out all the necessary preliminary processes: this is preparation for work, that is, the creation of an "ideal picture" for further analysis. At the third stage, the necessary data is extracted. This is the main stage; the outcome of the study depends on it. Measurement elements that are not used in the comparative algorithm are not saved in the template in order to reduce the file size and protect the identity of the registrant, making it impossible to recreate the original data from the information from the template [17].

All information received at the output is stored in the system and stored until the expiration of the storage period, or other specified time intervals. If a match was received when trying to enter the system, the resulting template is transferred to comparison, then there is a

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[1] MasterCard, Visa – international payment systems.

reconciliation with other existing templates. The comparison program analyzes the patterns with the incoming, and then this data is transmitted for any specialized use.

Thus, in order to be able to influence the use of personal biometric data, further study of the issue is necessary, as well as the improvement of the legal framework regarding the use of biometric data and related processes. Only in this case will the rights and freedoms of citizens be protected both in our country and in the world as a whole [15].

The history of the digital footprint is clearly visible on the example of politicians, opinion leaders or public figures (these also include bloggers[1]). Any wrong action on the Internet puts an end to their career, so these people are like anyone else, must pay careful attention to everything said and written. Otherwise, there are threads for discussion to the public is forming an opinion of a third party.

Like for example, not long ago occurred with the new Minister of culture of the Russian Federation Olga Lyubimova[2] . Policies more than 10 years led the page in "Live journal"[3], where you publish posts with profanity, and comments with low ethical content [14]. After her appointment, the number of users it revolted, and they started to cover this in their blogs and communities, thereby spreading the posts with a large audience. Later, the blog page Lyubimova in "Live journal" has been removed, but the excitement did not cease to this day, and those not accepted by public opinion posts can also be found in the web archive website. A little earlier on the Internet users found a photograph of the Minister in a t-shirt with the inscription from one viral video, also with profanity, which has generated great public interest. This situation has led some users to question the professionalism of the new Minister, which led to a flood of negative comments and jokes, and caricatures to address Olga Lyubimova.

It confirms that the information posted on the Internet once and never deleted, and that if you want and has the ability it is always possible to make public and used against a certain person. It is also swinging phrases taken out of context, which acquire a completely different meaning, but which may harm the reputation [18].

At the moment each user can find and track a part of their digital footprint. It's enough to make several operations on the basis of their analysis to make the final conclusion. The first thing to do is to type in the search bar of your browser the name and see max results. For more accurate information, you need to take the name in quotation marks. The necessary information can be contained on the last pages of the response to the search query. You can also check the old accounts in social networks and if it is possible to find an archived copy of the old records.

Thus, we can conclude that to track the digital trail is not difficult it is possible for any user with average knowledge.

Conclusion

Analyzing user behavior on the Internet acquainted with the statistical data provided by VCOM and in-depth study of the issue and current situation of development of system of collecting biometric data it is safe to judge that customers should seek to take greater responsibility for their own actions in the virtual space. As the author can with confidence to say about that digital footprint affects the present and future of a person or as a potential candidate and leader of public opinion. No action (post, like, mark friend) will not remain without attention on the part of third parties and/or specialized program. Do not forget about the temperate man convicted of involvement in any information, membership or support certain political ideas or views.

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[1] A blogger is a person who maintains an online diary, a "blog", regularly publishes new entries in it.

[2] Olga Borisovna Lyubimova is a Russian statesman. Minister of Culture of the Russian Federation since January 21, 2020. Previously, head of the cinematography department of the Ministry of Culture of the Russian Federation.

[3] LiveJournal is a blog platform for maintaining online diaries, as well as a separate personal blog hosted on this platform. Provides the ability to publish your own and comment on other people's posts, maintain collective blogs, add other users to friends, and follow their posts in the "friends stream".

The author believes that the problem and the specifics of this topic is very undervalued in today's realities. The modern pace of life pushes to the background the instinct of self-preservation in the network, as the amount of time it takes to publish – a few minutes, which is a fatal mistake in the future.

From this we can conclude that a custom look does not imply involvement in the process and the material costs of a temporary resource. Having the ability to use Internet tools to track the information track of a person, we conclude that it is no longer something inaccessible for an ordinary user [8]. It is worth remembering about the risk of theft of biometric data of a person, surveillance of digital footprint and the abduction of personal data. And the modern world on the line are a threat.

Thus, the author concludes on the need for more in-depth and detailed study of the topic digital footprint of the user. It is necessary to fully study the issue from all sides and points of view. Currently, software and services for data collection and storage are improved, and it is possible that in the near future, a person will not need to look for sophisticated ways to keep a piece of information about themselves confidential.

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REFERENCE TO ARTICLE

CONTACT INFORMATION:

Novichkova Angelina Vladimirovna
Student, Faculty of Information Technologies
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: Angelina.novichkova@gmail.com

Veretekhina Svetlana Valerievna
Candidate of Economic Sciences
Dr.Sc. (Tech), Member of the New Economic Association
Associate Professor of the Department of Information Systems, Networks and Security
Deputy Dean for Science
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: veretehinas@mail.ru

Tarutin A.I.,
Master of Science in Computer Science and Computer Science,
Department of Information Technology, Russian State Social
University, Moscow.
E-mail: good_man5@mail.ru
ORCID ID: orcid.org/0000-0003-1352-5845

Veretekhina S.V.,
Candidate of Economic Sciences, Dr.Sc. (Tech), Member of the
New Economic Association, Associate Professor of the Department
of Information Systems, Networks and Security, Deputy Dean for
Science, Russian State Social University, Moscow.
E-mail: veretehinas@mail.ru
Scopus Author ID: 57195919302
ORCID ID: orcid.org/0000-0003-3014-5027

Eliseeva D.Yu.,
Senior Lecturer, Department of Information Technology,
Russian State Social University, Moscow.
E-mail: eliseeva.dy@mail.ru
Scopus Author ID: 57214242774
ORCID ID: orcid.org/0000-0002-1593-352X

Forecasting Trends with the Presence of Neural Networks

Annotation: *the article uses the results of studies on the impact of trends on the economy of individual companies and states. The importance of trends in all areas of activity is proved. Methods of finding future trends are also proposed. So, this technology can change the financial income of companies and distribution networks, as well as the position of states on the world stage. The use of trending technology can change the economies of countries. The hypothesis of the dependence of the rate of propagation of trends on the speed of information transfer is considered. The importance of combining industries in order to enhance the quality of the presentation of information to the end user and the convenience of its visualization are discussed. It is noted that at the moment, conducting experiments and tests becomes possible at "home"; therefore, the market is becoming more competitive and requiring new technical solutions. Possible uses of this technology in a market environment are presented. Monitoring the identification of new trends is important because works ahead of the curve. An additional effect is the early entry of goods into the market, in contrast to enterprises that do not use trend forecasts. Advancement provides the following advantages: reduction of the time for goods and services to enter the market; reduction of production costs due to the possibility of increasing production time. And ways to use neural networks in finding a trend.*

Key words: *trend forecasting, neural networks, clustering, classification, analytics, the influence of trends, technological breakthrough.*

JEL classification: *A100, A110, A130.*

Introduction

Every day we are surrounded by a large flow of in-formation. Our brain weeds out the bulk of the information on a subconscious level. The other part attracts us. This sorting process

cannot be described with a specific formula. But knowing what information will appeal to us is very useful. Subsequently, this information becomes a new trend.

By analyzing recent years, we can conclude that the modern world is very dependent on trends. And over time, this dependence increases. This can be seen by studying history. So until 50,000 BC, groups of people were very fragmented and any trends were poorly visible. Then, tools appeared that gave a technological advantage. Later, with the formation of tribes and states, trends became more noticeable, and eventually passed into the concept of "culture". So until the 15th century, trends remained significant, but at the same time had a long distribution time. Then typography appeared. This contributed to the portability of information in its original form. The increase in the influence of trends is explained by the fact that over time, the transfer of information becomes easier. So Dave Chaffey believes that the main phenomenon of our time is the widespread use of mobile devices. Computing capacities are growing every year. This contributes to the modification of information. The merging of genres is becoming more and more common, as follows: in the advertising promotion of brands there is less advertising and more art, full-scale informational videos are compressed to seconds, and the virtual world is becoming part of the real one. The information flow continues to grow in progression. There are more clashes between genres and technologies. In addition, conducting experiments and tests becomes possible «even at home». This helps to increase open libraries (such as npm, composer, github) [2].

The availability of technology creates additional barriers and entry thresholds for entrepreneurs. So, with the advent of the Internet, all stores were just a click away. Thus, stores that operate without processing orders via the Internet – lost most of their customers, and stores that decided to "fight" for a place in search results – were forced to use the latest technology or be the first to offer this service on the market. Com-fort and information are becoming new trends. So the company pwc published a report in which it notes that despite the decline in incomes of the Russian population, the demand for cars only increased. The authors of this report believe that in many respects this is the merit of an individual approach and unique proposals [7; 11].

According to the data provided in the Metreveli analytical report, the volume of countries' budgets aimed at information technology will be increased several times. Special market activity is expected in the field of robotics and additive technologies [9].

At the moment, trends can significantly change the incomes of not only individual companies and retail chains, but also the position of a certain state on the world stage. Increasingly, trends are changing the economy of entire countries, strengthening it in states prepared for a new trend, and destroying it in states with conflicting laws and customs of the "new wave". A vivid example of recent years has been the technology of "blockchain", it has forced all countries to respond to it.

Blockchain is a kind of transaction database that can be processed by each participant in the system. A copy of the current block chain contains absolutely all transactions committed in the system.

Blockchain technology is unique in that it allows you to create your own virtual currencies that meet all the requirements of generally accepted currencies, but at the same time that have rules that are independent of certain states. Thus, striking one of the signs of an independent state – the domestic currency.

For more than 10 years, there has been a rise in interest in neural networks. They are successfully used in many fields – economics, medicine, technology, geology. A neural network is a mathematical model and the implementation presented in it as a software module, based on the functioning model of biological neural processes, which are signals in the brain of a biological organism. The reason for such an unprecedented increase in interest in artificial neural networks lies in their inherent ability to process information as a process of classification and

recognition using unformalized algorithms and models that neural networks themselves find. This compares them favorably with traditional methods of computer processing information using specified algorithms. Therefore, such a model can be applied in a number of functioning branches of modern science and technology.

Other examples of significant trends in the information field are the information revolution. So the first information revolution was associated with the advent of writing. The second information revolution – the invention of typography. The third is related to the invention of devices for transmitting and receiving information at a distance. Fourth – invention of micro-processor technology.

The same applies to the scientific world. In his article, Ildar Galiev considers the trend of the use of hydrogen in transport energy. Already a number of automobile companies are engaged in this area, but it still remains insufficiently studied. Thus, work in this area will be more valuable [4].

Summing up the above, it becomes obvious that forecasting trends is not only profitable (for corporations), but also necessary (for states). So in their article "Strategy 2020", Gokhberg and Kuznetsova confirmed that innovation is a key driver of economic growth. They need to be predicted, they should be promoted in every possible way, and they must be prepared in advance not only for the associated industry, but also for the regulatory framework. Also taking into account the situation in Russia: "Despite a certain potential in the field of human capital and scientific achievements, the development of innovative processes in Russia is at a low level. There are few innovative developments of enterprises, weak patent activity, science continues to function within the framework of the traditional model divorced from business and education". This opinion is also shared by the corresponding member of the Russian Academy of Natural Sciences Pakhomov in the article "Demand Formation for Environmental Innovations", proposing a plan for the development and radical reform of the economy, taking into account the 2014 crisis. Pakhomova also emphasizes that the crisis could have been avoided by attracting investments in new developments already in 2012, rather than postponing, waiting for new amendments to the legislation, referring to Decree of the Government of the Russian Federation No. 398-r "On approval of a set of measures to stimulate implementation effective modern technologies in industry" [6].

Methodology

There are a large number of options for building forecasts. So in the article "economic forecasting" Filonova, predicting the average per capita income, compared: a multiplicative model such as ARIMA, a regression model and a correlation model. In all cases, the results were more than 90% accurate. This article suggests that trends can be predicted. But the universality of these methods requires verification [3].

So the artificial perception is created in the image and logical structure of our brain. The simplest element borrowing the structure of brain cells is a neuron. Our brain consists of a large number of approximately equal to 10,000,000,000 neurons connected by a large number of connections. On average, this number of connections equals several thousand for each neuron. But this number can vary greatly depending on the location. Neurons are special cells that can process and transmit electrochemical signals.

Each neuron has a branched structure for obtaining information – dendrites, as well as the nucleus and connections with further cells – the axon. Axons of the cell combine with the dendrites of other cells. This connection occurs due to the synapses of the next cell. When activated, neurons send electrochemical signals through this connection. Further, through the synapses, this signal is transmitted to other neurons, which in turn can reach the activation threshold or remain inactive. A neuron is able to activate only if this activation threshold is reached. This signal is formed by summing the incoming signals multiplied by the coupling coefficients. So the level of signals received by the nucleus from dendrites can exceed a certain

level. This level is usually called the activation threshold. In this case, the intensity of the signal received by the neuron strongly depends on the activity of synapses. Each synapse has its own length. Special chemicals are transmitted along the signal. One of the most respected researchers of neural systems is Donald Hebb. He expressed the main idea that the training process consists primarily in adjusting the strength in synoptic connections. So, in Pavlov's classic experiment, every time before feeding the dogs rang the bell, and the dog quickly learned to associate the bell with food intake. Synoptic connections between the brain neurons responsible for hearing and the salivary glands in this experiment were strengthened. This could be understood by the beginning of salivation with the sound of a bell. The brain is built from a large number of simple elements. Each of the elements processes the resulting sum of input signals. If the total signal exceeds a certain level, then the signal is transmitted further. Thanks to this structure, the brain is able to solve very complex problems [1].

To test the methods, data were taken from the open source Google Trends for Xiaomi. Below is an image showing the result of the ARIMA type multiplicative algorithm, where the trend line is shown in blue and the ARIMA calculation for this trend is shown in orange.

As can be seen in the graph, this method allows you to approximately predict subsequent values, but with a significant deviation (Figure 1). This discrepancy between the results is explained by the fact that per capita income is largely controlled by the state, therefore, it will always be within certain limits and depends, to a greater extent, on seasonality. In addition, it is important to predict the success of this trend at the earliest stages. None of the identified algorithms and formulas does not allow this. Thus, other methods are needed to identify trends.
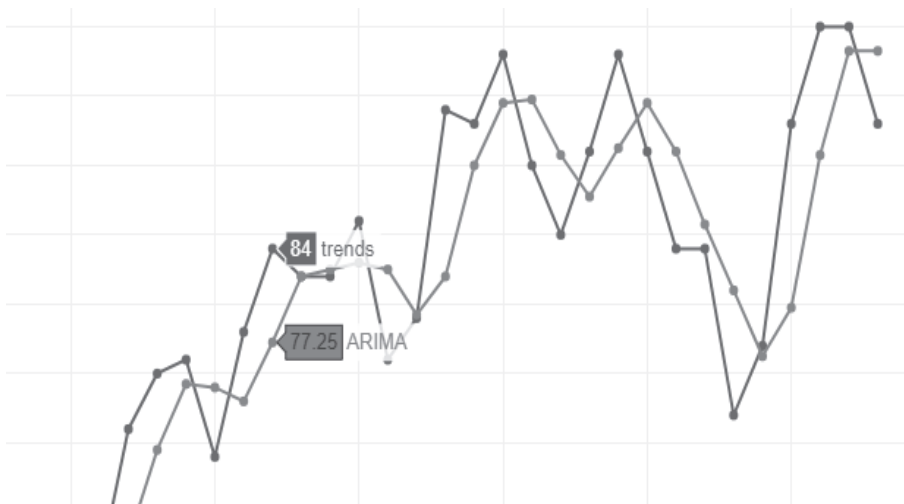
Figure 1. **The result of the ARIMA multiplicative algorithm**

The main goal of this study is to find methods to make reliable forecasts of the popularity of certain topics, products, etc. The most promising methods to determine whether an object belongs to a particular class are currently: clustering and classification using neural networks. The first method is the simplest, but highly dependent on the number of data and the principle of clustering (including the initial elements). Mark Rosenzweig and Christopher Udry put a lot of emphasis on clustering in their studies of return on investment in agriculture. This method copes well with the separation of obvious signs, but in our case it is required to give a forecast in the early stages [8].

Thus, a hypothesis was put forward that the clustering method would not be effective (Figure 2). The dangers of this approach were written by Alberto Abadie. In his opinion, the data should be visually distinguishable, and the onset of clustering should be in radically opposite

places (Alberto Abadie with a different et al). In her article, Marianne Bertrand highlights the problem of incorrect clustering results. So in studies on women's wages, results were reported with an agreed error of 5%, but later it became known that the error was 45% (Marianne Bertrand with a different et al).

Figure 2. **Position of elements on the coordinate plane**

For the experiment, the data presented in the next section were used, as well as several transformations that contributed to visual separation were made.

Visually, arrays are difficult to separate, which means that the stability of data fidelity is poorly predicted.

A method based on classification using a neural net-work requires more preparation and tuning, but is quite stable. In addition, it has a large number of variations. So Rosenblatt argued that if you choose features by hand and you have enough features, you can do almost anything (Rosenblatt F.). In general, the initial popularity data is a graph – the number of references from time to time. Thus, this task resembles the classification of images. In his research, Ian Goodfellow showed that with the help of neural networks it is possible to separate very similar objects, for example, drawn images and photographs [5].

Direct propagation neural networks are a universal means of approximating functions. This property allows you to use them to solve classification problems. Usually, neural networks are the simplest classification metad, since they generate a large number of neural connections generalized in the model, which are used for classification by statistical methods. Often, during the application of neural networks for practical tasks, many problems arise. The main one is the determination of the number of neurons and hidden layers. If you use a more complex architecture than the task requires, the neural network will remember most of the signals and will not work well on real data. At the same time, with the increasing complexity of the architecture of the neural network, the complexity of building this network increases. So, a scientist at MIT University, Marvin Lee Minsky, in his work "Perceptrons" said what the simplest single-layer neural networks are and what tasks they can solve. So he proved that a single-layer neural network solves only linearly separable problems. This limitation can be overcome by adding additional hidden layers to the model. A neural network model with many hidden layers can

be represented as many vectors. Based on this, the network transforming the data finds not only the features of the source data, but also internal additional generalizations of these features [15].

For qualitative classification using neural networks, it is important to correctly "label" the data. That is, you need to come up with an algorithm or "manually" do the sorting of data into true and false. In this case, Google Trends greatly simplifies the task. Available data already has a certain "markup", in this case they are reduced to a single standard from 0 to 100. Based on this, we can make an algorithm that sorts the data according to a certain "threshold" [15; 17].

In the task of classifying between two classes – usually one neuron is used on the output layer. Typically, a given neuron passes a value of zero or one, which corresponds to previously defined classes. If there are several classes, this problem is solved either by subsequent processing of the output signal, or by adding additional neurons to the output layer [16].

The most common method is to determine the difference between the component with the highest value, compared to the component with a lower value. Using this approach, it is believed that the greater the difference between the component values, the network response was more confident. This method is one of the simplest, but not suitable for all cases of data presentation. Also popular is the method of analyzing the obtained value. You can control the threshold value. This will determine whether the class has been recognized or whether the given data instance should not be assigned to any class [12; 19].

TensorFlow library is designed to develop deep learning algorithms. It was developed by Google for working with tensors. At the moment, it is the most popular library for building neural networks. The developers of the TensorFlow library strived to ensure that the library would be flexible, but at the same time efficient and expandable. As a result, this library is used in a wide variety of computing environments – from mobile devices to environments represented by huge clusters. This library allows you to quickly prepare a project for real work, which eliminates the need to write special implementations of models for release. TensorFlow uses a multi-level node system that allows you to quickly configure, train and deploy artificial neural networks with large data sets. Now many libraries working with neural networks have it in their package.

Keras is an API for building neural networks, providing a deep learning library in Python that supports basic types of layers and structural elements. It supports both recurrent and convolutional neural networks. Compared to other deep learning libraries, Keras is the easiest. This library can work on the basis of such popular Python frameworks as TensorFlow, CNTK or Theano. The key principles underlying Keras philosophy are modularity, user friendliness, extensibility, and compatibility with the Python programming language.

Pandas is a very popular library that provides high-level data structures that are easy to use and intuitive. It has many built-in methods for grouping, combining data and filtering them, as well as analyzing time series. Pandas can easily extract data from various sources, such as SQL databases, CSV, Excel, JSON files, and manipulate this data to perform operations with them. In addition, the library has various functions for working with matrices, a sliding window method and other methods for obtaining information from data.

After downloading 10,000 different graphs and running the script, 1100 queries were found that satisfy the threshold of this algorithm. All 1100 graphs were assigned to class 1, and the random 1100 graphs, of the remaining ones, were assigned to class 0. Next, each of the graphs needs to be processed by removing zero values preceding the "demand wave". After that, it is worth deciding on the type of data for training (one of the options is to select a data sample by the number of the current value from the beginning of the "demand wave", another option is by all the elements of the graph). The first option was chosen for this experiment, since there is enough data for training, and it is important not to retrain the network. It is also worth

adding various data transformations, such as ARIMA, values of the regression model, etc. to the training set. It is worth paying attention that these transformations will have to be done also on the input data (Figure 3).

[28.409999999999854,
1.2136903247644821,
45.49740541895402,
-17.98398948299039,
8.017026734423077,
58.18253002825868,
16.166574534630545]

Figure 3. **Sample input**

Results

For verification, you will need graphs of search queries with known indicators. First, it's worth trying out the networks in a relatively small time frame for fore-casting (Figure 4).

[[0],
[28.409999999999854,
1.2136903247644821,
45.49740541895402,
-17.98398948299039,
8.017026734423077,
58.18253002825868,
16.166574534630545]]

[[1],
[74.18835548714263,
43.441161775387435,
65.20449125761436,
38.26757893971412,
-0.09133741174022214,
68.21223602111414,
9.04782673442353]]
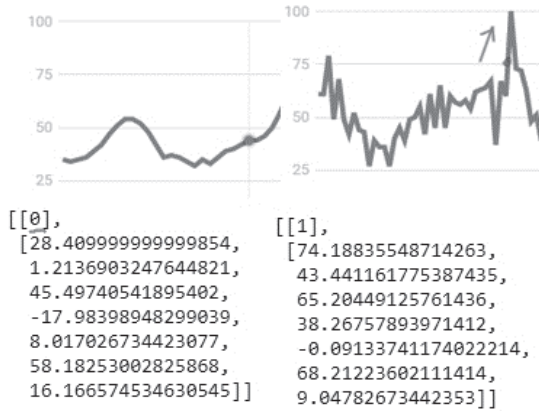
Figure 4. **Neural network results**

The network coped with the task. Then the forecast interval was increased to one year to a "peak" (Figure 5).

[[0],
[0.10788474961118348,
0.09390631299127543,
51.386134711590714,
15.991618507887873,
1.1299999999999955,
-0.3084757834758989,
60.6720543232621]]

[[1],
[0.03859686609695561,
61.56036953479791,
80.35798898107628,
74.09638554216866,
75.71446660080589,
100.00000000000017,
-0.015184285464497904]]
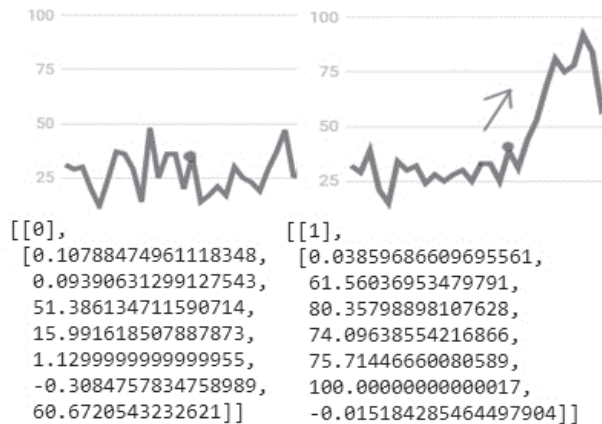
Figure 5. **Neural network results**

The network made the correct forecast this time. Also, during training, this network showed 81% of correct forecasts (Figure 6).

```
2745/2745 [==============================] - 0s 30us/step - loss: 0.1782 - acc: 0.9129
Epoch 99/100
2745/2745 [==============================] - 0s 35us/step - loss: 0.1826 - acc: 0.9104
Epoch 100/100
2745/2745 [==============================] - 0s 31us/step - loss: 0.1767 - acc: 0.9169
0.8165938864628821
```

Figure 6. **Network Learning Outcomes**

Discussion

This gap can be increased even more, but the probability of a correct forecast, of course, will decrease. Also, the possible gap for a correct forecast significantly depends on the scope. So for many areas "explosive growth" is typical, it is better to forecast such areas separately (and separately select a sample for training, including) [18].

The study found that many of the indicators used for the exchange provide an additional increase in the correct answers during training. Also, to increase accuracy, you can use the combination of clustering and classification. Clustering will allow you to clearly identify patterns for areas, and in the future it will be possible to carry out classification only on the data of the desired area.

Conclusions

This approach allows you to identify trends in advance and with a high degree of reliability. But, as you know, all innovations go a long way before reaching the world level. In the article "regionalization as the most important trend of modern world development" Sidorov shows that waiting for technology to reach the world level is fraught with delay in using this technology. Sidorov considers a possible solution to unite countries into joint innovation centers. This method will reliably predict for the most part the technological sphere and is suitable for states [10].

It is worth noting that in addition to closed knowledge bases and technological platforms, there are a large number of open platforms. Such platforms can be social networks and thematic Internet forums.

At the moment, neural networks have successfully entered our lives and are used to solve a variety of problems. They are actively used in areas where familiar algorithmic solutions are less efficient or even impossible. Artificial neural networks, like biological ones, are a computing system with a large number of simple processors running in parallel with many connections. Neural networks may vary depending on the state of the environment. After analyzing the input signals, they themselves are selected and tuned, thereby learning to ensure the maximum correctness of the solutions. The trained model has the ability to respond correctly to instances even with some deviations of the input data, which allows it to recognize information containing various noise and distortions. Recently, the number of attempts to combine an artificial neural network with a pre-prepared expert system has been increasing. In such projects, the neural network can respond to cases within a predetermined framework [14].

So unlike trends with secrecy, future trends for the market and the needs of users are much easier to receive and analyze. Currently, for most social networks api exists. In general, api is required to personalize offers and allows you to read publications of both individual users and topics. Thus, for the purposes of this study, this approach will also be true, since users very often share new knowledge and success through publications on social networks. After reading publications using api, you can classify them and identify key phrases or sort them by a pre-formed list of topics of interest. Subsequently, publications can be broken down into separate words. A similar approach can also be applied to forums. With the correct configuration of parsers,

getting the texts of publications is quite simple. There are many approaches to determining the importance of words in a text. Further collocations can be checked for the presence of a trend. This process can be automated.

As for the scientific aspect, this approach can be modified using the words of a specific subject area. So for this purpose, you can compile dictionaries with the designation of coordinates in the vector space for words. Subsequently, by the method of nearest neighbors, sort such directions. This will determine the most likely intersections of technology. Further, to identify specific most relevant topics should be combined dictionaries found. And in the newly received dictionaries, determine the importance of words and check for the presence of a trend of them.

Thus, in this article it was proved that neural net-works are able to reliably detect a trend and make a forecast on the significance of a particular trend. It has also been proven that neural networks are a powerful and multifunctional tool that can be an additional technological leap in marketing.

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CONTACT INFORMATION:

Tarutin Anton Ivanovich
Master of Science in Computer Science and Computer Science
Department of Information Technology
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: good_man5@mail.ru

Veretekhina Svetlana Valerievna
Candidate of Economic Sciences
Dr.Sc. (Tech), Member of the New Economic Association
Associate Professor of the Department of Information Systems,
Networks and Security
Deputy Dean for Science
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: veretehinas@mail.ru

Eliseeva Dina Yur`evna
Senior Lecturer
Department of Information Technology
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: eliseeva.dy@mail.ru

PEDAGOGY

Cheshenko L.I.,
Teacher of the Department of Arts and Artistic Creativity of the
Higher Music School n.a. A. Schnittke (Institute),
Russian State Social University, Moscow.
E-mail: alena.alena-diz@yandex.ru
ORCID ID: orcid.org/0000-0002-5372-3347

The Role of Design for the Deaf and Hard of Hearing in History and Modern Society

Annotation: *the article describes one of the branches of design – graphic design, as an integral part of society. Namely the role and adaptation of graphic design for deaf and hard of hearing people. The methodological basis of the research is the works of such authors as E.A. Rosenblum, V. Singe, I.F. Heilman. Based on the results of the study, recommendations were developed for designers developing a design product adapted for deaf and hard of hearing people.*

Key words: *graphic design, inclusive education, communicative design, persons with hearing disabilities, visual communications.*

JEL classification: *I200, I290.*

Introduction

Graphic design creates great potential for the implementation of aesthetic ideas, forms new horizons of beauty and greatness of man. Design is a unique phenomenon that claimed a lot of natural talents of a person, the values of ethics, aesthetics, respect and care for people. The design task is the ultimate specification of consumption, the individualization of project results, the introduction of complicity methods into the design practice. Design sets itself the tasks associated not only with solving the problems of material equipment of being, but also with very specific tasks aimed at activating passive consumerism. Design helps a person to feel the richness of their own existence with a variety of possibilities, helps to feel the possession of their own rich imagination.

Methods

E.A. Rosenblum in his book notes: «To be an "instigator of anxiety" in society means for the designer to constantly go beyond the existing stereotypes, break them, create new original forms, anticipate tomorrow's tendencies in everyday prose. As a "causative agent of anxiety", the designer is called upon to free a person from the pressure of a numbing and therefore oppressive object environment, relying on the awakening thirst for emancipation» [11].

Thus, the professional activity of the designer, both developing on social grounds, and based on the natural qualities of a person (aesthetic, emotional and intellectual) determined the role and place of design in public life. The meaning of design is to become a unique, powerful and effective activator of the aesthetic and ennobled activity of society, to exalt the personality, to make it full of self-esteem and dignity, to open before it the ways of improving oneself and the surrounding social and natural world.

One of the branches of design is graphic design – this is the creative process of creating art products using a computer. The importance of graphic design began to increase in the transition to an information society from an industrial one. So it makes sense to understand the role of design in modern society and to study the possibilities that it opens up for more complete identification of it with the life of people, including those with developmental disabilities. An analysis of the literature and works in this area shows the presence of diverse views and opinions of the authors about the essence of design, its role, capabilities and diversity in society.

Glazychev V.V. in his works gives design a definition of creative activity in continuous development [3]. Aronov V.R. in his work "Theoretical Concepts of Foreign Design" he speaks of design as one of the forms of worldview and worldview of reality. Lesnyak V. in his work "Graphic Design" speaks of this art form as a modern way of communication, and above all, as a special form of aesthetic and creative thinking. Newark K. writes in his work: "Without the design process of constructing the objective world and its components... the only means of transmitting information will be oral speech for us! If all this had happened, then we would have entered... the gloomy years of ignorance...". In other words, the author gives the design a characteristic of the main way of transmitting information.

In his work, Tuemlow E. argues that graphic design, as the language of international communication, enriches our everyday reality, making it brighter and more interesting. However, thanks to graphic design, a person receives such an amount of information that he is lost in its diversity. The words formulated by the author are indicative: "Graphic language is an international language of modernist literature, a global monoculture of capital, entertainment crises, and service. With the help of signs, signals and codes (since it serves as the main engine of trade), it allows us to connect our crazy fragmented society, so that lame, tossing and bored masses can move towards a common future".

In his monograph Chizhikov V.V. writes about design as a way of transforming the world on the basis of axiological principles, as the possibility of self-realization of a person in a post-industrial society. The author assigns an important role to graphic design in the spiritual revival of modern society.

Results

Based on the results of the study, recommendations were developed for designers developing a design product.

1. The use of clear units that provide ongoing importance for visually impaired readers who appreciate the presence of pointers that help identify content and quickly process meaning.

2. The hierarchy should be present in all projects, but it is especially important in complex works, where an explicit logical order benefits readers of different abilities.

3. It is important to choose paper from printed materials that minimize glare. It is better to use papers with a matte or bare finish, rather than glossy stock.

4. Congenital vision problems or the effects of age, injury, or the environment may affect reader perception of color. A good rule of thumb is to provide at least 70% of the color difference between the type and the background. Designers achieve ooptimum contrast between shades by combining complementary colors, but their meaning and intensity are too similar. This optical illusion creates visual tension among many readers.

5. Typographic clarity. This is the relationship between the stroke and the counter that determines the recognition of letters. If a letter has extremely thick strokes with small

counters, it takes longer to decode the eyes. The same is true for thin strokes and small counters.

6. The height ratio between lowercase and lowercase letters is also critical for determining overall readability. It is believed that fonts with high x-heights are easier to read because they look large. This does not mean that we need to choose these fonts, but this must be taken into account.

7. Another consideration is width-height. Letters too wide or too narrow interfere with readability.

8. When designing for accessibility, it makes sense to choose fonts that are easily recognizable in letter forms.

9. The ability of readers to quickly receive information also depends on the column width and / or row height and spacing. Avoid too narrow or too narrow columns and keep in mind that the distance between sheets or lines is even. When the lead is too dense, ascenders and descenders arise, which can seriously complicate readability. When it is too loose, readers have trouble finding the beginning of each line.

10. Improper kerning can create uncomfortable gaps or areas of eyestrain. When tracking is too tight, letters can hit together or mix optically, and when the letter is too short, it will float.

11. When large blocks of text are aligned to the right or enter, inconsistency of the ragged edge makes it difficult to start searching for points, and justified text can create distracting "rivers" between words. Left-aligned text is easier to read, and a straight left axis creates a common starting point from which the eye can quickly scan each line of text.

12. Finally, uppercase letters, they can highlight a word or line, but setting entire paragraphs in caps will have negative effects in readability and tone. Italics and underlining should also be used only when they improve communication, otherwise they create visual distraction.

Discussion

In order to correctly convey the role of graphic design in the life of modern society, it is necessary to consider some aspects of graphic design, such as educational, psychological, philosophical. The upbringing aspect is that graphic design should contribute not only to the education of highly moral people, but also to the emergence of highly skilled specialists who can easily adapt to changes in the world that can adequately and effectively respond to these changes. The psychological component of graphic design is that it should teach future young professionals to understand the processes taking place in the world, be able to find a common language and communicate with other people, learn to understand this world and live in harmony with it. The philosophical aspect of graphic design consists in the ability to analyze current events, draw the right conclusions from them and, on this basis, introduce adjustments into one's practical activities.

Modern man in his daily life is constantly faced with graphic design products. These are books, handouts, movies, websites, etc. These products convey feelings, emotions, attitude to the outside world. Today, graphic design is closely related to computer technology. It was the computer in the 21st century that began to play a huge role in the upbringing, formation, adaptation, and education of people.

Nowadays, when traditional spiritual and cultural values are often revised, the role of graphic design can hardly be overestimated. He not only plays a large informational role, but also has a significant emotional impact. Using thematic posters, animated films, graphic design can educate the younger generation in the spirit of the best national traditions. One must not underestimate the role of graphic design in the process of training future young specialists, in particular in the development of their spatial imagination and logical thinking. Thus, graphic design is a modern tool that provides an integrated approach to personality formation in the information society. This fact implies that graphic design is involved in the formation of mental properties and processes of a person. Under the mental properties of a person is meant traits

that determine the orientation of the personality, its abilities and character. Mental processes of a person include cognitive, emotional, volitional.

Graphic design affects the formation of such mental properties as orientation (needs, motives, goals, people) and such mental processes as cognitive, emotional, volitional. Among cognitive processes, graphic design affects sensations, perceptions, thinking, attention, memory, and human imagination. Speaking of emotional mental processes, we have in mind the effect on a person's feelings. Strong-willed mental processes are also important, that is, a change in the motives of behavior, especially decision-making and goal setting, which change under the influence of graphic design products. From the foregoing, we can conclude that graphic design contributes to the socialization of the individual through the formation of mental properties and processes that are necessary for modern society. This formation is also taking place within the walls of universities and depends on many factors, including the level of professionalism of the teacher, his personal qualities, and practical work experience. The nature of graphic design also changes with time. It plays an increasingly important role in our lives and becomes almost the only means uniting the most diverse people on our planet.

Thus, graphic design has become an integral part of society. Moreover, he acts not only as a language of international communication, but also as a powerful means of upbringing, education and personality formation in the context of the transition to the information society. Graphic design is in a state of constant development and change. Therefore, approaches to its study should also change. Graphic design plays a special role in revealing a person's creative abilities, understanding of current processes and his place in this world.

In modern society, there are many different objects and devices for a favorable life for the deaf and hard of hearing. If earlier special mute films were shot for people with hearing impairments, then at this stage in the development of information technology special glasses were created that allow deaf and hard of hearing people to visit standard movie theaters along with people without physiological disabilities. Thanks to its components, glasses allow you to see hidden text on the screen-subtitles.

A team of designers from Sweden (Fredrik Hylten, Maria Johansson and Isabelle Olsson) created a pillow-booster. It must be connected instead of the speaker and used for its intended purpose, this will help the hearing impaired to catch close sounds. Also, many electronic devices have been invented that translate sound information received by a deaf or hard of hearing person in the form of visual signals.

At this stage, environmental design objects are also created to solve this problem, which significantly improve the learning process for people with hearing impairment.

Some educational institutions in Russia and abroad practice the use of innovative environmental design products, because the specifics of higher professional education causes significant restrictions on the training and assimilation of knowledge of people with special needs. Such innovative rehabilitation products greatly offset existing constraints. These include modern radio systems – wireless signal transmission systems (radio class, FM system).

The use of such radio systems is the most effective way to ensure technological accessibility in an inclusive education system of varying degrees.

Such systems have several advantages:

– significantly distinguish speech from the background of noise, thereby ensuring the accuracy of voice transmission due to the maximum improved signal-to-noise ratio;

– reduce the effect of incorrect room acoustics (structural elements, interior items and materials, architectural and planning decisions) on the transmission of an audio signal;

– reduce the loss of volume when the speaker is removed from the listener (in educational institutions, the distance between the teacher and the student is constantly changing, the direction of the speech diagram when turning the head, changing the location of the speaker relative to the listener);

– reduce the effect of reducing the intensity of sound due to multiple reflection that occurs in the inappropriate premises of most objects of social infrastructure;

– redistribute the listener's attention to the most important tasks at the moment, which contributes to the assimilation of new material and, accordingly, its understanding;

– contribute to the formation of listening skills among students, which accelerates and facilitates integration into the speech environment;

– level the «barriers» of the second party involved in the educational and rehabilitation process – reduce voice and psychoemotional loads of teachers and specialists;

– stereotypes of difficulty working with the deaf and hard of hearing (students, schoolchildren, kindergarten children) destroy stereotypes;

– successfully used to organize special jobs;

– are used by people with hearing impairment as communicative mobile devices when visiting public and cultural facilities (museums, exhibitions, clinics, hospitals, banks, social services centers, sports complexes and stadiums, etc.).

As for graphic design, it organizes the socialization of people with hearing impairments everywhere and in some cases involuntarily.

Palenny V., a historian who studied deaf and hard of hearing people, considered: "In each of the subcultural communities, a peculiar retrospective-holistic orientation has been developed that selectively identifies especially interesting events of the past. The values of people of each subcultural community become understandable only when they are considered in a historical context" [9].

From this we can conclude that an integral part of creating an enabling environment through design for the social adaptation of the deaf and hard of hearing is the study of the history of its formation.

The history of the interaction of visual communications in the framework of graphic design and the adaptation of the deaf and hard of hearing in the social sphere can be identified with the development of design in general.

It is worth noting that the development of design proceeded depending on the growing needs of society, but did not carry a semantic orientation in favor of the social adaptation of people with disabilities, as they began to become interested in and deal with the problems of their communication only within the framework of modern life. But, in spite of the foregoing, thanks to the establishment of design as a separate area of activity, the creation of visual communication, the life and social adaptation of the deaf and hearing-impaired was improved involuntarily.

Particular attention has been paid to the problems of people with disabilities and their interaction in society relatively recently.

In Russia, the first person to be an innovator in the life of deaf and hard of hearing people was Igor Fedorovich Melnikov, thanks to him, hidden subtitles appeared on television screens in the 1990s – synchronous texts for television programs and films.

There are works in which researchers study the characteristics of people with hearing impairments, their means of communication [10].

S.A. Zykov studied visual teaching methods for the deaf [15]. He believed that such methods are of particular importance for students who have a visual perception of reality. Didactics requires the most justified methods of using visual aids that can achieve the highest educational and educational and developmental effect. It focuses teachers on the use of visual teaching methods so that there is the possibility of simultaneous development and abstract thinking in people with hearing impairments. A feature of such visual learning options is that they are necessarily combined with verbal methods. The close relationship between visualization and the word arises because the dialectical path of cognition of objective reality involves the use of abstract thinking and practice, a living look in unity.

So, in the theoretical study of this issue, much attention is paid to visual communication at the level of speech reproduction, i.e. It can be said from the point of view of communicative design, which is part of graphic design.

The concept of communicative design was studied by such authors as F. Dance and K. Larson, A.A. Poleukhin, M. McLuhan, I.A. Rozenson, R. Arnheim, M.A. Koskov.

Having analyzed the essence of the concept of "communicative design", we can talk about its multidimensionality. M.A. Koskov believes that "Communicative design is a significant part of the functional sphere of design, where objects are designed, designed primarily for the transmission of messages".

Thus, a communicative design is a peculiar way to convey to people with hearing impairments any kind of information, advertising message or simple speech, accessible by visual means. So, along with the traditional method (means of gestures, didactics, vision), communicating information to people with hearing impairments are the following means of communicative design composition: line, spot, drawing, text, color. However, at the present stage of development of communicative design, such innovative design technologies as animation, visualization, and multimedia are developing.

In the society of the XIX century there are many different objects and devices for a favorable life for the deaf and hard of hearing.

Graphic design has found its application for the adaptation of the deaf and hard of hearing in the social sphere to a greater extent in the modern organization of space, despite the fact that it existed within the framework of all the above design products.

With the advent of popular commercial art forms, an interest in contemporary design has arisen. Focusing on forms of advertising abroad, designers in Russia present their image of Russian culture through television advertising, publishing, and animation.

In addition, the design feature of changing the environment is justified in a wide range of uses. Various design areas are used to create the product. This is due to increased competition in this area. With the help of a successful design, the production of any company has its own memorable image, its face and brand are recognizable and can properly orient the consumer.

Any person, seeing a familiar brand on the counter, will give him preference without additional verbal advertising. Accordingly, graphic design develops and thereby simplifies the socialization of people with hearing impairments.

Rozenson I.A. gives the following definition to the consumer of design: "Everything can be the target of design and everyone can become, therefore, in the design methodology, increased attention is paid not only to ergonomic, but also socio-cultural and psychological characteristics of the consumer of a particular design product, which helps to decide how pragmatic and humanitarian tasks of the profession" [12].

It follows that the product created by the designer is focused primarily on the public he is interested in, worked out in various aspects, any person can become a consumer, and physical capabilities, such as hearing impairment or complete deafness, will not interfere with his perception.

Graphic design adorns everyday life, makes it brighter and more saturated, which is the reason for its impact on public consciousness. To understand what affects the constant development of graphic design in modern society and to trace its further connection with the socialization of the deaf and hard of hearing, you need to turn to the sociocultural factors of design development.

The most complete definition of such factors is given in the course of published lectures by M.V. Kaimakov: "These are the prevailing life values, attitudes, cultural traditions. To a certain extent, they affect products or services resulting from the activities of organizations" [8].

Based on this definition, it can be concluded that the consumer, as a rule, uses such design products that correspond to their social, ethnic and cultural priorities or values. Accordingly, sociocultural factors will help to trace the development of design and innovation in social communication of modern people with disabilities.

The most significant factor is consumer. Commercial graphic design objects, usually advertising, are the most powerful means of informing the public. Success in creating advertising, the desire to "promote" something on the market: a service or product, endow it with excellent individual features that increase competitiveness, attractiveness, recognition and demand, depend on the creation of a comprehensive advertising project in which one of its constituent elements is its visual decision. The more accessible and understandable for a wide range of consumers it becomes, the more profitable it will pay off. Those. it's beneficial for the producer of such advertising to create a visual solution that will be accessible to people with disabilities. The designer is profit-oriented, as his objects become means of stimulating sales and perform a symbolic and symbolic function. A person in popular culture appears, first of all, as a consumer, consumption becomes a key form of activity.

Thus, graphic design, following the financial and economic strategy for the development of design (profit orientation, establishing an ideology of fashion consumption, the active use of marketing research, the massive use of advertising, the strategy focuses on the values of the economy), focusing on achieving commercial success and enriching the manufacturer, is based on certain psychological attitudes, hidden needs of the mass consumer.

Conclusion

With the development of graphic design, visual objects become accessible to man, or rather, surround him everywhere, thereby forming an information influence factor. Graphic design occupies a fairly strong position in the media. Its objects are used in advertising, cinema, television, publishing, etc., which is a positive feature for people who are deaf and hard of hearing, in view of the fact that they receive information through their eyes. And thanks to the competition in the market, the quality, frequency and number of visual objects perceived by the consumer through outdoor advertising, television, print products, etc., have high rates.

The development of computer graphics, the creation of commercials contribute to the emergence of new expressive forms and are of great importance for the development of visual culture.

Based on all of the above, we can conclude that graphic design takes one of the main roles in everyday life. The 21st century is characterized by an increase in citizens' free time due to the mechanization of life, which occurs not only in production, but also in everyday life, as well as in connection with the powerful development of the service sector.

Modern technical equipment of life extends to free time, creating the effect of "full employment of a person". The emerging need for relaxation is offset by events based on graphic design, regardless of the type of pastime, theater, cinema, or dominant in the modern environment communication via mass media, live communication is replaced by Internet resources, television, thereby switching to verbal, i.e. not requiring speech. Due to this, people with hearing impairments got the opportunity to become full-fledged members of mass communication, without any restrictions. This has become a kind of socialization of them in individual sectors of activity.

Modern information technology allows you to combine all types of information (text, image, animation, sound) in electronic mode, opening up new possibilities for storing, broadcasting, replicating information and turning the Internet into a single information environment.

Graphic design is becoming an integral part of the modern information environment, realizing its need for visualization of culture. It is with graphic design that visualization processes are currently associated that occupy a dominant position in popular culture. Orientation towards a quick perception, visualization, intelligibility of a visual language ensures attracting the attention of consumers and allows for more compact transfer of information, thereby increasing the consumption circle, at the expense of people with disabilities and accelerating the process of its perception and preservation.

Thus, the more graphic design and information visualization develops in modern society, the faster the social adaptation of people with hearing impairments occurs.

Throughout history, critically little attention has been paid to the problems of people with hearing impairments, as indicated by the absence of any sources of information. We learn about such people from short statements by people of the past and notes by people with disabilities themselves. They began to study their socialization in theoretical and practical terms only in the 20th century. Such psychologists, theorists, as L.S. Vygotsky [13], S.A. Zykov [15], A.G. Basova, A.I. Dyachkov [1], T.V. Rozanova, J.I. Schiff and others made a serious contribution to the study of the possibilities and characteristics of deaf people and how to adapt them in the social environment.

Despite the fact that the development of design proceeded depending on the growing needs of society, but did not focus on the social adaptation of people with disabilities, becoming it as a separate area of activity, creating visual communication involuntarily improved the way of socialization of deaf and hearing-impaired people.

Modern information technologies make it possible to bring together all the components of information in an interactive mode, opening up new possibilities for storing, broadcasting, replicating information and turning the Internet into a single accessible information environment for the deaf and hard of hearing.

In modern society, graphic design is becoming an integral part of the information environment, realizing its need for visualization of culture, the more it develops, the faster the social adaptation of people with hearing impairments occurs.

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CONTACT INFORMATION:

Cheshenko Lena Igorevna
Teacher of the Department of Arts and Artistic Creativity
Higher Music School n.a. A. Schnittke (Institute)
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: alena.alena-diz@yandex.ru

Kamenets A.V.,
Doctor of Cultural Studies, Professor of the Department of Sociology
and Philosophy of Culture, Russian State Social University, Moscow.
E-mail: kamenez.a@rambler.ru
Scopus Author ID: 56436550500
ORCID ID: orcid.org/0000-0003-3558-7035

Molina L.V.,
Postgraduate Student of the Department of Sociology and
Philosophy of Culture, Russian State Social University; Soloist
at Moskontsert, Head of The Creative Association «League of Music»,
Moscow.
E-mail: post@lmusic.pro
ORCID ID: orcid.org/0000-0001-9000-0263

The Enlightenment Philosophy Impact on the Musical Culture of Russia in the 18th—19th Centuries

Annotation: *this article discusses the key ideas of the philosophy of the Enlightenment (applying democratic attitudes, referring to real-life problems and issues, promoting humaneness and humanism) that have influenced the Russian musical culture. A connection is traced between the worldview of the West-European philosophers of the Enlightenment and the works of European composers and musicians that influenced the Russian musical culture in the 18th and 19th centuries. The article highlights how the philosophy of the Enlightenment affected the development of the operatic and singing art in Russia and how it in many ways dictated subsequent trends in the Russian music.*
Key words: *Enlightenment, musical culture, philosophy, worldview, art.*
JEL classification: *I200, I290.*

Introduction

The Age of the Enlightenment, a key period in the history of the European culture, was associated with the advancement of scientific, philosophical and social thinking. The Enlightenment spanned the period from the late 17th to early 18th centuries. Originating in England, the Enlightenment ideas then embraced France, Germany and Russia. The key feature common to the enlighteners' teachings was that they deemed reason and common sense to be omnipotent. Enlighteners were preoccupied with the *idea of equality* – not only before God, but also before law and with respect to other people.

The impact of the Enlightenment's major ideas on the cultural policy of Russia in the 18th–19th centuries could not but influence the process of shaping Russian musical culture during the "enlightened absolutism" of Catherine II [4; 11; 22]. The respective changes occurring in the Russian society in the 18th–19th centuries generated a demand for new forms of musical arts' presence in people's lives, expanding the social functions of music and resulting in differentiation of musical professions and emergence of new specialities in musical arts.

Methods

Immanuel Kant in his essay "Answering the Question: What Is Enlightenment?" wrote: "Enlightenment is man's emergence from his self-incurred immaturity. Immaturity is the inability to use one's own understanding without the guidance of another" [8].

The Age of the Enlightenment can be referred to as "a golden age for utopias". Enlighteners were focused on creating a science-based social structure. The Enlightenment ideal of individual freedom acquires such features as universality and responsibility, as man of the Enlightenment was expected to think not only about his own self, but also about other people and about fitting himself into the society. They believed in building a harmonious society [18; 21].

The Age of the Enlightenment was a crucial turning point in the spiritual development of Europe that impacted actually every aspect of the socio-political and cultural life. Having dispelled the existing political and legal practices, aesthetic and ethic codes of the old hierarchal society, enlighteners put a herculean effort into creating a system of values which was positive and man-focused irrespective of the man's social status, and which was mainstreamed into the Western civilization.

For the sake of objective understanding of how the Enlightenment influenced Russian musical culture, it is important to distinguish its three periods – Enlightenment Classicism, Enlightenment Realism and Enlightenment Sentimentalism. Special reference should be made to the writers-enlighteners who shaped an appropriate cultural background for the Russian musical culture. These writers were Voltaire, Diderot, Rousseau, and Beaumarchais in France, Swift in England, Lessing in Germany and Goldoni in Italy [7; 13]. More often than not, people of "low birth" are featured in the enlighteners' writings, and the authors present them as intelligent, hard-working and humane [12; 17].

The world music was strongly affected by the works of geniuses – Franz Joseph Haydn, Johann Sebastian Bach, Wolfgang Amadeus Mozart, Ludwig van Beethoven – who, in one way or another, transmitted the ideas of the Enlightenment.

J.S. Bach brought conceptualization of the universe to a new scale and level, basing it on a combination of a rational and refined polyphonic thinking and human emotion resonating with the earthly experience of a religious and spiritual reality.

Joseph Haydn, the oldest of the Viennese Classical School composers, created diverse musical genres and laid foundations for the sonata form and symphonism which were taken forward by Russian musical culture. A specific accomplishment of J. Haydn was his creation of a standard symphony orchestra with a stable set of musicians and instruments.

W.A. Mozart, the second of the Viennese Classical School masters, furthered the development of instrumental thinking in music, advancing such musical genres as symphony, sonata, quartet, etc. [7]. Mozart's tremendous accomplishment was the perfection of the opera genre by synergizing drama and music in an integrated opera product.

The works by Ludwig van Beethoven marked the final period of the Viennese Classical School. His musical creations were transitional from Classicism to Romanticism. Beethoven developed his own musical style that contrasted with the refined music of the Classical masters due to being profoundly dramatic and expressive and often filled with heroism and passion.

To summarize, the Age of the Enlightenment has given the world enormous achievements in musical culture which became part of the mankind's heritage.

Results

As a result of exposure to the Enlightenment, the Russian music of the 18th century progressed through mainly synthetic genres and through establishing an associative link with drama, poetry and literary word. This explains the prevalence of the opera genre.

The development of the Russian music composition school in the 1760s–1790s can be divided into three distinct phases. Phase 1 covers the 1760s–1770s, the period of intense struggle between the growing anti-serfdom sentiment and the official ideology of "enlightened

absolutism" expressed in the liberal declarations of Catherine II [10]. In this environment, two main trends ushering in the creation of Russian comic opera became evident – the satirical trend fostering a new realistic style in Russian theatre and a powerful nationalist trend stimulated by an increased sense of national identity and a strong empathy for common people and their hard life.

This period did not yet give rise to prominent composers (except M. Berezovsky), but laid a foundation for the development of Russian music and especially Russian opera.

The phase that followed – the 1780s – was central to the 18th century musical culture development. It was the time of the first "modern age" composers and of the increasing growth of musical education and the concert and musical theatre activities. In literature it was connected with such names as Fonvizin and Derzhavin and the early works by Radishchev, Krylov and Karamzin.

Comic opera was established as the dominant genre. Sentimental lyrical love songs became very popular. Instrumental chamber music was born under the influence of the Viennese Classical School. All this emerges as a complex and multifaceted picture, in many aspects similar to literary genres.

Stylistically, the Russian composition school absorbed the dominant trans-European artistic trend of the time. This trend was the Viennese classicism, which for its part, adopted all the best that had been suggested by the national schools of Europe. The aesthetically internationalist works by the great Viennese classics – Gluck, Haydn and Mozart – established and maintained the period-specific stylistic standards for musical thinking. Classicism as a musical trend of the late 18th century gave a powerful momentum to Beethoven's further accomplishments.

In Russia, the principles of the Viennese classical school were assimilated by the young immature composers in yet most simple and achievable forms. The aesthetic and stylistic specificity of the works of 18th century Russian composers was that they maintained national features and the so-called unique Russian character while readily adopting the European musical thinking. The pursuance of Russian distinctness that was characteristic of the Russian composition school was an understandable historic imperative, given their "late start". The sudden tempestuous upsurge of the music composition activities in the 1780s was due to the background created by the Age of the Enlightenment and the growth of democratic and anti-serfdom sentiment.

However, the public musical life in Russia had to slow down in the last decade of the 18th century. The Radishchev period of the 1790s was captured in the records as a tragic finale of the "insanely wise" age. Censorship that became still tighter during the dictatorship of Paul I caused a decline in Russia's theatre life for a long period of time [5].

On the other end of the spectrum of the late-18th-century Russian music were the chamber lyrical genres, such as Russian romance, which was shaped in the 1790s by the works by Kozlovsky and Dubyansky. The vocal lyrical genres demonstrated the best features of the young literary style of Sentimentalism. The nascent Russian romance borrowed from the sentimental poetry of Dmitriyev, Neledinsky-Meletsky and Karamzin its soulfulness, refined simplicity of form, some reference to jargon and the intent to touch the souls of common people. The focus on the inner world of an individual preconditioned the success of chamber music.

Discussion

Russian musical culture experienced most powerful influence from French enlighteners. The best achievements of the French literature, which gave the world Racine, Corneille, Molière and Beaumarchais, could not but leave their trail on the path of the Russian writers' quests.

Russia's close contacts with the French opera fell within the crucial time for the Russian opera – the period of shaping Russian national composition school. These contacts affected the most affluent branch of this school, the comic opera. Examples include the works by Bortnyansky and some operas by Pashkevich (*The Miser* and *Misfortune from Owning a Coach*).

Common ground in these works was representation of advanced democratic trends that brought the French and Russian cultures together during the time. The idea of the moral superiority of a common person, the denunciation of all feudal practices and false nobleness of the gentry were caprtured in the best operas created by Russian writers Popov, Nikolaev, Knyzhnin and Krylov in cooperation with the composers Pashkevich and Fomin. While the Italian influence was easily traceable in the vocal melodic interpretations, the orchestration methods and means of musical characterisation, the French opera played a still more fundamental role in their (writers' and composers') general concept of the comic opera as a genre.

The French comic opera had a prehistory in Russia. Russia's acquaintance with it was prepared by the staging of plays. Empress Elizabeth of Russia invited the Sérigny troupe from France, whose repertoire included popular short plays (farces) as well as classical plays by Racine, Moliere and Voltaire. Catherine II invited a French opera troupe headed by Reno to the Petersburg court in 1762 to demonstrate that she kept up with time. Maintaining the ongoing contacts with the educated Europe, Catherine II was well aware of the controversies over the comic opera, both Italian and French, arising among the encyclopaedists. She missed neither the Querelle des Bouffons, nor the tempestuous disputes over the opera described in the works by Rousseau, Diderot and D'Alembert.

Russian singers were engaged in the French opera productions. The democratic genre of the comic opera continued to fascinate the most educated part of Russian nobility, especially the young people. Due to their comparative simplicity, the operatic scores by French composers were much acceptable for amateur productions which soon became very popular among Russian aristocrats. Towards the end of the 1760s, some closed-type educational institutions, such as the Land Cadet Corps and the Smolny Institute in St. Petersburg and the Foundling Home in Moscow, became important sources of the French opera culture. The cadets demonstrated as good musical training as the "noble maidens" of the Smolny Institute [2].

The systematic mastering of the French opera repertoire began when the opera, formerly performed by a narrow range of court and amateur companies, began to be staged by professional theatres in Russia. There were two key trends characteristic of the Russian comedy and Russian comic opera of the last decades of the 18th century – everyday-life realism best represented by the satirical genre that became known as "comedy of manners", and the nascent sentimentalism tinted with the Enlightenment's democratic hues. It should also be noted that during the time in question the operas by Philidor, Grétry and Monsigny were staged both in the original French language and in Russian translations.

A significant role in the history of staging the French opera in Russia was played by the theatres whose troupes consisted of serfs, and first of all by the Sheremetyev theatre. The theatre owner's key interest was in the French opera and primarily in the operas written by Grétry. Their lyricism fit with the general trend adopted by the theatre, the troupe's capacities and, particularly, the type of the voice and talent of the theatre's prima donna Praskovia Kovaleva-Zhemchugova. The Sheremetyev theatre's repertoire of 30 French comic operas included Rousseau's *Village Sorcerer (Devin du village)*. However, with all the professional merits of the Sheremetyev theatre, it remained a theatre for aristocracy and could be visited only by a selected group of spectators. During the same period of time, the serf theatres of A.R. Vorontsov and P.M. Volkonsky also contributed to the history of opera in Russia [14–16].

The French opera had a 40-year-long history in the 18th century Russia. The French opera represented all the complexity of the assimilated outward influence which due to historic reasons characterised the overall development of Russian culture in the 18th century. The democratic nature of the so-called folksy or commoners' art (a comedy born in town squares) and the refined culture of the court theatre, the select members of society that filled the Sheremetyev theatre, as well as the vivid and emotional Russian acting in the so-called "free" theatres – this roughly describes the social aspects of the French opera in the 18th century

Russia. Apart from the apparent plot similarities, we can't help noticing even more significant musical and dramaturgic ties between the French and Russian theatrical art during the Age of the Enlightenment.

Similar to the French comic opera, the Russian comic opera was primarily a synthetic genre dominated by the dramaturgic and literary components. In addition to the melodically rounded and solo works of mostly short duration, the French composers began creating mono-pieces and character-based semi-recitative ensembles thematically centred on spoken intonation. A half-spoken / half-sung tune was an important gain of the operatic realism during the reformatory period. It was no coincidence that the issue of music and spoken speech was so much discussed by the encyclopaedists [16].

The similarity with these realistic tendencies was distinctly seen in the operas by Pashkevich, Bortnyansky and Fomin. Having picked from their Italian teachers, Russian composers managed to marry the best Italian traditions with the French opera school and to present them in the Russian national spirit and modus. With the transition to the 19th century, the ingenuous rural pastoral comedy and the urban satirical comedy were ousted by the rescue opera *(opéra de sauvetage)*, historic "knighthood" opera, as well as operas based on fairy-tales and legends [3; 10].

The Enlightenment ideology of the 18th century disclosed a new sphere of human life – personal feelings. Having broken free from the fetters of medieval austerity, the lyrical poetry of the 18th century spoke the language of the heart. This was captured in the chamber vocal music, i.e. lyric songs. The strength and weakness of this genre is in its semi-professionalism and its wide spread. The lyric songs of the 18th century were for the most part anonymous. The term "Russian song" that had emerged by the 1770s attributed this genre to Russia, with the songs being based on Russian poetic pieces. During the same time, Russian composers also wrote songs with lyrics in foreign languages [1; 6; 9; 20].

The love poetry, which accounted for the bulk of the Russian lyrical songs of the 18th century, although it might seem notional, reflected the process of a Russian person's spiritual overhaul after breaking free from the obsolete perception of personal feelings as a sin. Spread at first only among the educated noble people, the love song becomes more egalitarian by the end of the century as a result of being affected by the folklore poetry, especially the town folklore, in which the "poetry of the heart" has always prevailed. Most of the early chamber songs were meant for dancing. The songs were performed to an accompaniment at multiple assemblies, gala serenades and musical gatherings that were organised by the court.

A special role in the emergence of the love song genre was played by Sumarokov, a lyrical poet who enriched Russian poetry with profound psychologism and filled it with tender feelings and emotions. Sumarokov's innovativeness was in his poetry's "little plots" and his style, and in the development of the poetic form, with the overall target of expressing new humane meanings though a song. The themes of bidding farewell, parting, loneliness and passionate declarations of love were masterfully dramatised in Sumarokov's best poems. All this made his poetry an inexhaustible source of texts for composers, both professional and amateur [17].

In 1759, the St. Petersburg Academy of Sciences published *Idleness Midst Labor or Collection of Various Songs with Tunes Attached for Three Voices* by G.N. Teplov. This collection is considered as a transitional work.

A most interesting encyclopaedia of the mid-18th-century chamber song was a collection of songs by the great philosopher of the Enlightenment Jean-Jacques Rousseau. His printed music collection entitled *Consolations for the Miseries of My Life* was prepared for publication after his death and published in 1781 in Paris. Similar song collections, signed with the author's name or anonymous, were published in Austria and Germany. Many famous composers, such as Georg Philipp Telemann and Johann Mattheson, and later Carl Philipp Emanuel Bach, Johann

Adam Hiller, Johann Friedrich Reichardt, Johann André and Johann Abraham Peter Schulz also composed music in this genre.

The 1790s was the period when the genre of Russian romance matured. It was the time when the balance of genres in Russian music changed noticeably. The sphere of the chamber music application had increased significantly, showing that Russian people were getting increasingly enchanted by simple, domestic, chamber types of art [9].

One of the reasons for the chamber trend becoming so popular were changes in the Russian social environment. The reactionary policy of the last years of Catherine II, which toughened during Paul I's reign, did little to stimulate theatrical activities. Censorship eliminated even a hint of free thinking which was so pronounced in the comic operas of the 1780s. The attempts to force the Russian cultural life into the official ideological framework were in stark contrast with the existing demands and needs of the Russian society. The Age of the Enlightenment represented by Novikov, Krylov and Radishchev had left a mark on Russian music. The work done by the pioneers of Russian opera and the collectors of Russian folk songs was not wasted. The musical art increasingly penetrated the life of people. The aesthetic demands of the rank-and file music lovers found an outlet in the domestic music-making and the learning of simple, easy-to-master chamber music pieces.

During the French Revolution when the liberation thinking was awakened, the idea that each individual is valuable irrespective of their social status obtained a special revolutionary meaning. Rousseau's aesthetics promoted a specific concept of human feelings, uninhibited and free from conventional values. These progressive elements of the Sentimentalism were most fully expressed in music. Rousseau's aesthetics saw music as the most human of arts, which speaks most strongly to the soul – "the language of the heart" and "soul's confession". This explains the great attention Rousseau paid to the song as the most simple and primeval genre capable of expressing direct outpourings of human feelings [19].

The lyric vocal music of the 18th century already saw the 19th century coming, as foresighted by young Mikhail Glinka in his elegy "O Do not tempt me" based on the poem by Baratynsky. The elasticity and melodiousness of the "Russian songs" by Dubnyansky came very close to Glinka's early romances of the 1720s (The Poor Singer, Disenchantment, Heart's Memory) and stylistically were comparable to the romances of the Pushkin time, i.e. to the songs written by Alyabyev, Verstovsky and their contemporaries.

The pre-romantic features of the Russian musical art were represented on a large scale in the works by Osip Kozlovsky. The arrangements of folk songs made by Kozlovsky were later used by M.P. Musorgsky in his opera *The Fair at Sorochyntsi*. In his chamber works, Kozlovsky made an extensive use of declamation and theatrical spoken text. The works of Kozlovsky manifested new synthetic trends of the pre-romanticism years – endeavours to merge music and scenic action into new forms and setting to music literary plays or even the narrative types of literature, such as novel, story or novelette. The 19th century saw the maturation and spreading of these melodramatic and pantomimic forms, as well as scenic cantatas.

In the first half of the 19th century, the basic structure and content of the musical enlightenment as an activity were established. Domestic music-making became a popular habit in various walks of life. The concert associations and groups were formed with the goals of bringing the best examples of the world musical culture to broad public and promoting musical knowledge. The development of a taste for music was in the focus of many reviews of the concerts. The specific feature of the musical enlightenment of that period was that the enlightenment ideas went hand in hand with philanthropy. M.A. Balakirev was the first to initiate the establishment in Russia of a music school providing free tuition.

Conclusion

In the 18th century, the inception of the musical enlightenment activities in Russia was driven by the influence from the West-European culture. The creative associations that were

formed, the first concert organisations and sheet music publishing companies facilitated the spreading of knowledge about music and awareness about the works of Russian and West-European composers. However, the Enlightenment in Russia had its specificities, including strong ties with the folklore art and culture, and the promotion of musical culture to broad public as a means of spiritual and moral education. The Russian national school of music was being shaped.

In the 19th century, key forms of musical enlightenment were established in Russia, which included concerts with pre-concert lectures, salon music-making, publication of materials about music, making music lessons part of the education and upbringing systems, printing of sheet music, etc. Russia made itself prominent by establishing musical educational institutions with free tuition for the poor and by providing philanthropy and patronage of arts on a large scale.

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CONTACT INFORMATION:

Kamenets Aleksandr Vladlenovich
Doctor of Cultural Studies
Professor of the Department of Sociology and Philosophy of Culture
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: kamenez.a@rambler.ru

Molina Lyubov' Vladimirovna
Postgraduate Student
Department of Sociology and Philosophy of Culture
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
Soloist at Moskontsert
Head of The Creative Association «League of Music»
Leningradsky Ave., 30 p. 2
125040 Moscow, Russian Federation
E-mail: post@lmusic.pro

SOCIOLOGY

Buley N.V.,
Candidate of Economic Sciences, Associate Professor of the
Department of Personnel Management and Personnel Policy,
Russian State Social University, Moscow.
E-mail: buleinv@rgsu.net
ORCID ID: orcid.org/ 0000-0002-6635-4632

Klimova A.V.,
Student, Russian State Social University, Moscow.
E-mail: anastasia1604klimova@gmail.com
ORCID ID: orcid.org/ 0000-0002-1102-760X

Cheremisin M.M.,
Student, Russian State Social University, Moscow.
E-mail: cheremisinmm@mail.ru
ORCID ID: orcid.org/ 0000-0002-4290-8629

The Use of Artificial Intelligence to Reduce Time-Costs in Public Service Centers

Annotation: *the article discusses the idea that allows to save the time of visitors in the offices of public services and improve the accuracy of filling in the data in the documents. The introduction of innovations in the functioning of public service centers will avoid the risk of errors in the design of documentation, the emergence of conflicts, as well as improve efficiency.*

Key words: *public services, documents, innovations, artificial intelligence, work efficiency, rating, conflict, deep machine learning, neural network.*

JEL classification: *A140.*

Introduction

The topic of the application of artificial intelligence in the offices of public services has aroused our interest, because one of the authors of this article (Klimova Anastasia) is learning to write and train neural networks in practice, and now solving the problems of visitors to public service centers requires proper, modern, "smart" documentation. A public service is a service provided to individuals and entities by state authorities with certain powers to resolve the necessary issues or problems, disputes [8; 13].

Now the portal of public services is already well known, allowing you to quickly find out the necessary information. But still many issues can be solved only in person. Almost always when issuing documents there is a need to fill out the same forms or to make the same information several times. This can take a considerable amount of time, and visitors are different not only understanding, but also conflicted. As a result, the client must go to another department, or the next day to appear again.

By artificial intelligence (further in the article – AI) we will mean the direction of information technology, creating programs and algorithms that allow you to solve problems like a living person [19]. It is worth noting that the artificial intelligence notion is somewhat inaccurate, because still has not created a strong AI of the human level and above [15]. It is right to talk about deep machine learning and learning neural networks. This is what is understood by science and practice when using the notion of AI.

The key task is to put forward an idea among young people about the introduction of an automatic program based on the use of AI to reduce the process of filling out applications for documents by using a database of those or other personalities and replenishing it by scanning the necessary pages of documents (e.g., reversal of the passport with registration), the technology of determining and reading the text, and after the technology of automatic filling out forms read from the documents information with automatic calibration of text [17; 7], as well as to assess the relevance and viability of the idea of using such AI in the opinion of this audience.

Based on the study "Digital Economy from Theory to Practice: How Russian Business Uses AI" it was found that customer service and customer service (e.g. personalization) as a percentage of respondents each (Figure 1).
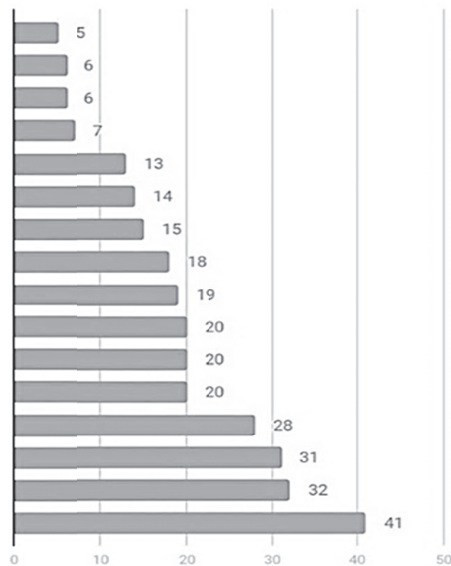
Figure 1. **The applications of artificial intelligence by companies in the Russian Federation**

On the chart: legal functions (search, contracting) – 5%; pricing and promotion – 6%; finance, accounting – 6%; increased social activity – 7%; supply chain, procurement, logistics optimization – 13%; detection of fraud cases (e.g. financial theft prevention) – 14%; another – 15%; human resources management – 18%; risk management and analysis – 19%; real-time operations management – 20%; accumulation of knowledge – 20%; customer insights – 20%; predictive analytics – 28%; customer service – 31%; working with customers – 32%; research and development – 41% [2].

And based on the results of the study on the attitude of Russians to artificial intelligence technologies (AI) of the project office for the implementation of the national program "Digital Economy" of the Analytical Center under the Government of the Russian Federation (AC) and the All-Russian Center for Public Opinion Research (VTSIOM), published on January 27, 2020: Russians declare a high level of readiness for personal use of services based on AI technologies. The highest readiness to use services using artificial intelligence in terms of public services (68%), household tasks (54%), leisure and entertainment (54%), as well as in areas such as health care and diagnosis (52%) education and career guidance (44%). Among the proposed areas of public policy in this area found support of the population: providing financial support to companies developing AI technologies (35%), improving laws in this area (34%) and the introduction of technology into the public services system (34%) [1].

According to a study by Gartner (a research and consulting company specializing in information technology markets), artificial intelligence will perform about 85% of the volume of customer service by the end of 2020. Gartner also reports that "artificial intelligence will imitate human communication by learning to listen and speak, to remember what you hear, to take into account the situation, time and tone of the conversation. Robots will support communication, develop yours or express their thoughts and suggestions about various incidents and objects" [9]. For example, it is worth remembering the bot ELIZA, which in the 60s of the 20th century could conduct a conversation in the style of a classic psychoanalyst [15, p. 5; 10].

Thus, the theme of the application of AI has been of interest for many years and at the present stage of the development of society has started a new round in its development. Because the power of computers and the ability to store and process information have increased significantly (there are cloud services, for example). In more detail about our idea of applying AI in the field of paperwork, we can identify its following components. First, text reading technology is one of the areas of computer vision. It is based on deep learning of the neural network with the help of a large amount of data of different texts. In our case, the neural network will have to be able to read a certain type of data, as all documents have standards of filling out according to the legislation, which significantly facilitates the task of AI in a sense. But one way or another we are talking about the intellectual processing of texts, which includes three classes of tasks [15; 20].

First class tasks include speech-by-part markings (part-of-speech tagging), segmentation of words into morphemes (morphological segmentation), highlighting the basis of the word (stemming), bringing the word to the basic form (lemmatization), for example, to remember initials and other data in the birthday; Highlighting the supply boundaries (sentence boundary disambiguation); word segmentation; Recognition of named entities (named entity recognition); allowing the meaning of words (word sense disambiguation); building on the given proposal of a syntax tree (syntactic parsing); determining which objects or other parts of the text include certain words and turns (coreference resolution).

The second class of tasks includes a prediction by the passage of the following word or symbol (language models), information search (information retrieval), Revealing positive and negative relationships (sentiment analysis), Highlighting relationships and objects (relationship extraction, fact extraction), answer to a question (question answering), for example, in what year the marriage was made.

To the third class of tasks, text generation, the generation of the brief content (automatic summarization), machine translation (machine translation), automatic calibration of text to the set parameters and standards, making the text on the form.

Also, don't forget about data protection and safe storage with encryption technology.

Naturally, the client will have to sign the consent for the processing of personal data. However, thanks to such AI, we assume, there will be no need to fill out the same application forms several times, as well as significantly reduce the "rewriting" of forms due to incorrect entry of passport data and other data on nervous grounds. It will be enough to scan the document. Multiple

fillings will be carried out by the program itself. The following proposed advantages of the planned innovation can be identified [7]: reducing the time spent on public service centres, reducing the risk of conflict and misunderstanding between employees and customers in view of the accepted errors in paperwork, reducing the level of stress in customers when visiting public services offices, raising the rating of public services offices in the eyes of visitors.

Methodology

Research Association of Electronic Communications (RAEC) "Digital economy from theory to practice: how Russian business uses AI" conducted in conjunction with the HSE Research Institute (National Research University "Higher School of Economics") And with Microsoft's support [6]; research on the attitude of Russians to artificial intelligence technologies (AI) of the project office for the implementation of the national program "Digital Economy" of the Analytical Center under the Government of the Russian Federation (AC) [18] and the All-Russian Center for Public Opinion Research (VTSIOM) and others [1]. And also, our own research.

Our research was conducted to determine the relevance of the introduction of new products in the functioning of public service systems, and to identify the problems that people see. The survey consisted of 7 questions, both open and closed. The venue is the social network VKontakte. It took one day. 42 students of the Russian State Social University (18–24 years old) took part in the survey.

This audience was chosen for the study because, according to the VTSIOM study, men are more likely to have meaningful knowledge about AI (40%) and young people aged 18–24 (42%). Consequently, young people understand what is at stake and the technology research will be more representative.

In the course of the study, respondents were asked the following questions:
1. How often do you apply for public services in person? (closed question);
2. Are you satisfied with the quality of the services provided? (closed question);
3. What are the shortcomings you see in the work of public service centers? (open question);
4. How long does it take you on average to visit a public services center? (closed question);
5. What errors in paperwork can you note? (open question);
6. Have you experienced the problem of repeatedly filling out the same forms and submitting the same information by hand several times in one visit? (closed question);
7. Do you think the program that reads information from your scanned document (such as passports) and automatically fills out forms can reduce the process of filling out documents? (partially closed question with the ability to write your own answer).

Results

The study found that students (young people between the ages of 18 and 24) often attend public service centers (Figure 2).
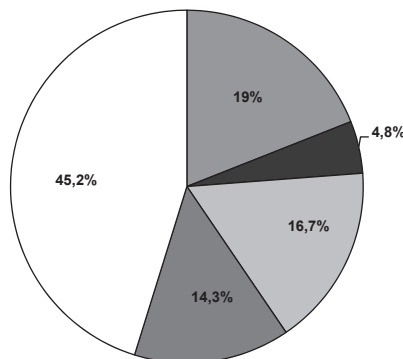
Figure 2. **Frequency of face-to-face access to public service centres**

The results presented in the chart: applied every six months (45.2%), did not apply (19%), applied every three months (16.7%), applied once a month (14.3%), applied more than once a month (4.8%). It follows that our students are already independent and ready to take responsibility for their actions, as well as have experience of communication with the state.

When asked about the quality of services provided, the following data were obtained.
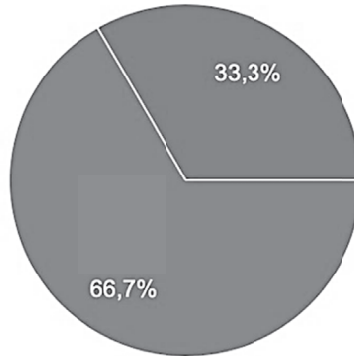
Figure 3. **Satisfaction with the quality of public services**

Results presented in the chart: satisfied persons (66.7%) dissatisfied persons (33.3%). Which is a good indicator for the current public service delivery system, but there is still a fairly significant trend of dissatisfaction that should be addressed.

The study identified the following shortcomings in the work of public service centres:
1) Long queues (61,9%);
2) The need to write by hand the same information on several times in one visit (57,1%);
3) The need to fill out the same forms for one visit (50%);
4) Slow pace (47,6%);
5) Confusion in the storage of paper documents (23,8%);
6) Errors in paperwork (19%);
7) Ignorance of visitors (16,7%);
8) Misunderstanding of his work (2,4%);
9) Unsatisfactory software (2,4%);
10) Not immediately notified about the full package of documents, have to deliver on the call (2,4%);
11) Illiterate paperwork (2,4%).

Respondents found no disadvantages (2.4%), respondents abstained (2.4%). After analyzing the information above, it is possible to clearly trace the causes of discontent and dissatisfaction. And it is worth noting that despite the revealed satisfaction with the services provided in general (66.7%), there is a fact of a large number of shortcomings (95.2% of respondents said there were shortcomings). Which tells us about the level of loyalty and tolerance of customers, which is quite unusual, because young people from 18 to 24 years old were investigated. This age is quite «radical» and «revolutionary.» People at this age are still quite emotional and flare up with their ideas and are able to go to actions, easily go to conflict. Perhaps this display of loyalty and tolerance is due to the fact that public service centers are gradually moving to new standards and modern customer service practices. Consequently, there is a high probability that AI will reduce the number of shortcomings and increase the prestige of public service centers in the eyes of customers.

Asked about the time spent visiting a public services center, the following data were obtained (Figure 4).
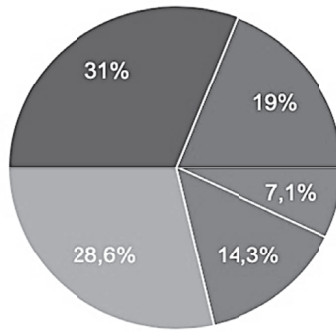
Figure 4. **Time spent people on a full-time visit to public services offices**

Results on the chart: It takes within 30 minutes (31%), within 15 minutes (28.6%), more than 30 minutes (19%), within 10 minutes (14.3%), within 5 minutes (7.1%).

If we summarize these results, we can see that visiting the public services centre is still time-consuming. 50% of respondents spend about 30 minutes or more. This is another reason why innovation is worth applying. Our proposed idea will speed up the process of customer service of public service centers at times.

Our research has identified the following errors in the documentation of public service centers now without the use of innovation:

1. Putting the wrong data on hand and having to rewrite everything again (2.9%);
2. Wrong name entry (2.9%);
3. Misunderstanding between employees and customers about the essence (2.9%);
4. Typing errors (2.9%);
5. Confused surname, wrong details (2.9%);
6. Indicating the wrong deadlines (2.9%);
7. Incorrect address, phone number (2.9%);
8. Not those seals, the mismatch of the seals GOSTs (state standards) (2.9%).

Thus, faced with errors in paperwork (23.8%). Have not encountered errors in paperwork (76.2%). The very fact of errors in the paperwork in the centers of public services, which are engaged in the registration and issuance of basic documents of the citizen – is not the most pleasant indicator. This speaks to the unreliability of the state organization in the eyes of its clients. This urgently needs to be worked on, because otherwise it entails a huge number of problems for the economy of the state as a whole.

The study also examined the question of the repetitive introduction of the same data by hand (Figure 5).
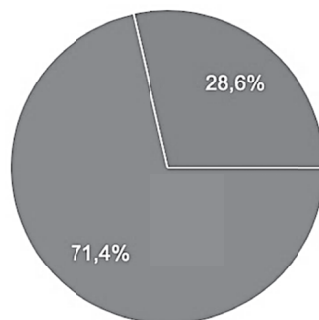
Figure 5. **Reflection of the degree of problem of homogeneous multiple paperwork in public service offices**

On the chart: Yes, I had a problem (71.4%); No, I did not have a problem (28.6%). Consequently, it is possible to clearly identify the existence of the stated problem, which is possible with the help of AI.

And in the conclusion of the survey, asking directly about the possibility of applying our idea of AI and its benefits in public service centers, the following data were obtained (Figure 6).
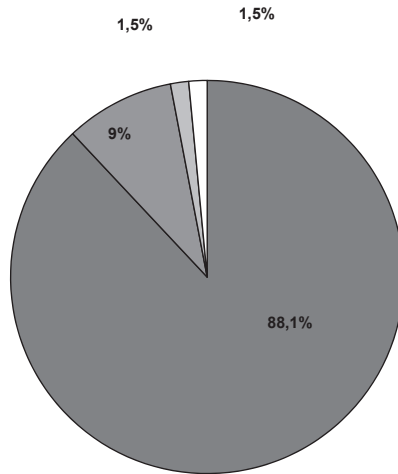
Figure 6. **Reflecting the extent to which the process of filling out documents can be reduced through innovation**

On the chart: Yes, shorten (88.1%); No, will not reduce (9%); the quality of work will not get better (1.5%); abstained (1.5%). Which tells us about the high expectations of respondents from the introduction of our idea.

Discussion

Based on our research, it can be seen that the introduction of an automatic AI-based program into the functioning of cents of public services is considered a current proposition among young people (18–24 years old). Our opinion is shared by more than 85% of respondents. Half of respondents spend about 30 minutes or more in public service centers in person. More than half of the people surveyed consider the problem of multiple filling of the same forms by hand, as well as the problem of large queues. Hence the problem of the growing conflict atmosphere, both between the staff of the units due to information inconsistency, and between the staff and visitors of the centers. This situation cannot but affect the assessment of the quality of service and the culture of communication of the working group. Also, the rating of certain branches and employees within the organization will decrease on the field of competition. And since the salaries of employees depend on the rating, there is a cyclicality: the conflict over annoying employees and customers of unfriendly factors leads to a decrease in wages, which is followed by dissatisfaction of employees, a drop motivation and the likelihood of new conflicts [14].

According to the results of the survey, more than 80% of the declared target audience (young population from 18 to 24 years) apply to the offices of public services in person and are there at different time intervals, while their issue is being resolved. More than 70% faced the problem of multiple duplication of records in documents, such as passport numbers, SNILS (Insurance number of individual personal account), driver's license. According to the results of the questionnaire, only a quarter of visitors faced erroneous input of personal and contact information. As part of the total number of negative aspects in the processes of providing and receiving public services, the need to introduce artificial intelligence products is clearly dictated.

It also revealed the problem of the lack of understanding by the employees of the departments of the content part of the issue stated by customers. Thus, customers need to contact other specialists, who also do not guarantee detailed advice and prompt assistance in solving problems or restrictions. It should not be forgotten that one of the consequences of this identified problem is the growing conflict situation in public service centers in general, which negatively affects the work and customer service in general.

There are still obstacles to the introduction of artificial intelligence. Computing power, volumes of ram and external memory of computer systems may not be enough [4]. The solution to this issue should be considered and put into the plan long before the introduction of artificial intelligence systems, as well as to think over the increase in capacity during the system, constantly paying attention to the increase in the amount of information processed. There is a shortage of specialists with a decent level of competence and deep knowledge in various fields of artificial intelligence at the moment in the country, which cannot but affect the quality of management decisions of a strategic nature [16]. And although the state is already promoting the emergence of such specialists in the labor market, introduces free quality training programs and development contests with grants and so on, yet at the moment the existence of a deficit can be seen clearly.

After all, a certain proportion of respondents (about 10%) does not support our initiative, and it would be useful to highlight possible reasons for resisting innovation. The first is the risks of a technical failure, the seizure of important information by fraudsters, which can lead to the loss of important data of both people and organizations. To prevent such problems from occurring, you need to think ahead about the security of software transmission, storage, and processing. Be sure to use the latest developments in data encryption. It is worth noting that such developments are directly related to the use of artificial intelligence [3].

In addition, there is a risk of rising unemployment, a decrease in material well-being, a gradual degradation of the individual against the background of the predominance of AI. But from a professional point of view, we should not forget that the introduction of artificial intelligence helps to create new jobs with new types of professions, forms a modern labor market and helps the growth of the economy as a whole. That is, it actually leads to better economic indicators, not their deterioration.

As a result of the bilateral justification of advantages and risk components, it can be concluded that at the present stage of the development of the world economy and the Russian economy in particular, the development of artificial intelligence is undeniably assistant Person. The processes of implementing and testing technical innovations need to be continuously monitored in order to reduce the impact of related problems.

Also, according to the results of the survey, as many as 95.2% of respondents said that there are shortcomings in the work of public service centers in face-to-face circulation. Based on the above, the ideas presented in this article about the use of AI in public service centers are not easy to resonate with respondents and are relevant in today's realities, but will also help these organizations to free workers and visitors from monotonous manual prescribing of the same data; to speed up work by reducing human and time costs; to raise prestige, at least in the eyes of an advanced generation.

Employers are also profitable to introduce the proposed innovation due to the decrease in the share of turnover. The predominance of monotonous work has not the most favorable consequences: a decrease in mental, physical and moral performance, reduced immunity, exacerbation of nerve diseases, deterioration of qualitative and quantitative parameters of work, as well as a decrease in creative activity and initiative among employees. The structure of society, production, educational technologies, the nature of human thinking has changed – the information age has burst, where the main catalysts of civilizational development are knowledge, automation and robotics [11]. Class differences have been erased, so all without

exception have equal opportunities to unlock the potential of personal and professional, to build a significant level of competence. And all this thanks to the emergence of new technical innovations around us, opening up huge opportunities for optimizing processes and creating fundamentally new labor markets [12].

Conclusion

It is now impossible to find an area of activity in which smart technical devices and technologies based on the training of neural networks are not reflected. Because they make it easier for people to do work, life in general and provide tremendous convenience for people. Our proposed use of AI will reduce the occurrence of conflict situations between center workers and visitors, save workers from multiple similar operations, and give customers much more free time and moral satisfaction.

It should be understood that the use of artificial intelligence for any purpose also involves the safe transmission, collection and storage of information.

Thus, the use of artificial intelligence in public service centers in the paperwork is an objective necessity in modern realities.

AI can't replace a full human being, although the work of artificial intelligence often stuns and frightens even knowledgeable people with its speed and accuracy of execution. But AI is a faithful human helper, allowing you to partially reduce the time, emotional, financial costs.

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REFERENCE TO ARTICLE

CONTACT INFORMATION:

Buley Natalia Vladimirovna
Candidate of Economic Sciences
Associate Professor of the Department of Personnel Management
and Personnel Policy
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: buleinv@rgsu.net

Klimova Anastasia Vladimirovna
Student
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: anastasia1604klimova@gmail.com

Cheremisin Matvey Mikhailovich
Student
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: cheremisinmm@mail.ru

Cathy Lipke,
Professor, Faculty of Applied and Community Studies,
Douglas College, Vancouver, Canada.
E-mail: lipkec@douglascollege.ca

Rajanpreet Shinger,
Student, Faculty of Applied and Community Studies,
Douglas College, Vancouver, Canada.
E-mail: lipkec@douglascollege.ca

The Role of Technology in the Hospital and Implications for Coronavirus[1]

Annotation: *social workers play a crucial role in patient wellbeing in a health care setting. Technological advances have changed the way patients and practitioners communicate. Social work has attempted to keep up with advances in technology, however there are barriers. This study interviewed health care social workers and explored the use of technology in their practice. In the time of a global pandemic, health care has seen many restrictions to receiving care and supporting family members of patients. Social workers and their use of technology plays can play a major role in supporting patients accessing services and keeping patients connected with their families.*
Key words: *health care, social work, technology, coronavirus, pandemic.*
JEL classification: *A140.*

The role of technology in the hospital and implications for Coronavirus

Health care is an essential area for social work education and practice as it is the largest employer of social workers in North America [5]. During the Coronavirus global pandemic, health care has been integral to the safety and wellbeing of all people in society. Social workers, and their use of technology, can play a key role in psychosocial support and wellbeing for patients and their families. Health care social work (HCSW), specifically hospital social work, and technology are explored in this research. This paper will start by examining the research objectives of the study. Next, technology in social work literature will be discussed. Several common themes from the research will be examined in the results section. Furthermore, the implications for current and future practice and the role of technology in supporting patients and families during a pandemic will occur. The literature review and research study will compare technology before and during the Coronavirus pandemic, which lays a foundation for future directions in the field of HCSW.

The research objectives were to examine social work roles and responsibilities in a hospital setting. Technology was a major theme of the research findings. For the purposes of this

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[1] The article was sent to the conference of the Faculty of Social Work of the RSSU "Social Work in the Conditions of COVID-19: Goals, Objectives, Forms, Methods, Technologies".

paper, HCSW, technology and the Coronavirus pandemic will be highlighted. Five HCSW in the Greater Vancouver area, in British Columbia, Canada, were interviewed regarding their roles and responsibilities in a hospital setting. The emerging themes are relevant for HCSW practice today and for the future. Given the significance of health care to the field of social work, there is much to be gained by exploring current themes and possible future implications for practice.

Literature review

While there is considerable research on the topic of health care and social work, there is limited literature on HCSW and technology. The existing research on technology appears to be focused on ethical uses of technology, the benefits of technology (particularly in mental health), and using technology for social action [11]. There is less literature discussing how or when to use technology and even less exploring the drawbacks.

Regarding technology, the changes in communication through the years has been vast. Texting, e-mail, mobile phones, and video calls have changed the nature of daily communication. Social work has attempted to keep up with the changes and the National Association of Social Workers, among other governing bodies, issued guidelines and standards of care specific to technology and administration, practice, ethics and community organizing [11]. While many social service community agencies seek to offer support and services online to a wider number of people, the digital divide between people must also be considered. Clients of social workers may be less likely to have access to technology or at least consistent access to technology to participate, which excludes the very people who need services the most [11]. This divide has been magnified since the Coronavirus pandemic was declared with agencies suspending in person services. A loss of connection, feelings of isolation, and disruptions in services are said to have contributed to increased substance misuse since the pandemic, according to the Canadian Centre of Substance Misuse and Addiction (2020) [3].

Casework

One study of HCSW reviewed found that patients who regularly came to the attention of social workers were those who had chronic physical and social issues. Issues that include "financial difficulties, mental or emotional instability, family or marital friction, maladjustment to medical treatment (such as cancer, venereal disease or major operations), poor home environment, placement following illnesses, and unmarried motherhood" [4, p. 16]. Casework, defined as assisting clients with medical needs and social/environmental needs, was a key term used to describe the responsibility of social work. The social needs of the patient were found to be the primary role of social work as outlined in the literature. Case work is difficult to complete without the person present as social work often occurs face to face and during times of distress or crisis.

Improving patient outcomes

According to reviewed literature, since the introduction of social work in hospitals in North America, and continuing today: one goal for social work continues to be improving patient outcomes. Responsibilities of the American HCSW today include: assessments, support for health and personal needs, community referrals, education, and discharge assistance [6]. HCSW has set the profession apart by using theory and best practice to facilitate patient change, support discharge planning, promote community development, and advocate for patients [6]. One study found that discharge planning is where the majority of HCSW allocate their time, second was emotional support, and crisis intervention [6]. This goal is supported by the greater use of technology as social workers can use these advances to communicate with clients and agencies, complete referrals, and follow up with patients after discharge.

Stress and burnout

Another prominent area of HCSW literature is concerned with stress and burnout. Some of the situations leading to burnout include: high caseloads, lack of resources, working with people experiencing trauma, and ethical dilemmas [10]. Studies, particular to HCSW burnout found that,

"role conflict, role ambiguity, value conflict, and workload have been associated with both job satisfaction and burnout" (Harrison, 1980; Kahn, 1970; Rizzo, House, & Lirtzman, 1970, as cited in Siefert et al., 1991, p. 194). The study also found positive sources of job satisfaction among HCSW, including: clarity of role, influence, challenging work environment, and salary [10]. One study of HCSW found that "depersonalization and emotional exhaustion" were risk factors for job turnover [10, p. 197]. Technology may support helping professionals access supervision and other services to promote their own well being thereby reducing burnout.

Another aspect of technology is related to ethics. Now and in the future, the changing environment of health care and improvements in technology are likely to lead to challenges in practice and require ethical considerations: these should be areas for HCSW to focus.

Coronavirus

Since the declaration of the Coronavirus pandemic in early 2020, hospitals in British Columbia, Canada have limited non-essential visitors to the hospital. With introduction of these restrictions, social work, concerned with the wellbeing of the patient, naturally assumed extra responsibility in this area. HCSW have added coordinating medical updates to the family, hosting virtual meetings, emotional support to patients, and the facilitation of virtual family visits: technology is integral in these new responsibilities.

There has been an increase in the daily use of technology since the declaration of the Coronavirus pandemic. The use of technology brings challenges and ethical questions during pre-pandemic times and these concerns have been highlighted during the pandemic. Firstly the accessibility of technology in the cost of internet, availability of a mobile phone, and the cost of maintaining these things can limit a person's ability to connect with a social worker or health care provider [1]. Clients who have money stressors or precarious financial situations may not have access to technology or may have inconsistent access to technology. This can affect continuity and the building and maintaining of the relationship between client and social worker; frustration may be shared by both parties.

There are certain ethical considerations to consider when interviewing or gathering information from adults and from children through technology. Abuse and negative dynamics within a household may be exacerbated by the stress of the pandemic and possible lockdown. Services being offered or assessed over the telephone are inadequate, inappropriate, and potentially unsafe if the abuser is present [1]. Members may not be truthful or be able to openly share information as doing so may put them at risk. Assessments of families could be incorrect and the consequence of this carries into intervention, and ongoing services.

Maintaining confidentiality is an additional struggle related to technology. Confidentiality may be an issue for a social worker providing service from their own home based on their personal housing circumstances. Further, privacy may be of concern for both clients and/or social workers providing and receiving services outside traditional offices or therapeutic settings [1]. How and where information is stored, and recording of sessions are all to be considered when using technology to connect with clients. Clients or social workers may be concerned with conversations being recorded and how that information could be used later [1]. Social workers are responsible for understanding their ethical obligations as outlined by their appropriate licensure board for each technology.

Technology was used to enhance practice pre-pandemic times, however since the pandemic, technology has become a primary mode of communication. While the purpose is to protect ourselves and others, and prevent the spread of COVID-19, social workers should endeavour to maintain relationships and connect with our clients as effectively as possible using the tools we have available [1]. When technology is not available to our clients, social workers can problem solve how to remove this barrier for them. Social workers should consider ethical considerations related to gathering information and assessing situations where people may be at risk of harm, particularly if the abuser resides in the home. Privacy and confidentiality

related to how information is used and stored may be a concern to both social workers and clients. Acknowledging and discussing this may be helpful in overcoming concerns for both parties.

Evolution

The role social work plays in health care settings is likely to continue to change and evolve over time. Regular changes, increasing complexity of patients, and demand contribute to stress and burnout. Further, cutbacks in health care are positively correlated with the workloads of social workers [10]. The mandate of social work is broad and, as such, allows for many different responsibilities, skills, and roles to be performed under the same title including during extraordinary times, such as during a pandemic. Challenges related to working in multidisciplinary teams can also impact the role of HCSW. Health care is an evolving field with ever-changing advances in technology and best practices. Social work must remain up to date with research and evidence-based practice.

The role of social work has changed over time with decentralization of services and changes in technology and leadership. HCSW will need to continue to evolve to keep in step with the fast-paced changes in health care today and in the future. In the experience of one researcher, HCSW have been quick to take on extra responsibility and adapt to changing technology that is in the best interest of the patient and their family since the time of the Coronavirus pandemic.

Methodology

A qualitative approach was used for this study as it was assessed to best capture the experiences and create a discussion between researchers and participants. Participants completed semi-structured interviews consisting of eight questions. The questions were designed to encourage conversation related to HCSW roles, responsibilities and future implications for the field. Researchers sought to understand the opinions and experiences as perceived by the participants.

This study was approved by the Ethics Committee of Douglas College. All participants were provided an information sheet and signed a consent form agreeing to participate. Participants were told they could withdraw consent at any time. Researchers contacted the Social Work Department at two hospitals in the Greater Vancouver area. Both departments agreed to forward the recruitment email to social workers employed by their department. The email outlined the goal of the study. The recruitment email also outlined the inclusion criteria which was that participants must have employment (current or historical) in a health care setting, and a minimum of 15 years experience. A purposeful sample was taken of five health care social workers. One participant replied to the recruitment email, two participants were invited to participate by the researcher, and two participants encouraged their colleagues to contact researchers after completing the interview themselves. All participants indicated they met both inclusion criteria. All, except for one participant, was currently employed in the field. All participants received an information letter and consent form either by email, a hard copy, or both. All members consented to the research and fully participated in the interview. Participants were provided, or chose, a pseudonym to protect confidentiality, and notes were kept separate from consent forms.

Participants were asked eight questions during a semi-structured interview. During the interview, active listening and clarifying of responses were techniques used by researchers. The questions asked participants about the roles and responsibilities in their health care social work job at the beginning of their careers, and currently (or at the end). Grounded theory was used to analyze interviews, and ideas and themes were coded and categorized. The themes were identified in one of two ways: through specific questions asked of participants and through a thorough review of transcripts to identify commonalities. Several themes emerged related to "the role of social workers", and "perceptions of the profession", which came directly from questions asked of participants on those topics. Other identified themes, such as "technology", and "leadership" emerged organically in most, if not all, interviews. Participants spoke of these

topics spontaneously in interviews because they were common to participants' experiences; this was acknowledged in the research findings. For the purposes of this paper, the theme of technology and its implications for the Coronavirus pandemic will be featured.

Results

The findings from the study will be presented below as well as an examination of some of the limitations of the study.

Technology emerged as a theme in all of the interviews. All participants agreed that they rely far more on technology now than they did at the start of their careers and that they felt it would continue to become more and more integral to their role in the future. Although some participants had concerns with the increased use of technology, overwhelmingly, participants felt it was a positive change. One participant, Linda, spoke of new technological tools that aid social workers in their daily duties. Linda felt that prioritizing and assessment tools help HCSW work more efficiently. Two other participants, Jane and Tiffany, also felt that technology had increased communication and connection with patients and families. Another participant, Jan, noticed better and faster communication from professionals on the front line to those in administrative and leadership positions; she adds that applications like Skype have made it easier to attend meetings and educational events. Tiffany hopes that online meetings and teleconferencing will become more commonplace in the future.

Several participants also identified better access to information and resources as another benefit of the growing use of technology in the field. Tiffany, Betty, and Jane outlined ways in which technology has increased their access to information. Tiffany stated that when she started in the field, they relied on physical pamphlets and a resources book called the "red book". She emphasized that the accessibility of resources online, such as legislation and even patient histories, has made her job easier, and has also made information more accessible for patients, including access to resources in several languages and from outside the health care setting. Betty has observed that technology has helped patients connect with social workers and health care providers as they are able to email if they need help after discharge or between appointments. Jane feels that technology and the accessibility of information is so vital to her work now that not having it would be akin to "working with one hand [tied] behind your back". Linda, Tiffany, Betty, and Jane also expressed how technology has led to improved continuity in care. It has led to the standardization of charting and documentation, electronic access to patient records, and easy access to patient information (such as next of kin information). In the future, participants anticipate more technology use. Tiffany hopes that all health care providers in B.C. will begin to use "the same system[s], and we have access to everyone's records".

Some participants did express concerns regarding the growing role technology has in social work. Jan notes "less connection, [and] less face to face connection" specifically. She states, "technology is great, but there is value in having in-person communication". Jan said she has seen a dip in morale and attributes this to the use of technology for things like meetings. Tiffany touched on how the rise in technology generally has negatively impacted the profession. She believes the rise of social media has meant formal procedures for filing complaints and grievances have been subverted with people complaining online instead of using formal processes. While all participants agree that the use of technology has increased over time, there are positives and negatives to this.

Limitations

There are limitations to this research study. One limitation is that the sample size was small. It is difficult to generalize the research results on the basis of five interviews. More participants from different health care sites (including community and hospital settings) with different experiences would strengthen the results of the study. Despite the small sample size, the results were consistent with the literature on the topic of HCSW, which could speak to reliability.

Another limitation is the sample size was specific to location, which also limits the generalizability of the study. The participants were recruited from the Greater Vancouver area. The findings of the study are specific to the experiences of HCSW in these locations. HCSW in other parts of B.C., Canada, and the world may have different practices or different perceptions of their role. The outcome and discussion of this research should be considered with these limitations in mind.

Discussion

The literature has much to say about the role of HCSW. Historically, social workers were often tasked with helping patients facing financial, mental, emotional and family issues [4]. This study found that, today, social workers continue to deal with patients struggling with finances, relationships, substance misuse, mental illness, and housing. All participants agreed that technology has an increasing place in their day to day jobs. Particularly during a pandemic where visitors to hospital are restricted, technology plays a large part in disseminating medical updates, keeping in touch with families, supporting discharges and allowing for virtual visiting. As Jane so eloquently put it, working without technology would be like "working with one hand [tied] behind your back".

Most participants reported that technology made their role easier. All participants agreed that they rely far more on technology now than they did at the start of their careers and that they felt it would continue to become more and more integral to HCSW. Although there are challenges to technology, participants felt this was enhancing their ability to perform as HCSW. Some of the challenges related to technology may include consent, exclusivity, comfort with technology, and patient choice.

Some of the benefits to technology, as outlined by participants included: better access to information, better access to resources, improved communication, and access to prioritizing and assessment software. Technology has an increasingly substantial impact on the field and should continue to be examined further in research.

There is much value in exploring the themes raised by participants in this study. The participants are all very experienced social workers, and their wisdom and expertise can inform others. In the time of a pandemic, HCSW can educate other professionals about the role of social work and the value they can add to the health team, patient experience, technology available, and integration of patients back into the community. Health care apps that track exposure to people who have tested positive for COVID-19 can play a role in reducing the spread [8]. Social workers can facilitate communication through the use of tablets or video calling between those admitted to health care institutions and family/friends who are restricted from visiting. Social workers could provide education and information to other professionals and teams within health care, or within educational programs to ensure appropriate referrals are made and that professionals know how and when to connect with social workers and additionally, how to speak to patients about social work and what they can provide for the family.

Surprisingly, burnout and stress were not themes raised by participants. This is remarkable given the high-stress environment of the hospital. Also, considering the traumatic situations that social workers are often involved in including grief and loss, adjustment to changes in independence, and diagnosis of severe or terminal illnesses. During a pandemic, further ethical considerations surrounding patient centered care, medical decisions, alternate decision makers, visitation, and death and dying are highlighted. Social workers are called on to offer extra emotional support to patients, a role family/friends would have provided before visiting restrictions. It could be related to the sample size that stress and burnout are not at the forefront of these participants' experience as HCSW, this is particularly surprising given the climate of social work today.

Technology has important implications for HCSW. As explained by participants, technology has positives and negative aspects. There have been benefits in the continuity of care and

patient experience using technology. Social workers are obligated to stay up to date with research, including technology, that can promote positive patient outcomes. Social workers should see technology as a tool but should not become compliant or use it to minimize support provided to patients. As Jan said, "technology should not be a substitute for connection".

There are many implications for HCSW currently and in the future. Education of other professionals about social work is something all HCSW can take responsibility for. Advocacy for the role and ensuring the social work voice is heard is essential to the profession of social work. The available literature suggests that the social needs of the patient were the main consideration of social workers [4], this continues to be at the core of HCSW today.

Conclusion

In North America, since the 1900s social workers have been concerned with a patient's social, emotional, and practical needs. During this research study, participants provided their experiences of working within the hospital. Several themes emerged, including changes to technology and the increasing role of technology over time. Now more than before, HCSW are called on to provide support to patients who are separated from family and friends through pandemic restrictions within the hospitals, public health recommendations, and in the community. These themes are important to consider and inform how HCSW may evolve in the future. Social workers are skilled practitioners with expertise in different areas of the human experience and should aspire to be leaders of good practice and advocacy within health care. Social workers are at the forefront of supporting patient experience especially during a pandemic and technology plays a crucial role.

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REFERENCE TO ARTICLE

CONTACT INFORMATION:

Cathy Lipke
Professor, Faculty of Applied and Community Studies
Douglas College, Vancouver, Canada
PO Box 2503
New Westminster, BC
V3L 5B2
E-mail: lipkec@douglascollege.ca

Rajanpreet Shinger
Student, Faculty of Applied and Community Studies
Douglas College, Vancouver, Canada
PO Box 2503
New Westminster, BC
V3L 5B2
E-mail: lipkec@douglascollege.ca

Filonova M.S.,
Master Student, Russian State Social University, Moscow.
E-mail: maria_stanislavovna27@mail.ru

Realization of Collective Security in the Common Soviet Space

Annotation: *the purpose of this work is to carry out an analysis of the impact of CSTO on ensuring collective security and stability in the post-Soviet space. The study revealed that the relevance of the chosen topic is due to the importance of regional systems of collective security as one of the key actors of international law, acting as instruments for maintaining stability in the world, as the problem of maintaining its protection remains fundamentally important regardless of time. In 27 years of existence, the Collective Security Treaty Organization has become a truly strong military-defensive union, evolving from the Collective Security Treaty into a full-scale organization of cooperation in the political and military spheres.*
Key words: *CSTO, CIS, security, commonwealth.*
JEL classification: *A140.*

Introduction

At present, the national borders of States are increasingly being blurred, the role of regional associations whose activities are aimed at maintaining peace, security and stability of all participating countries is being strengthened, and the traditional understanding of ways and means of ensuring national security is changing. It is accepted that no State of modern times can rely solely on its forces, thus «collective strategies, collective institutions and a sense of collective responsibility are essential».

In addition, the principle of «humanitarian non-interference» in the domestic policies of member States of regional collective security organizations is increasingly being applied. An example of such an Organization is the Collective Security Treaty Organization. In contrast to this trend, NATO and the United States in the twenty-first century began to take advantage of new forms of interference in the internal affairs of states without UN sanctions or with their receipt after the outbreak of hostilities, as happened in Yugoslavia in 1999. The relevance of traditional armed conflicts continues to decline, public diplomacy is increasingly used, and armed clashes are less frequent, as they were before the emergence of collective security organizations.

Regional associations are already organizing peacekeeping missions to protect the rights and freedoms of citizens living in member countries. The idea of regionalism has been strengthened, clearly indicating that the «independent», «sovereign» fight against world-wide challenges, such as international terrorism and illicit drug trafficking, is irrelevant.

In the twenty-first century, it is regional arrangements and inter-State institutional entities that can be called truly effective international legal instruments. First of all, this is due to the fact that, for the most part, these associations have already passed a certain

stage of development and can, based on mistakes and experience of previous years, take as soon as possible the measures necessary to solve emergencies, as in Ukraine or the Republic of Moldova.

It is regional collective security organizations that, in the long run, will be the main guarantor of stability and protection for all States parties, even more so than international ones. This is due to the fact that countries united in a regional organization have common signs, from geopolitical location, to unity of foreign policy views and positions on certain international events.

It is likely that countries that do not currently have such regional groupings will soon seek the support of a number of partners and begin a dialogue on the possibility of continuing cooperation through the establishment of a regional organization. This will enable States to move to a new stage of domestic development as well as international integration.

Methods

Induction, system and comparative methods of research were used to write this article.

Results

Considering the post-Soviet space as a single geopolitical region, it is safe to state that the Collective Security Treaty Organization is the direct organization responsible for ensuring regional collective security.

The history of the Collective Security Treaty Organization dates back to the conclusion of the Collective Security Treaty, which was formally signed on 15 May 1992. This constituent document was written by the heads of 6 states: Armenia, Russia, Tajikistan, Kazakhstan, Kyrgyzstan and Uzbekistan, later, in 1993, Azerbaijan, Georgia and Belarus joined.

On 20 April 1994, the Collective Security Treaty was ratified and formally entered into force. The basic article 4 of the Collective Security Treaty states: «If a State Party is subjected to aggression by a State or group of States, it shall be considered as aggression against all States Parties to this Treaty. In the event of an act of aggression against any State Party, all other States Parties shall provide it with the necessary assistance, including military assistance, and shall also provide support by means at their disposal in the exercise of the right to collective defence in accordance with Article 51 of the Charter of the United Nations».

The signatory States thus advocated collective protection and security, as well as territorial integrity and sovereignty, for each State Party.

The Collective Security Treaty was originally concluded for a five-year period with the possibility of further extension. As a result of the signing of the Protocol on the Extension of the Treaty in 1999 and the formation of a new membership, as Azerbaijan, Georgia and Uzbekistan ceased their membership, an automatic procedure for the extension of the document every 5 years was adopted.

Azerbaijan withdrew from the CSTO due to the divergence of views of the participating States on the settlement of the conflict situation in Armenia with Nagorno-Karabakh, Georgia explained its decision by the state of war with Russia. The official position of Azerbaijan read: «We are not satisfied with the CSTO strategic plans on the Afghan direction. In addition, Tashkent is not satisfied with plans to strengthen military cooperation between the CSTO countries».

Serbia and Afghanistan are currently on the organization as observers.

For 10 years, the Collective Security Treaty has been a regional agreement aimed at maintaining close cooperation between the participating countries, those States that, after the dissolution of the Soviet Union, saw the need for cooperation among themselves and the transition of established international relations to a new level.

Thus, on 14 May 2002, at the session of the parties to the Collective Security Treaty, Moscow adopted a decision on the establishment of a new regional collective security organization, the Collective Security Treaty Organization. The agreement was formally ratified by member States on 18 September 2003.

The Charter of the Collective Security Treaty Organization was established in autumn 2002 and registered with the United Nations Secretariat in December 2003. A year later, CSTO became an observer in the UN General Assembly. According to Article 3 of the CSTO Charter, its main objectives are:

1) strengthening peace, international and regional security and stability;
2) collective protection of the independence, territorial integrity and sovereignty of Member States.

The Charter also sets out the principles on which the organization's activities are based:

1) strict respect of independence;
2) the priority of political means over the military;
3) voluntariness of participation;
4) equal rights and obligations of Member States;
5) non-interference in cases falling within the national jurisdiction of Member States.

Thus, the official status of the Collective Security Treaty Organization, which united a number of countries of the post-Soviet space in the name of common goals and interests in the field of regional security, was legally established. Currently, 6 countries have membership in the organization: Armenia, Belarus, Kazakhstan, Kyrgyzstan, Russia and Tajikistan.

A number of CSTO permanent as well as CSTO subsidiary bodies have been established on the basis of the CSTO Charter for the successful functioning of the organization.

Over the 27 years of CSTO existence, it has been possible to achieve significant results in the political and military spheres, to boldly reflect a number of international threats in the post-Soviet space, to strengthen its authority on the world stage, as well as relations with international organizations and third countries. In accordance with Article 9 of the Charter of the Organization, on 9 November 2003, the Regulations on the Functioning of the Mechanism for Coordination of Foreign Policy Activities of CSTO Member States were approved.

On the basis of this document, a common mechanism for foreign policy activities of the participating countries is being developed. Since 2011, the Collective Security Treaty Organization has been actively applying the mechanism of Collective Instructions to representatives of CSTO member countries to international organizations, thus creating a common approach to the international challenges of our time.

It is important to note that the Organization is currently working closely with other actors of international law, such as the United Nations, SCO, the Customs Union and the EurAsEC. Crisis response is also one of the activities of the Collective Security Treaty Organization. That is why in 2016 in Armenia the CSTO Collective Security Council decided to establish a Crisis Response Center, which, in case of an international emergency, assigns itself to organizational, technical and information and analytical functions.

The main objective of the military partnership is to provide a guarantor of collective as well as national security for each State party. According to articles 4 and 6 of the Collective Security Treaty, the key to its implementation is the maintenance of operational readiness and sufficient provision of the military capacity of each participating country. It is the Collective Aviation, Peacekeeping and Operational Response Forces, combined military forces and military infrastructure that form the basis of the CSTO military capability. It was also decided on bilateral cooperation until 2020 in the Caucasus and Eastern European regions for the development of Russian-Armenian and Russian-Belarusian armed forces.

The Collective Rapid Reaction Force was formed in 2001 with a total strength of 5,000. Already in 2009, the Collective Rapid Response Force was established, consisting of a special-purpose force of 20,000 participating countries and capable of achieving universal objectives. At present, the number of these troops has decreased slightly to 18,000.

Since 1 January 2004, CSTO has been operating a Joint Headquarters dedicated to practical tasks for the formation, operation and use of both the Collective Forces and joint activities with

the General Staff of the Armed Forces of Member States. The responsibility of the Headquarters includes training of personnel and specialists for the armed forces of the participating countries, coordination of the CSTO Crisis Response Center.

After the adoption in 2015 of the decision of the CSTO Collective Security Council «On Organization of Control of CSTO Troops (Collective Forces)», a plan for carrying out joint operational and combat training activities is annually formed. Military exercises conducted on the territory of CSTO member countries have already served as preconditions for this decision more than 30 times. Exercises with already known names, such as «Interaction», «Thunder», «Cobalt», «Inviolable Brotherhood» and many others, are organized at absolutely different levels. Other actors of international law are invited to participate in these events as observers. In 2007, participating countries signed the Peacekeeping Agreement, which was ratified in 2009 in the United Nations Secretariat. About 3,000 representatives of the armed forces and 600 internal affairs agencies of the participating countries joined the CSTO Peacekeeping Force, which can be used both within the framework of the Organization and behind its attachments under the mandate of the United Nations Security Council.

In 2012, a Memorandum of Cooperation between the CSTO Secretariat and the Department of United Nations Peacekeeping Operations was signed, further consolidating the position of the former in the international arena and indicating its intentions to ensure international collective security not only in a single region, but also throughout the world.

The Collective Security Treaty Organization also maintains relations with the International Committee of the Red Cross in the area of humanitarian assistance.

CSTO pays great attention to military and technical cooperation in the field of preferential treatment of retaliatory military supplies between the States parties.

This partnership is based on a special 2000 Agreement under which countries provide goods at prices set for their own armed forces, special services and law enforcement agencies. For the successful cooperation of member States in the field of military-economic cooperation, the Interstate Commission on Military-Economic Cooperation is conducting its work. It includes Deputy Prime Ministers of CSTO member states, and is headed by Deputy Chairman of the Russian Government Y. Borisov. Within the framework of its activities, cooperation of defense enterprises of CSTO members and enterprises of the defense-industrial complex of the Russian Federation is carried out. These exchange projects are implemented bilaterally and multilaterally. The fight against international terrorism and extremism, human trafficking, illegal emigration, drug trafficking and cybercrime are undeniably important challenges of our time.

In 2014, the CSTO Anti-Drug Strategy for 2015–2020 was established to effectively counter drug trafficking within the framework of the Collective Security Treaty Organization.

A well-known regional anti-drug operation is the «Canal», established in 2003 under the auspices of the Coordinating Council of Heads of Competent Authorities against Illicit Drug Trafficking. For example, in 2019, about 11 tons of drugs were seized under Operation «Canal-Center».

A Coordination Meeting of CSTO Chief Drug Addicts was established in 2013 to prevent illicit trafficking in drugs and psychotropic substances, reduce demand for drugs and treat drug dependence. The CSTO Emergency Coordination Council was established in 2007 to regulate CSTO member countries 'emergency response activities.

In 2014, CSTO launched a project to establish humanitarian centres in collective security regions, continued to develop a legal framework for the placement of state material reserves, and completed the formation of a single information and software space for the exchange of urgent information and coordination of the activities of the member countries of the Collective Security Treaty Organization. These actions were undertaken to mobilize a rapid response force to assist victims in emergencies.

Discussion

Unfortunately, despite the extensive pace of development of society and the improvement of living standards in many countries of the world, illegal migration and trafficking in persons remain one of the problems of our time.

For this reason, in 2008, within the framework of the Collective Security Treaty Organization, the Coordinating Council of Heads of Competent Authorities of CSTO Member States on Combating Illegal Migration began its work. In the same year, in order to prevent possible violations of migration legislation, operational and preventive measures within the framework of Operation «Illegal» began to be carried out within the framework of the Organization. As a result of its activities, hundreds of thousands of crimes in this area were prevented, and more than 2,000 wanted persons were detained. The operation in 2016 found over $1.5 billion in financial transactions.

Another merit of «Illegal» is that hundreds of trafficking channels have been opened during its existence. In the age of modern technology, the world has faced a new international problem – the security of the information space.

According to the CSTO Collective Security Strategy for the period up to 2025, one of the key areas related to the threats and challenges of our time is the information and communication space, which can be destructive to the socio-political, socio-economic environment by manipulating public consciousness.

As early as 2006, the Collective Security Treaty Organization began to develop an information security system. More than 10 normative and legal acts in this field were adopted by the Collective Security Council, a Working Group on Information Policy and Security was formed, and a Protocol on Cooperation between Member States of the Collective Security Treaty Organization to Counter Criminal Activities in the Information Space was signed.

Since 2009, a number of practical activities within the framework of Operation «PROXY», aimed at combating crime in the information space, have been implemented on a permanent basis. «PROXY» identifies and eliminates materials in national Internet segments that in some way threaten the national or collective security of CSTO member countries. Over the 10 years of the Operation's existence, some 80,000 information sources of a questionable nature have been identified, more than 34,000 of which have been blocked. As a result of the inspections carried out, about 15,000 criminal cases were initiated.

In 2014, the Collective Security Treaty Organization adopted a decision on the establishment of a Computer Incident Response Advisory Coordination Centre, which revealed the most important objects of the national information structure that require collective study. Another achievement in this area of CSTO has been the establishment of a process for the exchange of information sources on information technology crime.

Conclusion

An important result of CSTO activities in 27 years of existence is the provision of common training or retraining of specialists from the member countries of the Organization. CSTO pays great attention to this work in specialized higher educational institutions of Armenia, Belarus, Kazakhstan and, of course, Russia, where more than 1,500 citizens of the member States of the Organization study. The CSTO Scientific and Expert Council, as well as the Analytical Association of the Organization, which unites more than 30 higher educational institutions from all participating countries, as well as more than 30 information and analytical structures, are responsible for the implementation of scientific and research activities of the organization. Thus, paying great attention to the representatives of the youth of the participating States, their comprehensive development and involvement in joint activities.

It is important to note that the Coordination Meeting of the Chairmen of the Defence and Security Commissions of the CSTO member States and the Expert Advisory Council are operating within the Council of the Organization. The working bodies of the parliamentary structure

include three Standing Commissions: Defence and Security, Political Affairs and International Cooperation and Socio-Economic and Legal Affairs. The Information and Analysis Legal Centre provides essential support for the work of the commissions.

Thus, the establishment of the Collective Security Treaty Organization as a full-fledged regional organization was a long but necessary process. It was in 2002 that the heads of member States of the Commonwealth of Independent States agreed on the need to unite in the face of international threats, namely, international terrorism, extremism, illicit trafficking in arms, drug trafficking and illegal migration. Over time, information technology crimes have also been added to the above-mentioned challenges of our time. It was CSTO that made it possible to quickly solve any regional problems in the post-Soviet space.

In almost two decades of the establishment of CSTO as a separate independent regional organization, it has achieved significant achievements in the struggle for world leadership and vital resources, despite the changing position of forces in Eurasia, the escalation of armed conflicts, the emergence of new threats to the modern world, namely international terrorism and extremism, cybercrime. Due to the difficult military and political situation in the world and the close proximity to the area of responsibility of the Collective Security Treaty Organization, an integrated force capacity was formed, according to the first requirements, ready to respond quickly in case of threat to the member countries of the Organization.

On the basis of the above-mentioned results of the work of the Organization, it is possible to state with full confidence that CSTO is an effective multidisciplinary organization that guarantees national and collective security in the post-Soviet space, sovereignty and territorial integrity of the States parties.

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REFERENCE TO ARTICLE

CONTACT INFORMATION:

Filonova Maria Stanislavovna
Master Student
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: maria_stanislavovna27@mail.ru

Frolova E.V.,
Doctor of Sociological Sciences, Professor of the Faculty
of Management, Russian State Social University, Moscow.
E-mail: efrolova06@mail.ru
Scopus Author ID: 55511159600
ORCID ID: orcid.org/0000-0002-8958-4561

Rogach O.V.,
Candidate of Sociological Sciences, Associate Professor of the
Faculty of Management, Russian State Social University, Moscow.
E-mail: rogach16@mail.ru
Scopus Author ID: 57191411110
ORCID ID: orcid.org/0000-0002-3031-4575

Opportunities and Limitations of Using the Technology of Inter-Municipal Cooperation As a Tool for Activating Social Capital and Developing the Tourist Attractiveness of Territories[1]

Annotation: *the article discusses the possibilities and limitations of using the technology of inter-municipal cooperation as a tool for activating the social capital of local communities. Using a set of analytical methods, as well as the method of analyzing information sources, the authors develop the key provisions of this social technology: the algorithm of its implementation in municipal authorities, organizational and economic forms of cooperation of municipalities, the principles of implementing the cluster approach in order to develop the tourist attractiveness of municipalities. The advantages and risks of using the technology of inter-municipal cooperation by local authorities in modern socio-economic conditions are substantiated.*
Key words: *social capital, municipal formation, inter-municipal cooperation, technologies.*
JEL classification: *A140.*

Introduction

The tourist attractiveness of Russian municipalities is considered today as a promising strategy for the development of Russian territories. At the same time, the dependence of municipal budgets on regional and Federal allocations, the narrowness of the resource base, and, as a result, the focus on the promotion of unified objects of tourist display actualizes the search for other sources of territorial development, as well as modern tools of municipal management.

The social capital of local communities acquires a high significance as an internal source of municipal development, which can be converted into the development of tourist attractiveness of municipalities, both in the internal and external tourism market. However, the actual practice of including social capital in the solution of local community issues is not supported

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by technologies for activating horizontal interactions of their representatives. Moreover, there are no technologies that would allow us to consolidate the efforts and resources of several municipalities, which would allow us to minimize risks and ensure a sustainable effect from the progressive development of Russian territories.

Social capital of municipalities in the context of the development of the domestic tourism industry, a relatively new definition, which in modern conditions of territory management, requires the development of advanced technologies that ensure the activation of social relations and interactions in the context of solving the tasks assigned to the authorities [2; 16]. It should be noted that in modern science and management practice, social technology is a tool for solving acute socio-economic problems, a set of methods and methods for constructing social reality in order to improve the quality of life of local communities. In some cases, the use of social management technologies by local authorities is aimed at optimizing the existing socio-economic relations and structures in the local community in order to meet the needs of territorial development [6].

The developed technology can also be considered as a tool for mobilizing internal sources of development, activating social ties and horizontal interactions, and converting social resources into competitive advantages of Russian territories [1; 5] this is due to the fact that technologies for activating social capital provide for the intensification of social interactions between representatives of the local community, directly affecting the sphere of activity of municipal authorities and the interests of local residents. This approach ensures qualitative changes in the practice of municipal management of territorial development, providing local communities with the opportunity to consolidate their resources and efforts to improve the level and quality of life in the municipality [3; 9].

Therefore, technologies for activating social capital in the context of developing the tourist attractiveness of territories should be aimed at:

− transformation of the role of «local communities» from its understanding as a donation (volunteers, sponsors, patrons), to focus on the prospects of constructive interaction between government, businesses and local residents (partnerships, inter-sectoral coordination, clusters, project participants);

− change the dominant relations of power to the local people as a strategic resource of development of the territory;

− positioning the tourism industry as a promising strategy for territorial development with a multiplicative effect [4; 8; 17].

From this point of view, the technology of inter-municipal cooperation can be considered as a necessary tool for municipal authorities to implement the conceptual provisions for activating the social capital of local communities in order to develop the tourist attractiveness of Russian municipalities. A new approach to solving the problems of developing the domestic tourism industry by attracting residents of several municipalities requires municipalities to have an effective personnel policy on the ground. As shown by the results of numerous studies to date, the qualification of municipal officials does not meet the challenges faced by municipalities, does not allow for a steady progressive growth of indicators of territorial development. In addition, there are no links and communication channels between the heads of municipalities that would allow integrating common efforts to establish inter-municipal cooperation. There is a high level of distrust between all participants in such relations. Therefore, technologies for activating social capital are designed to:

1) ensure quality changes in municipal management in accordance with the requirements of the time;

2) create conditions for increasing the interest of local residents in actively participating in the processes of solving issues and problems of development of local communities territories, which will fully take into account their interests and needs;

3) contribute to the formation of an effective management system for the development of the tourism industry in the field, ensuring its competitiveness and resistance to economic and financial risks [11; 13; 20].

Methods

The provisions presented in the article are the result of the second stage of the project implementation of scientific project No. 19-011-00565 "Interaction of key local community actors in order to increase the tourist attractiveness of Russian territories: restrictions, resources and development technologies". The authors used a set of analytical methods and procedures that allowed them to substantiate the key provisions of the technology of inter-municipal cooperation as a tool for activating the interaction of key subjects of local communities in order to increase the tourist attractiveness of municipalities in the Russian Federation. Based on the analysis of information sources and scientific literature on the research problem [10; 12; 18; 19], as well as based on empirical materials published following the implementation of the first stage of the project, the authors substantiate the content and mechanism of implementing the technology of inter-municipal cooperation.

Results

The content of inter-municipal cooperation is determined by the problems of territorial development or the need to achieve higher results in the functioning of certain areas of municipal life. The basis of inter-municipal cooperation is the integration of the resources of several territories in order to realize the interests of local residents. In this context, the social capital of several local communities should be integrated into the network interaction, which will expand the scope of its application as an internal source of territorial development. In particular, the cooperation of business structures or micro-entrepreneurs from nearby municipalities will expand the space of the «geographical myth» or create a related line of products/services.

The practice of implementing the technology for developing inter-municipal cooperation makes it possible to implement such organizational and economic forms of cooperation as:

— Creation of a single tourist space from several municipalities, which individually do not have sufficient potential, United by the concept of geographical myth. Activation of social capital determines the possibility of commercialization of tourist experiences through the production of a complex of tourist goods and services linked by a single semantic component. In addition, on the basis of such associations, ambitious projects are possible to modernize the infrastructure profile of the tourism industry, create new or reconstruct existing tourist facilities [14; 15].

— Mutual solidarity, which involves mutual advertising, promotion of tourist display objects in neighboring territories, etc. This approach allows you to differentiate the tourist flow and / or create a single package of sightseeing services.

— Syncretization of education and tourism, which provides training for the tourism industry for territories that do not have the necessary resources; and also contributes to the promotion of the historical and cultural heritage of the region through educational programs (mainly in schools).

— Centering the tourist product, which implies the creation of a single center of tourist attraction, while adjacent municipalities become «transport arteries», translators of the ideas of the established geographical myth, hospitality and good-neighborliness. An example is the development of publishing: the production of travel guides, postcards with beautiful views.

— Integration of the social capital of several municipalities within tourism clusters as accelerators of the tourist space.

The main prerequisites for the creation of tourist clusters are tourism innovations, an example of which is the change in the format of tourist displays towards the popularization of interactive and virtual technologies. The result of creating tourist clusters is to increase

the competitiveness of the municipality in the tourist market. However, the organization of a tourism cluster requires a high degree of trust among participants in relation to each other, long-term horizontal planning of the economic process, a wide range of intersectoral relations, a combination of technologies of cooperation and competition.

The principles for implementing the cluster approach in tourism should include compliance with the following provisions.

1. Territorial localization of cluster participants, which allows ensuring their effective interaction in order to attract tourists and increase the level of competitiveness of tourist services.

2. Sustainability and long-term network interactions in the tourism sector. This principle allows us to implement strategic goals for the development of tourist attractiveness on the basis of inter-municipal cooperation, to convert the social capital of territories into long-term projects for the promotion/popularization of tourist attractions and/or restoration of cultural monuments.

3. Institutional support for the functioning of a formalized mechanism for interaction and cooperation of the main participants in inter-municipal cooperation.

The introduction of technology for the development of inter-municipal cooperation will not only increase the economic effect of the development of domestic tourism on the ground, ensuring the replenishment of municipal budgets, but also generate income for individual business structures, micro-entrepreneurs and other representatives of local communities. The implementation of the technology of inter-municipal cooperation should result in an increase in the investment attractiveness of these territories, the creation of a favorable business climate, and the involvement of large businesses in projects with a tourist orientation. With minimal transaction costs, managing social connections and in the social communication system provides a multiplicative effect.

Other advantages of using the technology for developing inter-municipal cooperation include:

• possibility to consolidate municipal resources in conditions of their shortage, including resource exchange;

• minimization of transaction costs by attracting social capital;

• expanding the boundaries of attracting cooperation participants by activating new forms of cooperation;

• the ability to participate in larger and more ambitious projects, as well as the distribution of risk between several municipalities;

• combining efforts in articulating municipal interests at higher levels of government.

Discussion

Undoubtedly, the technology of development of inter-municipal cooperation has its own limitations, which result from the lack of clear certainty in the division of powers and areas of responsibility, and the blurring of the local authorities' understanding of the autonomy of actions of participants in inter-municipal cooperation. There is a lack of fixed stable links between municipalities, organizational overload of local officials with routine functions, insufficient level of interaction of local governments with each other. The compensator of these dysfunctions can be organizational mechanisms that provide an integration field of horizontal connections of municipalities.

The technology of development of inter-municipal cooperation as a tool for activating the social capital of local communities should include a number of consecutive steps, namely:

1. Defining the goals and objectives of inter-municipal cooperation, which involves calculating the long-term effect of integrating the resources of municipalities, as well as determining indicators of strategic management of the development of the tourism industry in specific territories.

2. Monitoring and evaluation of the complex potential of municipalities, the specifics of its perception in the assessments of potential investors, business structures, public associations and other representatives of local communities, as well as research of consumer behavior of target groups of tourists.

3. Creating an organizational mechanism that ensures effective interaction of all stakeholders. In particular, we can talk about the Coordination Council of municipalities. Such a mechanism will reduce possible conflict risks, certain socio-psychological barriers to the implementation of cooperative interaction, and increase professional readiness for its implementation. The coordinating Council may include heads of municipalities, experts, public organizations, and entrepreneurs.

4. Determining the directions of development of inter-municipal cooperation in the field of tourism. An example is the following directions of forming the tourist attractiveness of municipalities:

— Formation and development of objects of sustainable tourist attraction. This direction should be supplemented with techniques for image promotion of significant attractions of the territory. The key characteristic of tourist attraction objects is their competitive advantages and opportunities to attract tourist flows. In conditions of local budget deficit, it is only possible to solve the problems of restoration of cultural and historical heritage objects by consolidating the resources of several municipalities.

— Organization of regular cultural and / or scientific events that ensure the formation of tourist attractiveness through the development of event tourism. From the point of view of modern tools for marketing territories, attracting tourists to certain events allows you to form tourist flows «unrelated» to the natural resource potential of territories, increase the recognition of the municipality «on the map» of Russia.

— Optimization of the activities of cultural objects, including through the development of innovative forms of organizing the activities of museums, exhibition halls, etc. The result of optimization should be the creation of an infrastructure and technological basis for the implementation of projects in the tourism sector. In this context, the integration of resources of several municipalities helps to expand the boundaries of interaction between potential investors, entrepreneurs, and representatives of local communities who are ready to develop and implement innovative ideas for territorial development [21; 22].

It should be noted that the development of inter-municipal cooperation, of course, requires detailed study and improvement of the legal framework, as well as changes in the existing institutional conditions in terms of artificial subsidization of local budgets. Implementation of projects of inter-municipal cooperation in modern conditions is associated with significant financial and organizational difficulties. However, these practices have significant potential to overcome the limitations of domestic tourism development. Combining the resources of several municipalities is the most effective tool for territorial development and creating competitive offers on the tourist services market.

Conclusions

In the course of the analysis, the authors offer recommendations for the development and implementation of inter-municipal cooperation technology in the activities of municipal authorities. Given the current social, economic and political conditions in Russia, which have created a special institutional environment in municipalities, it is important to consolidate the resources of several municipalities, which will achieve a multiplier effect. In addition, inter-municipal cooperation can become a "way out" for those territories that do not have sufficient resource potential, are not tourist destinations and, in General, belong to the so-called subsidized territories. Thus, the technology of inter-municipal cooperation makes it possible to implement such organizational and economic forms of cooperation as: creation of a tourist space United by the concept of geographical myth; mutual solidarity (for example, promotion

of tourist display objects in neighboring territories); syncretization of education and tourism; creation of a single center of tourist attraction, while adjacent municipalities become "transport arteries"; creation of tourist clusters.

The advantages of using technology for developing inter-municipal cooperation include: resource exchange in conditions of scarcity; minimization of transaction costs by attracting social capital; activation of various forms of cooperation; the ability to participate in larger and more ambitious projects, as well as the distribution of risk between several municipalities; joining forces when articulating municipal interests at higher levels of government.

The technology of development of inter-municipal cooperation has its own limitations, which arise from the lack of clear certainty in the issues of separation of powers and areas of responsibility, and the blurred perception of local authorities about the autonomy of actions of participants in inter-municipal cooperation. There is a lack of fixed stable links between municipalities, organizational overload of local officials with routine functions, insufficient level of interaction of local governments with each other. The compensator of these dysfunctions can be organizational mechanisms that provide an integration field of horizontal connections of municipalities.

When implementing the technology of inter-municipal cooperation as a tool for activating social capital and developing the tourist attractiveness of territories, there may be risks associated with insufficient qualifications of employees of government structures; with an inadequate interpretation of the selected principles and directions for activating social capital; with the inertia of local authorities in changing the current approaches to managing territorial development. However, these risks and objective restrictions on the use of technologies to activate social capital should not be considered as institutional barriers. Changing the mind of a municipal official, changing the vector of his interest to the multiplicative effect of the development of the territory of a municipality is already a very common practice today.

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REFERENCE TO ARTICLE

CONTACT INFORMATION:

Frolova Elena Viktorovna
Doctor of Sociological Sciences
Professor of the Faculty of Management
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: efrolova06@mail.ru

Rogach Olga Vladimirovna
Candidate of Sociological Sciences
Associate Professor of the Faculty of Management
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: rogach16@mail.ru

Glotova A.O.,
Project Manager, Company «WCIOM»; Postgraduate Student of the
Department of Sociology, Russian State Social University, Moscow.
E-mail: nastya_070596@bk.ru
ORCID ID: orcid.org/0000-0003-2770-3657

Does Cinema and Movie Characters Influence the Formation of Public Opinion?

Annotation: *in modern society, the problem of the influence of cinema on the viewer and its value-semantic sphere is of great importance. It is worth noting that this area of influence on a person, despite the relevance due to the popularity of this type of product, is poorly studied from the point of view of sociology. During the work, the cultural identification of society through cinematographic art was analyzed, as well as the relationship between the viewer and the movie character. Theoretical approaches to studying the influence of cinema on a person of both foreign and domestic scientists are considered. The analysis allows concluding that the impressions that the viewer receives while watching the film can reach the level of real life impressions and is transferred to the experience of his daily life. Consequently, the products of cinematographic art not only affect the person, but also constitutional various aspects of his everyday reality.*

Key words: *influence of cinema, movie characters, audience, cinema products, identification.*
JEL classification: *A140.*

Introduction

Among all the diversity, feature films have a special influence on the inner world of a person.

The products of cinematic art are broadcast under the guise of everyday life stories, which allows the individual to know the world of adult life already at an early age. Feature films are able to convey all forms of interaction of interpersonal relationships that belong to different cultures, which influence the worldview and consciousness [7, p. 36–54].

An individual in the process of perception certain moments of the film identifies himself with a particular movie character. Thanks to that, the viewer is immersed in the semantic content of the cinematic work, and, therefore, has the opportunity to "live a whole life", displayed in the storyline of the film in a short period of time. Identifying himself or herself with the hero of cinema, a person experiences various emotional issues – this is what determines the depth of influence of objects of cinematic art on the inner world of the individual [6, p. 217].

By offering the viewer a certain set of values, a type of behavior projected through the images of heroes and anti-heroes, cinema encourages copying, as well as the desire to achieve goals through the methods that bring success to the characters of movies [1, p. 39].

At the same time, identification with a movie character always carries a socio-cultural context, displayed in the form of reality, which is why watching a movie is a strong immersion of a person in the value-semantic space of various cultures and subcultures [17, p. 118–127]. This is due, of course, to the dominance of foreign films on the screens of domestic cinema, in the process of which the Russian audience "tries on" completely atypical cultural behaviors.

The influence of cinema on the inner world of an individual is not limited to direct perception. A person can "try on" images of favorite movie characters on a variety of levels: from appearance, demeanor and ending with life values and worldview.

The object of research is domestic and foreign films.

The subject of the research is the film characters of domestic and foreign films.

The purpose of the study is to identify how the film characters of domestic and foreign films affect the Russian audience.

In accordance with the purpose of the study, the following tasks were set:

1) analyze the sociological theories of scientists related to the influence of cinematic art products on the viewer;

2) consider the sociological theories of scientists related to cultural identification;

3) develop a research program and a questionnaire that will allow you to get the most complete information about the degree of influence of movie characters on the formation and formation of the world view and consciousness of the individual;

4) process the array using SPSS and interpret the received data.

The main hypothesis of the research:

1. The influence of cinema on the viewer is more negative than positive.

2. Identification with the characters of foreign films is more preferable for the Russian audience than with the characters of domestic films.

Thanks to the broadcast of a particular film, an individual is able to be fully involved in its storyline and emotional dynamics, therefore, a person can identify with a variety of movie characters. This kind of identification has a serious impact on the inner world of a person, as well as its value-semantic sphere [20, p. 152].

Identification with movie characters is considered, first, as a mechanism for likening oneself to the hero of the film – in this case, a person unconsciously imitates the model they like, based on their own emotional background [9, p. 316–317]. Identification of a person with other people is one of the main elements of human socialization, thanks to which the individual develops various behavioral stereotypes, as well as character traits [4]. This identification is possible on several levels: from identifying yourself with a movie character in appearance, clothing, behavior, and ending with imitating another on the level of life values.

Introducing the concept of identification into psychology, Freud paid special attention to its affectivity, i.e. the inability to control one's own imitation of someone [3, p. 40]. In his opinion, identification is one of the earliest forms of emotional connection with other people and often precedes conscious and formed feelings. Z. Freud in his work "Mass psychology and analysis of the human Self", says that the human "I" is formed due to an unconscious likeness to another individual, taken as a model [5, p. 14–21].

On the other hand, identification with movie characters is considered as identification of oneself with the characters, thanks to which there is a penetration into the semantic content of the movie and its emotional experience. In this context, M. Bakhtin studies identification, he calls it aesthetic perception and says that in the process of broadcasting a movie, the viewer is able to "get used" to the role of the hero they like and experience his life values and meanings [11, p. 9–10].

Often the process of imitating movie characters occurs during the movie, due to the emotional involvement of the viewer. According to A. Mitta, such involvement is a reflection of the success of the film, and most of the creators of cinema products strive to increase this indicator to the maximum, thereby pushing current social values and norms to the background [18, p. 112]. A. Mitta says that in the process of identifying the viewer and his idol, a person lives and acts with the hero, experiences with him and supports him [12]. Thanks to such emotionally vivid events, the subject has the opportunity to live life throughout the storyline, identifying with various film characters. It is worth noting that the commercial success of the

broadcast film directly depends on the audience's involvement in the plot and its identification with the characters, as well as the degree of impressions and pleasure received by the viewer. Thus, A. Mitta considers modern cinema as "an art that evokes and develops emotions in the viewer" [13, p. 471].

A. Meneghetti studied the features of human perception of works of cinematic art and concluded that the copying process is based on unconscious processes that are implemented both when creating a movie and when the viewer perceives it. The art film itself, according to A. Meneghetti, is perceived as a projection of some material that "can prevail in the unconscious Director" [8, p. 19–29]. In his opinion, the success of a film depends on how accurately the Creator of the film conveyed the psychological aspects of the unconscious that are relevant in this type of society, as well as how they correspond to the time space. A. Meneghetti notes that this is the reason why the continuation films, shot as subsequent parts, do not reach a high level and demand – psychological problems change the direction of their relevance over time. The viewer in the process of broadcasting a movie independently and unconsciously tries on the image he saw, without giving it much meaning, "although this image determines his life" [14]. This kind of copying of the image of a movie character on itself, gives the viewer the opportunity to analyze the received information through various emotional reactions. Every time a person reacts emotionally and experiences an unconscious identification with the image of a movie character. According to A. Meneghetti, it is at the unconscious level that an individual gets the opportunity to feel their similarity to a favorite idol based on their own life values, which can contribute to matching a certain movie character [11].

According to the results of research conducted by J. Potter, reality displayed in the film becomes more receptive to the individual in the event that he identifies himself with any of the characters in this film [15, p. 23–41]. He also claims that scenes that have a negative character, such as violence, can attract a person if a favorite hero commits them. This has a strong enough impact on the subject's consciousness and social behavior, and can change the individual's personal life [10].

The process of identification, which is carried out by an individual when watching a movie, is often associated with one or another cultural subtext, which is able to display modern reality and immerse the subject in various cultures and subcultures. In this case, the film includes a symbolic, culturally specific reality that exists according to its own laws and has a certain system of values. V. Rudnev considers cinematographic art as "a space in which the semantics of possible worlds is realized" [16, p. 130–134]. Propaganda of the so-called "real" world in cinema often offers audiences contradictory models of cultural behavior. In this regard, human consciousness can also reproduce a different picture of reality, and thus affect the value system of this individual and his attitude to the world around him.

Summarizing the research of the predecessors, it is worth concluding that the problem of identifying the subject with the heroes of cinema can be considered from two sides. The first is the identification of oneself with the movie character in the process of perception of the film, and the second is the likening of the favorite hero after viewing the storyline of the movie. In both cases, such cultural identification can affect the value sphere of a person, their worldview, attitude to themselves, behavioral patterns, etc.

Methods

In the course of the research, the survey method and various methods of processing the data were used.

The survey was conducted on the basis of the largest community in the social network Vkontakte "movie Lovers", which at the time of the study included 16964 participants.

Methods for processing the obtained data include linear and cross-distributions of respondents' responses, factor analysis, and cluster analysis [19, p. 567].

The main sources of information were the materials of scientific and periodical press, the author's own research, and statistical materials.

Results

The study of the opinion of fans of cinematographic art about the influence of films on the personality based on the analysis of empirical data is primarily related to the cultural identification of individuals, as well as their desire to match any movie character. The completeness of scientific analysis is provided by the use of a quantitative research method. The data obtained in the course of the study allow us to fully analyze the current situation.

Cultural identification of the individual with the movie characters was studied on the basis of data from a sociological study conducted by the author of the work using a questionnaire among cinema lovers (N = 462 people). The sample was quota, using a random number generator was constructed sampling among groups of a social network Vkontakte "Fans of cinema". The gender distribution of respondents is as follows: 49% female and 51% male.

Most of the survey respondents can be attributed to the type of people who believe that cinema is a reflection of the social situation of modern society and is able to influence the viewer, changing his Outlook, views and character. The version of reality in the setting of life on the screen determines the attitude of people to reality itself.

To the question "Do you think cinema influences the formation of public opinion?" 91% of respondents said that cinema could influence society. Among them, the majority of respondents (78%) believe that modern cinematic art can negatively affect the viewer.

The main hypothesis of the sociological research, which was based on the assumption that the majority of respondents believe that modern cinema has a negative impact on the viewer rather than a positive one, was confirmed.

In order to identify possible differences in the selection of genres, a statistical analysis was conducted based on the Mann–Whitney U-test, the essence of which is to assess the differences between the samples on any basis. The analysis revealed significant differences between men and women in the preferences of genres of feature films. The results of their preferences are shown in the histogram below. Such differences in preferences between men and women were found in relation to melodramas, thrillers and action films (figure 1).
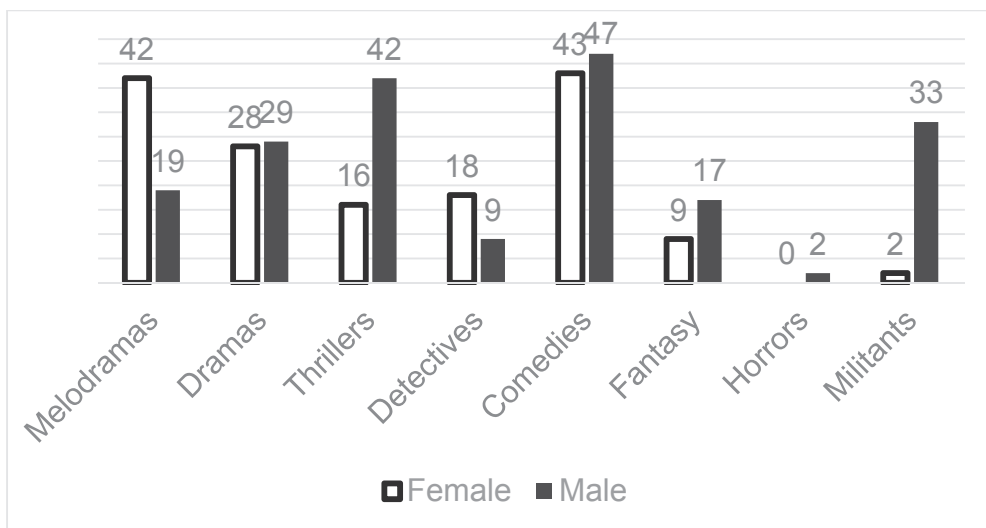

Figure 1. **Distribution of respondents responses to the question "What genre of film do you prefer?", gender-sensitive, %**

Among women respondents, almost the same popularity as comedies is enjoyed by melodramas, which were chosen as the preferred genre for viewing feature films by 41% of the female respondents. Here it is worth noting that foreign melodramas (usually American, Mexican, etc.) are often broadcast on domestic TV screens, which unfold, in many cases, in the form of a long serial narrative. At the same time, most of the foreign melodramas promote the life of representatives of the well-off social class and, from an economic point of view, set a normative status that is more in line with Western culture. Among the male respondents, thrillers are next after comedies in terms of popularity rating, which are most likely the least traditional genre for the Russian audience, but they are more preferred by men than such traditional genres of feature films as drama, romance, detective and fiction.

Based on the conducted research related to the identification of respondents and movie characters, the following conclusions can be drawn: men gave their preference to characters in foreign feature films regardless of whether they chose an attractive or unattractive movie character, which made up a total of 70% of possible cases (figure 2).

Figure 2. **Analysis of respondents' responses to the question about the choice of different movie characters, taking into account gender (male)**

It is worth noting that when choosing a character for the role of "the movie hero of the man you like", male respondents from foreign movie heroes chose characters from various action films, such as "The Matrix", performed by K. Reeves, "Die Hard", performed by B. Willis, etc. in several cases (3%), these were characters from mystical thrillers ("The Devil's Advocate") and in only 2% cases-the main characters from the melodramas "Pretty Woman" (R. Gere) and "Titanic" (L. DiCaprio).

As attractive domestic film characters, the male respondents chose mainly movie characters from comedies and tragicomedies, such as "Heart of a Dog", "Office Romance", "Caucasian Captive".

When choosing a "movie hero a woman you like" from foreign representatives of the cinema, men in 17% of cases met the main character of the film "Pretty Woman" performed by J.D. Roberts. There were no clear priorities for men among domestic female movie characters. In some cases, respondents chose the main characters of domestic melodramas, dramas and tragicomedies, such as "Office Romance", "Moscow does not believe in tears", etc. As the "movie hero a man you don't like" men most often chose the main characters of such action

movies as "Terminator", "Batman", "Superman", etc., that is, from those films where the physical capabilities of these characters exceed the real ones. Unattractive movie characters for men were most often characters from various TV series ("Just Maria", "Santa Barbara", etc.), which they chose in 38% of cases. It should also be noted that 1% of male respondents chose the main characters of fairy-tale films and cartoons such as "Golden key" (Tortilla), "Cheburashka" (Shapoklyak).

Thus, it can be summarized that when choosing movie characters (both attractive and unattractive), men are often guided by the preferences described in the previous question for action movies and comedies. However, if the heroes of action movies are chosen exclusively from foreign versions, the characters of comedies are often represented by domestic cinema. Male respondents to a lesser extent preferred thriller characters, they were chosen in only four cases. At the same time, when making their choice in relation to an attractive movie hero, male representatives focused their attention on characters from melodramas, although films of this genre have a low rating for them. The female audience mostly prefers this genre. The analysis of data in the selection of female movie characters can be seen in the histogram below (figure 3).
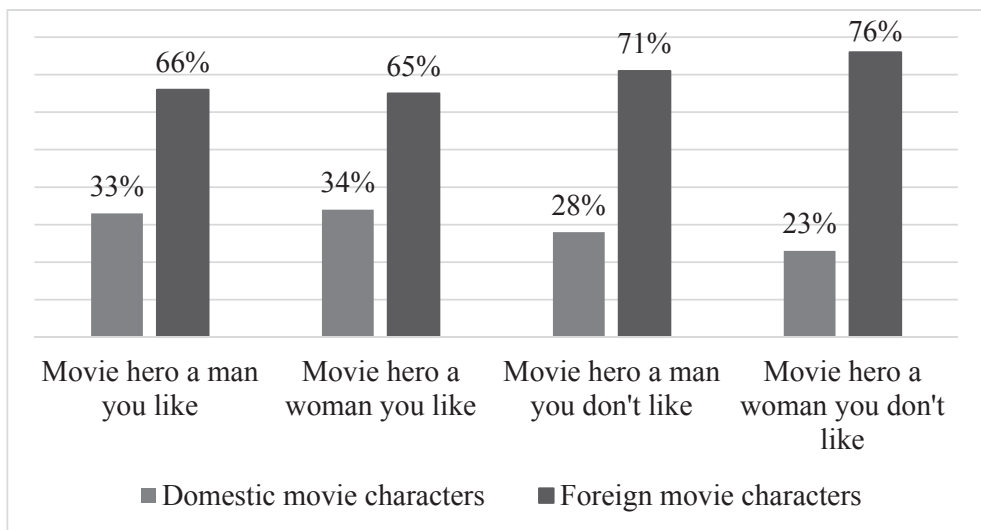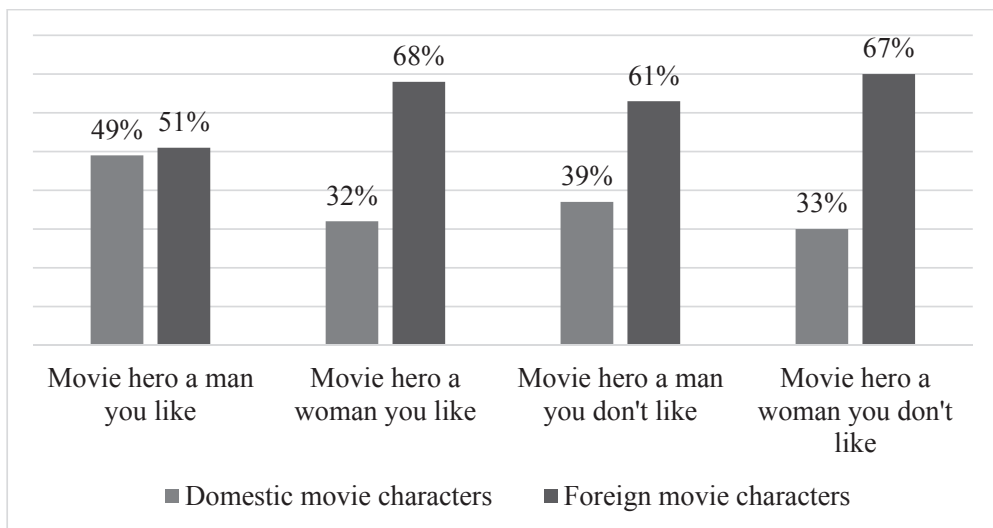

Figure 3. **Analysis of respondents' responses to the question about the choice of different movie characters, taking into account gender (women)**

Based on the analysis of the histogram, female respondents were more democratic than male respondents when choosing men who were attractive to them.

As attractive movie characters, women were about equally favored by both foreign and domestic characters. Among Russian film characters, women chose characters from modern Russian crime films, such as "Brother", "Brigade", as attractive movie characters (26% of respondents). Among foreign movie characters, the most attractive for women were characters from various action movies and disaster movies, such as Leon, from the film of the same name, the main character from the movie "Armageddon", performed by B.Wilson, etc.in this case, it is important to note that women, in making their choice of attractive movie characters, often turned to the genre of action films unpopular for them. Such a contradiction, which was already observed earlier in men – an unattractive genre, but attractive characters may indicate that despite the low popularity of action movies, its movie characters have a strong enough influence on the minds of female audiences, forming their respective ideas about attractive social types of men.

It should be noted that if the characters of both domestic and foreign films were equally attractive to the subjects, then the female part of the sample preferred mainly foreign ones.

As you can see on the histogram, 68% of all possible cases were foreign film characters. At the same time, the main characters of such foreign melodramas as "Gone with the Wind" (17%) and "Pretty Woman" (7%) clearly dominated. In total, 29% of female respondents chose them as attractive women. When making their choice of a "movie hero a man you don't like", women in about 61% of all cases stopped it on characters from foreign feature films. With approximately the same frequency, they were the heroes of various melodramas, thrillers, comedies and action movies. Among foreign film heroes, this was the character "Terminator" from the film of the same name, in 3% of cases the main character of the film "Titanic" performed by L. DiCaprio.

As the "movie hero a woman you don't like", women in about 67% chose characters from foreign feature films, that is, exactly the same as when choosing attractive movie characters for them. At the same time, a quarter of respondents chose characters from various American and Brazilian TV series for this role. It is also important to note that when choosing unattractive movie characters and movie heroines for them, 5% of women chose characters from domestic fairy-tale films, while in some cases they were positive characters (Nastenka from the fairy-tale film "Morozko", Ivan the Fool, Little red riding Hood and Cinderella). Here it is worth noting that men also had such cases.

Thus, the hypothesis, which consists in the assumption that the Russian audience prefers foreign movie characters than domestic ones, was confirmed.

The results of respondents 'answers to an open question: "What attracts you to your favorite movie character?" they allowed us to group the answer options according to two criteria – appearance and moral values. The first group includes respondents who indicated as an answer some details of the appearance of the movie character or his image as a whole. Moral values include character traits that attract the viewer, as well as the life principles that guide the character in the movie.

The analysis showed that the majority (71%) of respondents identify themselves with attractive movie characters, identifying themselves with them. Table 1 below provides information on the basis of which film characters the respondents identified themselves with.

Table 1

Analysis of respondents' answers to an open question "What attracts you to your favorite movie hero?", taking into account gender, %

Qualities	Men			
	Movie hero		Movie heroine	
	Domestic movie	Foreign movie	Domestic movie	Foreign movie
Appearance	38%	62%	44%	56%
Moral values	29%	71%	43%	57%
Qualities	**Women**			
	Movie hero		Movie heroine	
	Domestic movie	Foreign movie	Domestic movie	Foreign movie
Appearance	36%	64%	24%	76%
Moral values	71%	29%	32%	68%

Analyzing the data, it should be noted that respondents more often identify themselves with the heroes of foreign feature films than with the heroes of domestic films. Of the total number

of moral values with movie characters, almost 64% of cases were identified with foreign movie characters.

Discussion

The practical significance of the research is that the results obtained in the course of sociological research can be useful for specialists of the Department of culture. This data can be used for further research in this area.

Conclusion

Thus, several general conclusions can be drawn from the study. First, when choosing different movie characters, respondents in most cases gave their preference to foreign movie characters. This may indicate that the respondents are more relevant and interesting characters of foreign films than domestic ones. Based on this, it can be argued that in the minds of Russian society, images of attractive and unattractive movie characters are more likely to broadcast foreign feature films.

Second, foreign movie characters are not only more attractive than domestic ones, but also more often act as identification models, with the values of which the audience identifies their own. Most of the participants identify themselves with any of the characters in feature films based on their acceptance of their life values and appearance. For respondents, value identification with the characters of foreign films is more preferable than with the characters of domestic movies.

Summarizing the conclusions obtained in the course of the conducted sociological research, we can conclude that the impressions that the viewer receives in the process of viewing the film can reach the level of real life impressions and is transferred to the experience of his daily life. Consequently, the products of cinematic art not only affect the person, but also constitute various aspects of his daily reality. At the same time, the viewer, in the process of broadcasting a movie and its perception, at certain moments is able to identify with a particular movie character, experiencing his life world in the plot of the movie. In the course of such processes, a person is able to fully immerse himself in the movie, trying on the life settings, ideas and values of the character he likes. Images of movie characters with whom the audience identified themselves in the process of perception of feature films, and who made a strong emotional impression on them can act as attractive role models at various levels: appearance, behavior, life values, and world view.

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REFERENCE TO ARTICLE

CONTACT INFORMATION:

Glotova Anastasiya Olegovna
Project Manager
Company «WCIOM»
Prechistenka str., build. 38
119034 Moscow, Russian Federation
Postgraduate Student of the Department of Sociology
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: nastya_070596@bk.ru

Kuklina N.A.,
Master Student, Russian State Social University,
Moscow.
E-mail: natalikuklina@list.ru
ORCID ID: orcid.org/0000-0001-8645-6604

Yudaev V.V.,
Candidate of Political Sciences, Associate Professor of the
Department of Political Science and International Relations,
Russian State Social University, Moscow.
E-mail: judaevvv@rgsu.net
ORCID ID: orcid.org/0000-0002-3389-1597

The Modern Diasporal Policy of Turkey: Features and Technologies

Annotation: *nowadays, the role of the diaspora as an autonomous subject of international relations has grown significantly, and the diasporal policy has become a flexible tool for the foreign policy of many states of the world. The article discusses the history of the formation of the diasporal policy of the Republic of Turkey, its features and implementation technologies, as well as the key institutions responsible for the development of this foreign policy vector. The author characterizes Turkish diasporal politics as a theoretical phenomenon and gives his own definition of the term «diasporal politics». During the study, the author relied on such methods as the general historical method, the analytical method, document analysis method. The author concludes that the vector of the diaspora policy in the foreign policy activity of the Republic of Turkey is new and has its own distinctive features, and the active comprehensive measures undertaken by the Turkish government in this direction to date have already proved their effectiveness.*
Key words: *Turkey, Turkish diaspora, diasporal politics, related communities.*
JEL classification: *A140.*

Introduction

The formation and activation of the diasporal policy as a separate foreign policy and «soft power» policy instrument of the Republic of Turkey began at the beginning of the 21st century and was associated with the coming to power of the «Justice and Development Party» (Turkish Adalet ve Kalkınma Partisi) in 2002. The party's program was based on such items as the need for Turkey's transition to democratic values, the development of an effective «soft power» strategy, as well as building strong cooperation with the Turkish diaspora in various regions of the world.

The Turkish leadership is building a planned strategy for working with diaspora communities living abroad, urging them to actively participate in all spheres of life of host societies. At the same time, special emphasis is placed on the absence of the need for integration and the desire to preserve cultural and religious identity, the active popularization of Turkish values: culture, language, religion. An extensive structure of departments regulating diasporal issues and directly developing mechanisms for interacting with representatives of the diaspora: political,

economic, legal, cultural and educational (Office for the Affairs of Turks Living Abroad and Related Communities (YTB), «Think Tanks») has been established in Turkey. Along with this Turkish leadership, a network of religious (DITIB, State Administration for Religious Affairs (Diyanet Vakfi)), grant and scholarship (Turkish scholarships, scholarships of Halide Oedipus Adyvar), cultural (network of cultural centers named after Yunus Emre, Agency Turkic Cooperation and Development (TİKA), the International Organization of Turkic Culture (tour: Türk Kültürve Sanatları Ortak Yönetimi (TÜRKSOY)) whose main goal is to support compatriots living abroad, as well as to popularize Turkish cultural values.

In recent years, the activity of Turkish diasporas, which have become significant social capital, has increased significantly, which makes the analysis of such a new term for political science conceptual apparatus as «diasporal politics», as well as the identification of its features and implementation technologies, relevant. The purpose of the study is the analysis of the formation and development of the diasporal policy of Turkey, as well as identifying the features of the mechanisms for its implementation. To achieve the goal, a set of tasks was put forward during the study:

1) trace the history of the development of Turkish diasporal politics;

2) substantiate the diasporal policy as a theoretical phenomenon;

3) show the key mechanisms of the diasporal policy of the Republic of Turkey at the present stage and evaluate their effectiveness.

There are a number of works by Turkish as well as domestic authors on diasporal issues. Among Turkish authors, the issues of developing a new foreign policy idea and diaporal policy of Turkey were addressed by: A. Davutoglu [5], K. Yurtnach [18], Y. Aydin [2]. Among domestic authors, was engaged in a theoretical understanding of the diaspora as a phenomenon, for example: N.G. Kireev [9] and R.N. Ali Zadeh [1], V.A. Tishkov [16].

Methodology

The methodological base of the work is constituted by such general scientific methods as an integrated and systematic approach to the analysis of the peculiarities of the mechanisms of the diaspora policy of Turkey, an analytical approach to the selected statistics, regulatory and legal acts regulating the work with the diaspora, and also were analyzed the works of Turkish and Russian authors in the field of diaspora problems.

Results

The formation of the diasporal policy of Turkey is a long historical process, which continues today. The beginning of the development of this political vector dates back to the 1970s. when the Turkish authorities began active work in the cultural and educational spheres of public life, active construction of mosques and educational institutions was going on all over the world, the training and worship of which were conducted in Turkish. Basically, these projects were implemented in European countries with the largest number of Turkish diasporas (Germany, Austria, etc.) [10].

The current stage of development dates back to the 2000s. It was marked by the coming to power of the Justice and Development Party in 2002, as well as the establishment in 2010 of a separate department for working with the diaspora under the Government of the Republic of Turkey – the Office for the Affairs of Turks Living Abroad and Related Communities (YTB), headed by the Minister of Labor and Social Protection Abdullah Eren. The competence of this Office is to familiarize foreign citizens with the Turkish language and culture, actively interact with related communities, work in the field of student exchange, as well as cooperation with non-profit organizations and foundations. The term «Related («friendly», «ingle-faith», «single-language») communities» was first introduced in the Office's program, but no precise definition of the concept has been formulated. According to the former head of the department K. Yurtnach, the number of «friendly communities» exceeds 200 million people around the world, all Turkic-speaking peoples

are among them. According to the Turkish Ministry of Foreign Affairs, the number of the Turkish diaspora in 2019 exceeds 6 million people (≈ 8% of the population of Turkey itself) [12].

In working with the diaspora is used a wide range of technologies, and the work itself is carried out mainly in the cultural, educational and religious spheres. At the legislative level, the issue of working with the diaspora is enshrined in the constitution of the Republic of Turkey (adopted in 1982, art. 62) [17]. This issue is also reflected in the Turkish foreign policy strategies published annually under the authorship of the Minister of Foreign Affairs. The chapter on Turkish diasporas analyzes the most pressing problems and suggests measures to solve them. In 2019, the key issue was the problem of nationalism and xenophobia, which the Turks faced in the European region [4].

The great interest to the Turkish government is the revitalization of the Turkish diaspora in the political sphere of Turkey. To achieve this goal, the Government of the Republic of Turkey in 2010 granted the right to vote at Turkish institutions abroad to Turkish citizens residing abroad. The procedure for obtaining Turkish citizenship for Turks living abroad and having lost it, as well as foreigners who wish to obtain it, was also simplified. In 2017, a decree was issued according to which foreigners and citizens of Turkish origin are equal in rights with Turkish citizens [6].

In the scientific and educational field, active activity is carried out in the development of student exchanges, grant and scholarship programs. Here you can note the program «Scholarships of Turkey». This program involves the issuance of a grant for studies at a state university in Turkey. The program gained great popularity, and from 2012 to 2018, the number of applications submitted exceeded 130 000 [3].

Significant financial and technical support to foundations, companies and organizations founded by Turkish immigrants in the host countries in order to express the interests of Turkish communities. To date, their number exceeds 4000. The key structure in this area is the them. Yunusa Emre (Unus Emre Vakfı), founded in 2007. To date, the number of cultural centers to them. Yunusa Emre worldwide exceeds 58, the total number of students reaches 4000 people [14].

The religious factor is very strong in maintaining the relations of the Turks with their historical homeland. The construction of mosques and Islamic schools in European countries is being carried out by the Republic of Turkey in European countries under the auspices of the Turkish Islamic Union of the State Administration for Religious Affairs (DİTİB) [11], which was founded as a religious association in 1982 in Berlin. The founding of DİTİB served not only for religious needs, but also for the creation of Islamic communities that are independent and critical of the regime of the host country.

Discussion

A feature of the Turkish approach to working with diaspora communities is the recognition by the Turkish diaspora of not only ethnic Turks living outside the state, but also everyone who migrated from this country. This approach to understanding the diaspora correlates with the concept of «modern diaspora».

The term «diaspora» (Turkish Gurbetçi) is rarely used in Turkish scientific circles, due to the strong emotional connotation. In normative documents and scientific studies, the term "transnational community" is more often used, which refers to groups of migrants who live in the territory of another state, fully participate in the public life of this community, while not assimilating and maintaining stable ties with the country of origin (in this case, with Turkey). The «transnational community» differs from the «diaspora» in that it implies the permanent residence of the migrant community in the territory of the receiving country (2 or more generations), as well as a high degree of political organization and social networks of the community [15].

The following provisions have become key innovations in the modern policy of the Turkish leadership regarding diasporas:

– designation of ethnic Turks living abroad as a «diaspora»;

– the official inclusion of the diasporal policy in the strategy of public diplomacy, which formed the basis of the principles of the ruling Justice and Development Party, since it came to power in 2002, and has become one of the most important instruments of Turkey's foreign policy and its «soft power» aimed at increasing Turkey's significance in the eyes of the international community;

– the close connection of this policy with the new political strategy of the state, and at the same time, the preservation of the key principles of Muslim identity [8].

Due to the fact that the scientists have not yet deduced the exact definition of a «diasporal politics», the author, based on the methodology of political science and international relations, developed his own definition of this concept. «Diasporal politics» is a direction of the state's foreign policy, based on the active support of emigrants who can influence the culture, politics, economy of the host country through a set of methods, means, strategies in order to establish mutually beneficial relations between the country of origin and the country of destination individual cases capable of influencing current international relations not only between two parties, but also influencing relations with other countries.

Over the past 6 years, Turkey's direct investment abroad has been steadily increasing. In 2013, they amounted to 1.78 billion, in 2015 2.65 billion, and in 2019 4.04 billion USA. The main destination was Europe (81%), the Middle East (10%), Asia (3%). The network of Turkish economic organizations, foundations and business structures abroad is extensive. Representatives of the Turkish diaspora abroad own about 140 000 companies. These companies serve as places of employment for more than 330,000 employees. Thus, according to the reports of the Union of Chambers and Exchanges of Turkey, the turnover for 2018 amounted to more than 50 billion euros. Also, about 2 million Turks living abroad annually visit their homeland, about half of them as tourists [13].

The effectiveness of the measures taken by the Turkish leadership in the political sphere can be traced on the example of the level of electoral activity of representatives of the diasporal community in foreign territories. The electorate in the person of representatives of the diasporas. In 2014, the presidential election took place in Turkey, which became the first nationwide presidential election in the history of the state.

During these elections, the appearance of foreign Turks was low (12.02%). In a percentage ratio of R.T. Erdogan was supported by more foreign Turks than domestically (62.3% versus 51.65% respectively) (see the data in table 1). During the parliamentary elections in Turkey (2015), representatives of the Turkish diasporas were very active (turnout was 40.01%) (see table 2).

Table 1

The results of the popular presidential elections in Turkey (2014)

	Registered Voters	Number of participants	Turnout	Votes for Erdogan
Inside the country	52.894.115	40.753.492	77.05%	20.670.826 51,65%
Outside the country	**2.798.726**	**232.795**	**12,02%**	**143.873 62.3%**
At the checkpoint	-	297.340	-	185.444 62.73%
Total number	55.692.841	41.283.627	74.13%	21.000.143 51.79%

Table 2

Results of the parliamentary elections in Turkey (2015)

	Registered Voters	Number of participants	Turnout	Justice and Development Party
Inside the country	54.049.940	47.239.370	87.40%	22.959.394 49.32%
Outside the country	**2.899.069**	**1.159.871**	**40.01%**	**647.028 56.38%**
At the checkpoint	-	138.454	4.78%	75.504 55.00%
Total number	56.949.009	48.537.695	85.23%	23.681.926 49.50%

This data clearly demonstrate that the selective activity of foreign Turks in the period from 2014 to 2015 increased by an average of 28%. According to Anadolu news agency, the turnout among Turks residing abroad in the early presidential elections in 2018 was 48.78%, the highest rate for the entire period of participation of foreign Turks in the Turkish election process [7].

Conclusion

Based on the results of the study, the author came to the following conclusions:

— the formation of the vector of diasporal policy in the foreign policy of Turkey took place in stages. Despite the fact that the first steps in this area were taken by the Turkish leadership in the 1970s, the revitalization of work in this area began with the coming to power of the «Justice and Development Party» in 2002. Today, this direction is new, and the structure of its institutions is in the process of becoming;

— the leitmotif of the policy in the field of diasporas at the all stages of development of this direction was the desire to enhance the cultural, educational, religious, humanitarian influence of Turkey in foreign territories, by introducing the Turkish language, culture, and history of the inhabitants of the host countries;

— technologies for the implementation of diasporal politics have proven effective, in particular in the political sphere. Support for the current president of Turkey, R.T. Erdogan, for the most part, representatives of the Turkish diaspora in the popular presidential (2014), municipal (2015), early presidential (2018) elections reflects the level of confidence in the Turkish authorities and their willingness to follow their guidelines. Today, the diaspora has become a powerful flexible tool for promoting the interests of the Republic of Turkey, which contributes to the growing influence of the country on the modern world stage.

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REFERENCE TO ARTICLE

CONTACT INFORMATION:

Kuklina Natalia Andreevna
Master Student
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: natalikuklina@list.ru

Yudaev Valery Vyacheslavovich
Candidate of Political Sciences
Associate Professor of the Department of Political Science
and International Relations
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: judaevvv@rgsu.net

Martynova M.Yu.,
Doctor of Political Sciences, Professor of the Department of Political Science
and International Relations, Russian State Social University, Moscow.
E-mail: martynovamju@rgsu.net
Scopus Author ID: 56669480000
ORCID ID: orcid.org/0000-0002-7784-8240

Feoktistova D.M.,
Master Student, Russian State Social University; Leading Specialist,
International Relations Department, Ministry of Agriculture of the
Russian Federation, Moscow.
E-mail: feo1973@icloud.com
ORCID ID: orcid.org/0000-0002-7601-2126

The Russian Political Elite in the Context of Modern Political Development

Annotation: *the author analyzes the problems of the activity and development of the political elite. The current political situation in Russia puts forward new requirements for the functioning of the management system of state institutions and determines the need for professionally trained, highly moral personnel of the modern political elite. The paper considers the possibility of introducing modern and progressive mechanisms of interaction between the government and society – crowdsourcing, which involves the wide involvement of citizens with an active civic position and public associations in the process of public discussion and political decision-making.*

Key words: *society, political decisions, political elite, effectiveness of managerial decisions, elitology, crowdsourcing.*

JEL classification: *A140.*

Introduction

Each century is for the Russian political elite both a time of its fundamental strengthening and internal division. The process described in this article refers specifically to the political elite and its transformation in modern Russia.

In political science, the term "elite" is used in an ethically neutral sense and characterizes the presence of clearly expressed political and managerial qualities. The term "elite" was used in the writings of Sorel and Pareto, although it is noted that the ideas of elitism originated in ancient times in France. A more detailed description of the ideas of elitism is reflected in the writings of Plato, Aristotle, Nietzsche, Machiavelli.

The first modern concepts of the elites were the works of Gaetano Mosca, Wilfredo Pareto and Robert Michels. The Russian school of elitology gained its rapid development in the last decade of the twentieth century. It was then that dozens of monographs and hundreds of articles were published on the most important aspects of the study of elites. Such Russian scientists as G.K. Ashin, A.V. Ponedelkov, A.M. Starostin, S.A. Kugel, O.V. Gaman-Golutvina, M.Yu. Martynova, Karabuschenko contributed to the study process and many other Russian scientists from

different cities of Russia. Since the formation of political elitology, the process of which took place at the beginning of the twentieth century, science has undergone significant changes, making a fundamental transition from the nomenclature principle to a pluralistic idea, which undoubtedly became a decisive step in the development of not only modern elitology in Russia, but also in the process of the establishment of democracy [15]. This process served to streamline the system of executive power and return to centralized government.

Methodology

Today, the Russian political elite is quite diverse and reflects the basic principles of pluralism, which is a strong foundation of Russian democracy. At the same time, one can single out the dominant groups, which are political representatives of the authorities in Russia. The split mentioned above is due to the fact that the dominant political groups are divided into bureaucratic groups, law enforcement agencies, former criminal groups, and a business audience [4].

Based on this statement, a sociopolitical survey was conducted among citizens of St. Petersburg with the key question: "Who owns the power in your region today?", – and was also invited to comment (if desired). The results of this survey were as follows: the presidential and governor corps – 52.8%, the oligarchic structure – 42%, the criminal structures – 3% and the founders of large enterprises – 2.2%.

This survey reflects the views of citizens on the work of power structures. It is also worth noting that this survey was conducted before the protests in connection with the municipal elections held in the fall. Citizens' trust in the political elite greatly decreased after the application of various political technologies, which, according to citizens, violate the citizen's right to free choice, freedom of speech and protection from police arbitrariness.

The results of the survey after the municipal elections: to the presidential and governor buildings – 28.3%, to oligarchic structures – 51%, to criminal structures – 17.2% and to founders of large enterprises – 3.5%. At the same time, citizens expressed their concern that today's ruling class is showing disrespect and neglect of civic initiatives. To compare and reflect the citizenship and official data, we analyzed the information posted on the VTsIOM official website for 2019 on the trust of citizens in the work of the political elite, headed by Russian President Putin Vladimir Vladimirovich, where it is alleged that the president has the greatest advantage in terms of confidence rating – 59%. Following him, lower in the ranking is Dmitry Anatolyevich Medvedev – 41%. Along with them, the top ten included such leaders as Vladimir Zhirinovsky and Gennady Zyuganov.

The Russian political elite in its hysterical projection has always been connected with property issues. Since 1991, when Boris Nikolayevich Yeltsin came to power, the entire structure of public administration and the process of making important state and political decisions has been in the hands of young and rapidly developing businessmen. In this regard, the key mechanism of democratic construction was violated – citizens or some initiative groups were not allowed to resolve even local issues. This process has become the starting point of social indifference and distrust of the public administration system as a whole. It is also worth noting that many politicians or those who were on the "shadow" side of this activity today either successfully built their business in Russia or abroad and moved away from politics, and there are those who have taken the position of an active critic of the Russian political corps [20].

Results

Throughout its formation as a democratic state, modern Russia has been confronted with the problem of distrust of citizens in the country's political elite, without receiving any real opportunities to participate in the adoption or initiation of state decisions. The possibility of creating an alternative political elite from educated, motivated and active citizens remains impossible. This is due to the fact that the existing state policy is aimed at strengthening foreign borders and the sphere of influence, and at the moment, it does not seem possible to allow state and political influence, whose interests will radically differ from current ones. This phenomenon

should be considered as a feature of our time, and not a political trick. Russia is in a strangled state, confronting the United States of America and the European Union, which in turn determine the world agenda and do not accept deviations from the Russian Federation. Top political circles do not agree to put up with the dominant, even aggressive, position of the United States on the world stage. "Local government is a school", wrote A.I. Solzhenitsyn, "in which the state mind of the people can only be nurtured. But the "political class" is insignificant from the first days of "perestroika" and to this day, it is neither capable of purifying the soul, nor rational development" [18].

It is the lack of control that causes people to distrust those officials who are trying to carry out work on the territory entrusted to them. It is the sense of impunity that makes these officials want to do nothing when a person has an important issue for him. It is unlikely that a person who has real problems and does not have enough time and money will return again and again to wait for his turn in the office, where no one does anything. Unfortunately, the establishment of democratic views often remains only a superficial procedure and everything remains in the shadow of bureaucratization and a crush of folders with files for later [2].

Thus, the analysis showed that the main problems in the interaction of LSG bodies and the political party United Russia are significant imperfections in the work of each of them individually. Much attention should be paid to an open space for citizens, where everyone could ask a question that excites him and get a legitimate and comprehensive answer. On the legislative side, however, it is worth paying special attention to the situation in local self-government bodies, as well as increasing subsidies and preferences with the aim of attracting young specialists and expanding official powers [17]. Only with democratic values and the rejection of the bureaucratic system, local self-government bodies can be politicized in the right direction and can be as independent as possible from the influence of political parties in their interests. It is worth building such a relationship model where each of the bodies has an individual platform with the necessary means and powers for further interaction, as with the political party of power and opposition parties. United Russia is considering options to assist LSG bodies in expanding the space for carrying out their activities and considers it especially important that people, first of all, have lost faith in prudence and justice in the actions of deputies of the people's election and power. The state should pay attention to the attitude of people and to where such radical movements and moods come from and why people are in no hurry to interact with public authorities [5].

"A characteristic feature of the political elite is the admissibility of involving citizens of the country in the process of making managerial decisions or to influence the adoption of national decisions through representatives of the local level". To date, the Russian political elite has been identified as a multifaceted, complex, but necessary to fulfill, task – to direct social activity to solving local problems in local authorities and creating a reporting base with the possibility of public control on the Internet [1].

The key objective of the study is the multifaceted process of analyzing the main directions of the elite theory. The concepts related to the teachings of N. Machiavelli reflect such ideas as: – possession of representatives of the elite circles with special extraordinary qualities that are more given to them by nature – a natural gift, reinforced by upbringing and manifested in the ability to manage society; – unity of the elite, – professional excellence in society, high social status; – given elite formation in any society, as well as the objectivity of the division into a privileged ruling minority and a passive majority; – the ruling, governing and objective role of the elite in society; – education and "rejuvenation" of the elites as a result of the struggle for power. The above aspects are characterized by two main methods in management: the fox elite – manipulation, the acceptability of compromises, the lions elite – gross and systemic suppression. Thus, the basic classical concepts of elitology serve not only as a foundation for the development of teachings about the elite, but also as a theoretical basis for the adaptation of modern teachings about the elite [22].

Discussion

An important aspect of the formation of key areas of activity of the political elite is the support of the population of Russia to confront Russia with sanctions and threats from the United States. But it is worth noting that since the beginning of 2019, the firmness of beliefs in the correctness of the actions of the authorities began to decline. Rising prices in the consumer basket is growing, which poses the population the question of the appropriateness of the policy. At the same time, in 2019, bills were passed that also resonated among the population and split public conviction in the ongoing public policy [14]. The Federal Law "On the Contract System in the Sphere of Procurement of Goods, Works, and Services for the Provision of State and Municipal Needs" dated 04.04.2013 No. 44-FL, Article 14. The application of the national treatment of procurement has not been implemented for 5 years of its existence fully. The public procurement sector is not able to apply the national regime in a situation where the range of goods, works and services remains empty and non-development oriented. Also, prices for goods of Russian origin are disproportionately high due to limited competition in violation of the antitrust laws of the Russian Federation [10].

The experience of recent years shows that the highest level of the political elite (ruling elite) and the lowest level (local elite) do not meet the requirements of the current political situation. The main drawback of the political system is the lack of professionalism of personnel who make managerial decisions at different levels of government, which often leads to a decrease in citizens' trust in the political elite, and first of all, in the local one.

Citizens' interest in the political situation in Russia is growing and requires decisive and balanced actions from people who are personally responsible for life in a particular area and in the whole country. The political situation and public opinion, formed in the last 20 years, return us to the main condition for achieving national goals – the principle of responsibility [6].

VTsIOM experts conducted a comparative analysis of resonant events. In tab. 1 shows quantitative indicators of the compared events.

Table 1

**Quantitative indicators of the representation of resonant events
and political decisions in RuNet social media**

	Law "On the abuse of power" (18.03.2019)	The crash of the SSJ-100 in Sheremetyevo (05.05.2019)
Number of posts		
0–3 day	7512	3231
7 day	19 805	12 405
14 days	31 076	37 303
The audience		
0–3 day	123 million	71 million
7 days	339 million	208 million
14 days	632 million	472 million
Engagement		
0–3 day	127 thousand	96 thousand
7 days	445 thousand	369 thousand
14 days	675 thousand	588 thousand
The number of videos on YouTube		
0–3 day	179	116
7 days	372	408
14 days	486	732

The data shown in tab. 1 allow us to highlight a number of trends: firstly, both events received a wide public outcry, but if in a situation with a catastrophe this is due to the mental and sensual-emotional characteristics of the population, then in the situation with the adoption of the law "on insulting the authorities" in direct pressure from the authorities , and as a result, a public "boom" on restrictions, prohibitions and domestic sanctions.

Secondly, a positive characteristic of the analysis is the fact that citizens from 16 to 55 years of age began to more actively delve into the issues of the state and the policies pursued [19].

Thirdly, the restrictions entailed the creation of «dark» social networks and media spaces that expose various kinds of incriminating evidence on the existing political class. Along with this, the population is losing confidence in the authorities.

Conclusion

The Russian experience in introducing crowdsourcing technologies is actively applied at the federal level of government. The "Open Government" and "Smart Voting" projects, within the framework of which, a public presentation and discussion of civic initiatives in the long term is organized, as well as self-nomination of candidates who have recommended themselves based on the results of projects implemented by him from a particular party. Crowdsourcing is (from the English crowd – "crowd" and sourcing – "use of resources") the term defines the process of transferring to an indefinite group of people a certain part of managerial or production functions to solve political, local and social problems by the forces of voluntary groups of people whose activities are carried out and regulated by information technology [3].

Foreign experience in introducing crowdsourcing technologies reveals the need for further implementation of these technologies, demonstrating the success of the work of political elites. These technologies contribute to building a dialogue between political representatives of the government and citizens, which should be the foundation of democracy. Crowdsourcing promotes political maneuvering in various situations requiring decisive and instant decisions, and also helps in making political decisions that are based on the needs of the population and are aimed at the long-term solution of national tasks [7].

Despite the rather fruitful experience of using crowdsourcing technologies, in Russia, at the regional level, these technologies remain poorly understood and are not used in the work. Today, the level of citizen involvement in initiating and making state and managerial decisions at the local level remains low. It is worth noting that these results are very important for further study and the gradual integration of modern technologies in management. It is local government that acts as the guarantor of the reliability and stability of the future.

The most important indicator of the work of the political elite of Russia is the social response. The effect of the social response can be grouped as follows: vector on national interests when making government decisions; preservation, revival, value ideals, such as: honesty, morality, respect for human rights and freedoms and the preservation of state traditions and customs; a high degree of competence and professionalism of the elite [12].

To fully control the activities of the political elite, it is necessary, first of all, to increase the level of openness and general accessibility of the results of the work of elites – updating the legislative framework governing the activities of officials and their accountability. It is also worth noting that paper reporting should remain in the past. The main reporting stage of the work of an official of any level will be an open and confirmed by the specific results of professional activity, speech to the citizens of the region, district or district where his work is concentrated [8].

It should be borne in mind that today even at the municipal level there is a discussion of the results of the executed budget, but not its formation, which formulates the need for citizens to include in the discussion the program for the implementation of managerial decisions.

An important task for the Russian elite remains the reform of the legislative framework, which does not fully disclose the concept of responsibility for inaction on the part of officials, or for exceeding their official powers. Distrust on the part of the public is the scourge of modernity, which

affects all spheres of life. For example, the Federal Law "On Combating Corruption" dated December 25, 2008 No. 273-FL [14], which regulates the boundaries of powers of public servants. This law, despite its annual updates, still remains outdated and does not meet modern legal standards [13]. The principles reflected in the law reflect only superficial work instructions, but do not give a clear definition of the actions of public servants. Russia, with its multimillion-dollar population, vast territories and capabilities, needs objective, fair laws that require mandatory implementation for everyone it concerns. The moral side in the study of political elites occupies an important place and Russia needs a moral revival in order to establish new laws, a strong economy and a healthy nation [9]. It must be emphasized that a comprehensive political and psychological analysis of the activities of the political elite indicates that the stability of the policies established in Russia is stagnating and subject to public distrust. The domestic situation is becoming more tense even at rest, because the current policy does not give an internal positive effect. The population puts forward two working hypotheses: Putin's Russia directs all its resources to an outwardly state image, while within the country there are a number of fundamental problems that have not been resolved; unpopular political decisions are associated with a negative perception of power (as "corrupt", "incompetent", "dishonest") [11].

Thus, the political elite faces a number of important issues that need to be addressed immediately. It must be borne in mind that decisions made at the state level must be adjusted taking into account social needs, regional characteristics, the foreign policy situation, as well as on the basis of economic indicators that really reflect the quality and standard of living of the population. Today, society puts forward the "new" political elite requirements that meet international democratic standards. Society needs up-to-date, balanced and strong-willed decisions to solve national problems. Russia is embarking on the path of "rebirth", which is facilitated by the foreign policy situation, environmental trends and public involvement. Russia needs managerial personnel that meet international professional standards, with high moral values and a sense of personal responsibility. Only with such data, the political elite of Russia can become strong, can withstand the onslaught of the world community and can support the national interests of the country, and not a narrow circle of "elected" political authorities [21]. It is also worth emphasizing that the lost moral qualities and low level of training of staff extends the boundaries of the crisis of Russian society, the spread of false information, corruption and impunity. Today, the scale of Russian corruption is colossal and terrifying that every year corruption becomes its permanent state for Russia. In his address to the Federal Assembly in February 2019, V.V. Putin said: "Such a united spirit of change is always a conscious choice of the people themselves. They do it when they understand that the country's development depends on them, on the results of their work, when the desire to be needed, useful is appreciated and supported, when everyone has a matter of calling and liking and, most importantly, when there is justice, a wide space for freedom and equal opportunities for work, study, initiative and innovation" [16].

Only with trained, responsible, moral, active personnel can the tasks set for Russia be achieved. To revive elites based not on demagogy, threats, the lack of tangible tomorrow and the complete absence of political tolerance, but on the elite who is ready to develop, listen and hear Russian society, who can empathize with national problems and is ready for decisive and responsible solutions. And this is not just the desire of people – this is the main need of the entire Russian people in the modern and rapidly developing world, it is the main condition for the development of a huge Russia.

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REFERENCE TO ARTICLE

CONTACT INFORMATION:

Martynova Marina Yurievna
Doctor of Political Sciences
Professor of the Department of Political Science and International Relations
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: martynovamju@rgsu.net

Feoktistova Daria Mikhailovna
Master Student
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
Leading Specialist
International Relations Department
Ministry of Agriculture of the Russian Federation
1/11 Orlikov Lane
107996 Moscow, Russian Federation
E-mail: feo1973@icloud.com

Popova S.M.,
Student of the Department
of State Law Disciplines of the Law Faculty,
Russian State Social University, Moscow.
E-mail: svetlana.popova1998@yandex.ru
ORCID ID: orcid.org/0000-0001-8691-2876

Turkin M.M.,
Candidate of Law, Associate Professor of the Department
of Civil-Legal Disciplines, Russian State Social University, Moscow.
E-mail: TurkinMM@rgsu.net
Scopus Author ID: 57209469682
ORCID ID: orcid.org/0000-0003-2797-1408

Changes to the Order of Stay and Training of Foreign Students in the Russian Federation

Annotation: *this article attempts to conduct an in-depth analysis of the problems that arise in the process of attracting and training foreign citizens (students) in higher educational institutions of the Russian Federation. Currently, there are issues in Russia that require legislative regulation and attracting foreign students to study, the solution of which will allow our state to become more competitive in the international arena. Thus, by inviting foreign citizens to study in our country and creating favorable conditions for them, the Government of the Russian Federation and state bodies in the field of education shape future interaction with other countries, as well as positively influence Russia's international ratings and raise its authority. The purpose of this article is to review, define and comprehensively analyze the legal regulation of the status of foreign students in Russia, determine the role of migration authorities and administrations of higher education institutions, their activities and relationships with each other and foreign students.*
Key words: *State, General Directorate for Migration of the Russian Interior Ministry, foreign citizen (student), legal status, university, visa.*
JEL classification: *A140.*

Introduction

The competition of national education systems has now become a key element of global competition at the international level.

The prestige of higher education (further university) in the market of educational services, especially international, is formed over many years and even decades, and its main indicator is the demand of graduates of the educational institution with Russian and foreign employers.

In the conditions of the "demographic pit" and the declining influx of our citizens into the universities of the Russian Federation, the national higher school is faced with the task of conducting market research in the market of educational services, tactics and methods of implementation more effective information and advertising activities in countries near and far abroad in order to recruit more foreign entrants. It is the foreign student contingent that is a real indicator of the international academic reputation of the higher education institution

and reflects its "weight" and importance among educational institutions located outside the Russian Federation.

This problem is raised by president of the Russian Federation Vladimir Putin and is written in part 5 of paragraph "b" of the Decree of the President of the Russian Federation of 07.05.2018 No. 204 "On national goals and strategic objectives of development The Russian Federation for the period up to 2024" and reads: "The Government of the Russian Federation in the development of a national education project assumes that in 2024 it is necessary to ensure... including the increase in at least twice the number of foreign nationals studying in higher education and scientific organizations, as well as the implementation of a set of measures to employ the best of them in the Russian Federation" [5].

To solve the national task set by the President of Russia, we consider it appropriate to answer a number of questions: why is there a slight increase in the number of students arriving for study in the Russian Federation? What's this all about? How can I increase this figure?

The range of questions on this issue was reflected in their works: A.L. Arefiev, F.E. Sheregi, E.V. Vasherin, O.A. Vershinina, C.F. Gaziyev and others.

The issues related to the development of proposals to improve migration legislation and education legislation in the Russian Federation are considered in the writings of Antonova V.B., Written E.E., Gavrilova K.A.

Methods

The study used theoretical, general philosophical methods (dialectics, system method, analysis, synthesis, analogy, deduction, observation, modeling), traditionally legal methods (formally-logical), as well as methods used in specific sociological studies (statistical, expert assessments, etc.), students in the Russian Federation and the realization of the right to education at a Russian university [1, p. 97].

Particular preference was given to such a method of cognition as analysis. Thus, we conducted an analysis of the following regulations: the Constitution of the Russian Federation, the Federal Law of 29.12.2012 No. 273-FL "On Education in the Russian Federation", the Federal Law on the Legal Status of Foreign Citizens in the Russian Federation 25.07.2002 No. 115-FL, Federal Law of July 18, 2006 No. 109-FL "On the migration record of foreign nationals and stateless persons in the Russian Federation", as well as special agreements on cultural and scientific cooperation between Russia and other countries. In the process of obtaining the results of our analysis, we were able to prove that the legislation in the sphere of these legal relations between such subjects as the General Directorate for Migration of the Russian Interior Ministry, the university and a foreign student is poorly developed: not favourable conditions had been created for the presence of international students in the Russian Federation, and in some issues there were gaps in legal norms.

Through a combination of the above methods, as well as the application of the method of generalization – the general properties, signs and shortcomings of the implementation of some norms related to two problems have been identified and identified: the activities of the General Directorate for Migration The Ministry of Internal Affairs of Russia in the complicated procedure of obtaining and renewing visas for foreign students, their temporary stay in the territory of our state; and the activities of the higher education institution as one of the links between international students wishing to receive education in the Russian Federation and the Ministry of Science and Higher Education, represented by officials authorized to carry out education and science in Russia. In the article we made an attempt to solve these problems by proposing draft amendments to a number of state regulations.

Results

The study found that Russia's current place in the global educational services market does not correspond to its significant educational potential and, moreover, is gradually declining (Figure 1). By comparison, in 1990 the USSR's share of the global educational services market was 10.8%,

and the country ranked 3rd in the world after the United States and France in terms of the number of foreign students [2, p. 13]. The number of foreign students in Russian universities in the 2014/2015 academic year increased by 9.2% compared to the previous academic year and amounted to about 225,000 a man. At the same time, the share of foreign students in the total number of students of Russian universities was 4.3% (in the 2017/2018 academic year – 3.6%).
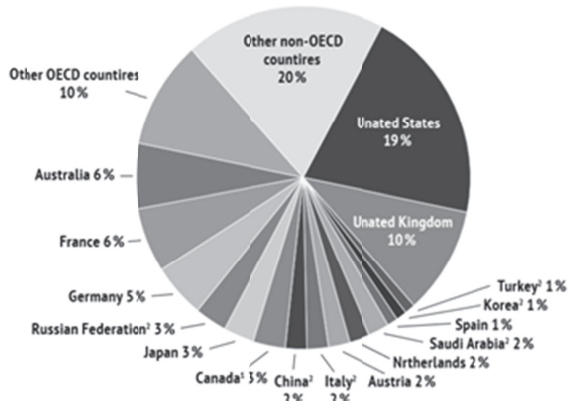
Figure 1. **Number of international students in the states, 2013**

Thus, we found that the number of foreign students studying in Russian educational institutions is falling rapidly, which does not satisfy the hypothesis we have stated.

Also, in the process of studying the problems, we considered the reasons why foreign school graduates avoid Russia as a country where higher education can be obtained. Analysis of the sociological survey of foreign nationals allowed to formulate a certain conclusion that a higher percentage of difficulties are caused by the complexity of the visa procedure, i.e. the registration of a foreign student for the purpose of his legal stay in the Russian Federation, as well as the difficulties with the extension of this visa (e.g. during the holidays, sessions, practices, etc.) [9, p. 158] (Figure 2).
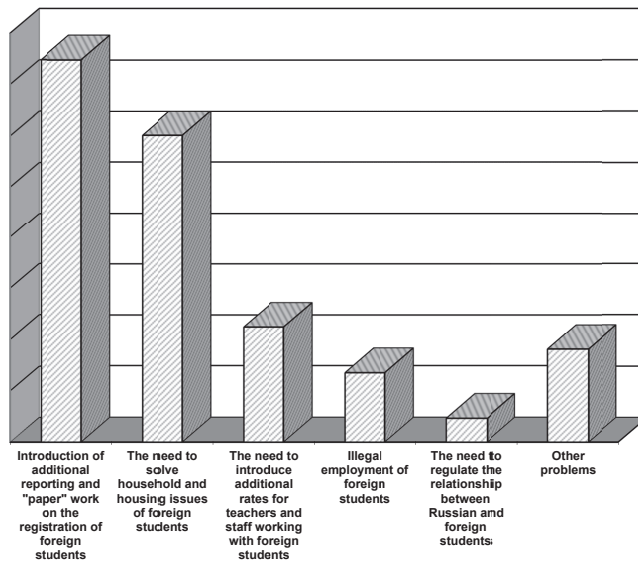
Figure 2. **Reasons for Outflows of International Students**

We believe that the solution to this problem, namely increasing the number of foreign students in Russian universities and creating favorable conditions for their finding, should be sought in the reason for the complexity of the settlement of the paperwork.

We have found that this is also evidenced by the analyzed regulations governing the migration policy of Russia as a whole and in terms of "training" migration.

Discussion

The issue related to the regulation of the legal status of foreign students in Russia, addressed not a few scientists.

Currently, the British company QS (Quacquarelli Symonds) is studying the issue of migration of young people who wish to study not at home, but in other countries. For comparison, 50 states have been selected that are considered the most competitive. Between them, the places are allocated annually by the number of students arriving in them, leading positions are: the United States; Great Britain; Germany; Australia; Canada; France; Netherlands [4, p. 109].

Russia has been in the middle of this ranking for many years. Meanwhile, its position on international education is strengthening, as evidenced by the statistics. However, only 3% of young people who decided to study in other countries chose Russia. However, this figure is projected to increase. We dare to accept optimistic forecasts and believe that this digital value will grow [12, p. 87].

The legal status of a foreign student is considered by a number of scholars, however, in our opinion, the work of "Foreign Students in Russian Universities" by A.L. Arefiev and F.E. Sheregi deserves more attention.

Thus, its authors believe that, in terms of subjective rights and responsibilities, as well as other circumstances, foreign nationals may be divided into a number of major groups, taking into account the use of specific legal criteria.

1. By the time of arrival in the country.
2. Depending on the purpose of coming to Russia.
3. Regarding the subordination of the jurisdiction of the Russian Federation.
4. Depending on citizenship (citizenship).

By analyzing the idea expressed by A.L. Arefiev and F.E. Sheregi, we dare to conclude that citizens of other countries studying in Russia belong to foreign citizens temporarily staying in Russia for the purpose of obtaining higher education in domestic universities [1, p.103]. They enjoy the same rights and carry the same responsibilities as Russian citizens. This provision is enshrined in Section 3 of Article 62 of the Russian Constitution. Foreign students are subject to the general legal status of foreigners in Russia as a whole, enshrined in both national law and international treaties concluded by the Russian Federation with other foreign States.

Some aspects of the situation of foreigners are reflected in the UN Declaration on Human Rights for non-citizens of the country in which they live, 1948.

States establish a legal regime for foreigners in accordance with their international obligations, foreigners enjoy a certain amount of rights and freedoms.

Foreigners are required to abide by the laws of the state's location and be held responsible for violating these laws [3, p. 52].

There is no possibility of mass expulsion of foreigners who are legally in the territory of the State; individual expulsion is only possible in accordance with the official decision and on the grounds provided by the law.

A foreigner has the right to be protected by the state of his citizenship.

In our opinion, the current visa regime creates certain difficulties for foreign students wishing to get an education in Russian universities. In accordance with migration law, a foreign applicant (student) initially receives a visa for 3 months. In the future, it should be extended to the General Directorate for Migration of the Russian Interior Ministry by issuing a multiple visa for one year, during which it is possible to stay in Russia, to travel and return back. After

the end of this period, the visa must be renewed again for 1 year and so until the end of the training [6, p. 134].

In our view, a number of changes to the current legislation should be made to resolve this issue. In particular, simplify the procedure for obtaining and renewing a visa for this category of persons.

The issues concerning the migration policy of our country were raised at the Eurasian Legal Conference. The community of scientists and practitioners believes that in order to solve this problem, it is advisable to develop a certain algorithm for issuing and issuing visas to foreign applicants and students [8]. For example, it seems reasonable to instruct the Russian Interior Ministry to prepare a separate administrative regulation on the processing and issuance of visas to persons who have come to the Russian Federation for training. At the same time, the named departmental legal act should provide for the possibility of a simplified procedure for obtaining a targeted visa [10, p. 6].

We have no reason to accept the view of the conference participants that the procedure they proposed has a place to address the problem of the imperfection of national migration legislation, and can contribute to an increase in the number of international students in Russia [7, p. 68]. Thus, we have detailed the procedure for obtaining a visa, and as a result there was a need to make a number of changes to the existing legislation regulating this area of legal relations.

In order to implement the proposed simplified visa procedure, the contradiction in section 3 of Article 16 of the "On the Legal Situation of Foreign Citizens in the Russian Federation" should be eliminated, which makes it impossible to apply a simplified visa procedure. At the moment, federal authorities can issue an invitation to enter our country only at the request of federal authorities, diplomatic missions and consular institutions of foreign states in Russia, international organizations and their units on the territory of our country, the state authorities of the subjects of the Russian Federation [15, p. 36].

We consider it logical to change paragraph 5 of Article 16 of the Federal Law on the Legal Status of Foreign Citizens in the Russian Federation, the new version of which would be that the right to apply for an invitation to enter the Russian Federation must belong to an educational organization, which in turn received an appeal from a foreign person wishing to receive training in Russia, that is, "an organization that invited a foreign national to the Russian Federation for the purpose of learning" [16].

The Russian scientific community develops this problem in its works. Thus, in his work "Involving foreign students in Russian universities" he believes it is necessary not only to simplify the visa procedure, but also to make the process of renewing the visa issued easier [20, p. 35]. The author proposes to amend section 7 of Article 5 of the Federal Law of July 25, 2002 No. 115-FL "On the Legal Situation of Foreign Citizens in the Russian Federation" and to set out in the following edition: "The term of temporary stay in the Russian Federation a foreign national who has come to the Russian Federation for training and has entered an educational organization for education is set for the entire period until the end of the term of study of the foreign national in the specified educational organization" [11].

A number of domestic scientists in the person of E.N. Alekseev, K.A. Gavrilova, S.N. Gradirovsky, E.E. Writing, A.I. Rakhimov sees the problem of falling popularity of Russian education in the international arena not only in imperfectionand and gap national legislation, but also in ignoring the establishment of international relations in education and science.

In 2003, Russia signed the Bologna Declaration, making a number of commitments to create a common educational space for the participating countries. Diplomas of Russian universities are recognized in most countries of the world. Russia's intergovernmental agreements with a significant number of countries facilitate this procedure [13, p. 304].

T.R. Rakhimov was analyzed by international treaties on mutual recognition of documents on the formation of the Russian Federation and the Order of the Government of the Russian

Federation of 30.12.2015 No. 2777-r "On the approval of the list of foreign educational organizations, that issue documents on education and/or qualifications recognized in the Russian Federation".

Having analyzed the international treaties of Russia, the author concludes and leads us to the idea that for the most part the documents on education obtained in Russian universities are recognized and ratified in The Countries of Asia and in the post-Soviet states Space. For example, such agreements have been concluded between the Russian Government and the governments of such foreign countries as Armenia, Belarus, Kazakhstan, Tajikistan, Azerbaijan, Turkmenistan, Afghanistan, Syria and others [17, p. 107].

In turn, the circle of foreign educational organizations that issue documents on education and qualifications, recognized in the Russian Federation much wider [18, p. 23]. These are Australia, Austria, Belgium, United Kingdom, Ireland, Germany, Denmark, Spain, Italy, Canada, Netherlands, Norway, USA, Finland, Switzerland, Sweden, Japan and other countries.

Summing up the above information, we want to note that today the policy of the Russian state should be aimed at developing friendly relations with the countries of Europe. We consider it illogical to ignore the fact that the increase in the number of foreign students depends directly on Russia's position in the international arena, its authority, cooperation and cooperation with states within the framework of international law [14, p. 43]. The activities of state bodies that oversee and oversee education, which have a legislative initiative, should be implemented in signing as many international treaties on mutual recognition as possible education documents. This practice will contribute to the more successful implementation of the Russian Presidential Decree of 07.05.2018 No. 204 "On the national goals and strategic objectives of the development of the Russian Federation for the period up to 2024", as well as strengthen the authority and prestige of our higher education for foreign nationals [19, p. 18].

Conclusion

Our research has shown that Russia today has great potential to provide high quality educational services to foreign citizens. campaigning to involve such graduates in the educational environment of our state. All this is reflected only in the decree of the President of Russia having "blurred" wording. We find it necessary to note that a number of amendments to the Russian legislation proposed by outstanding domestic scientists do not find the proper response. In this regard, we can observe a regression in the credibility of Russian education. When it comes to the internal structure of both the government's migration and higher education administrations, there is a pattern in the fact that there is no interaction between them. Accordingly, this negatively affects the adaptation of a foreign student in Russian society, leaving him alone with such problems as the extension of the visa, tracking the terms of stay in Russia, opportunities to travel around the country, employment and others. In our view, it is the reform of the Russian Federation's legislation on migration, reaching an agreement with foreign countries and signing international treaties on mutual recognition of educational documents that will lead to an increase in the number of foreign students.

The study did not raise all the issues related to the change in the way foreign students stay in the Russian Federation, but we have set benchmarks for further work on this issue. And here are just some aspects arising from our research, which requires more complete study and adoption of regulations governing relations in this legal field.

First, simplifying the procedure of registration and visa measures for obtaining and renewing a visa is to obtain registration once for the duration of training.

Secondly, the adoption and implementation of the departmental regulation "The Regulation on the Interaction of Higher Education Institutions and their branches, which carry out educational activities in the Territory of the Russian Federation, and the General Directorate for migration issues of the Russian Interior Ministry and its territorial bodies of the federal executive branch in the field of migration".

Thirdly, the development of friendly relations with the countries of Europe; the activities of state bodies that oversee and oversee education should be implemented in signing as many international treaties on recognition of Russian documents on education abroad.

We believe that the measures proposed below to improve the legislation as part of the increase in the number of foreign students will be reflected in the norms of Russian law and their subsequent recognition.

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REFERENCE TO ARTICLE

CONTACT INFORMATION:

Popova Svetlana Mikhailovna
Student of the Department of State Law Disciplines of the Law Faculty
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: svetlana.popova1998@yandex.ru

Turkin Mikhail Mikhailovich
Candidate of Law
Associate Professor of the Department of Civil-Legal Disciplines
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: TurkinMM@rgsu.net

Rogach O.V.,
Candidate of Sociological Sciences,
Associate Professor of the Faculty
of Management, Russian State Social University, Moscow.
E-mail: rogach16@mail.ru
Scopus Author ID: 57191411110
ORCID ID: orcid.org/0000-0002-3031-4575

Kuznetsova A.M.,
Postgraduate Student, Russian State Social University, Moscow.
E-mail: anastasia.khruleva@gmail.com

Formation and Development of the Project Team

Annotation: *the article raises questions about the formation and development of the project team. The empirical base of the study was chosen by the company "BIZNESCONSUL" LLC. The paper uses such research methods as: socio-economic analysis, complex analysis of economic activity, economic and mathematical methods, logical analysis, system analysis. Based on the research, a number of conclusions are made: the need to use tools for forming a project team (the responsibility matrix) is highlighted, which will reduce the time of recruitment and hiring of staff; a focused approach to the development of a project personnel motivation system is required, which will reduce staff turnover in the company; it is necessary to take into account the personal and professional qualities of the project Manager, which will allow him to consolidate project roles and improve the quality of project personnel management.*

Key words: *project team, motivation, development technologies, project management, business.*

JEL classification: *A140.*

Introduction

In modern conditions of increasing competition, increasing complexity of strategic management decisions and rapid development of technologies, enterprises are becoming more urgent to solve complex issues and achieve the best results in the shortest possible time [3; 5]. The need to improve efficiency and reduce unproductive costs at the enterprise forces modern managers to start searching for new, innovative practices of project management and project personnel management, in particular [1]. Most project developers are of the opinion that human resources are the main factor in the success and competitiveness of a project [11]. Managers of modern projects emphasize that in the management process they often encounter a human factor rather than a technical one: sometimes it is much easier to fix technical problems than to come to the right decision about human interactions. Therefore, the quality of the project implementation, in addition to other aspects, largely depends on a properly formed and organized project team [2; 14].

One of the main reasons for the collapse of projects is the low performance of the project team. Thus, the most important aspects that require close attention of the project management from the very first stage are the selection of the team and the organization of the workflow

and interaction between its members in the most effective way [7]. The project team includes employees of the company or engaged specialists who have assumed certain obligations for the implementation of the project, including functional roles and responsibilities. This definition of a project team illustrates the fact that in modern companies that are engaged in project activities, all members of the project team have the opportunity to participate in the planning and distribution of project work, as well as in decision-making processes in terms of determining the content of project work, time frames and resources [16]. As the project progresses, the professional and numerical structure of the project team may change.

The process of creating a team involves the purposeful formation of a special way of interaction of participants in the group (team), which provides an opportunity to effectively use their intellectual, creative and professional potential in accordance with the strategic goals of the team [18]. The project team selection process aims to find and select the team members required to complete the project, as well as confirm the availability of candidates included in the project team.

The modern practice of project management demonstrates a significant interest of managers in developing the skills of forming project teams [4; 6; 8; 19; 20]. Special attention is paid to the skills of diagnosing the compatibility of project participants, their ability to self-organize and self-develop; skills of organizing communications, both within project teams and with external project stakeholders; conflict resolution skills [12]. Modern project management focuses on the crystallization of teams, which implies the formation of stable relationships between its participants, which will ensure the coherence of the actions of the project staff, as well as the possibility of including all team members in the process of implementing another project. This approach saves time on the selection and placement of project participants, as well as strengthens the psychological climate within the team [13]. The prevailing view is that the stability of the role of project personnel and their place in the project activities of the company as a whole provides the necessary motivation for employees to achieve the organization's goals, as well as increases the efficiency of project teams [15; 17].

Thus, the analysis of modern sources in the field of project management demonstrates the importance of the formation and development of project teams for the effective functioning of the organization as a whole. However, the process of developing a project team is not identical to HR management practices in General, and requires the use of appropriate project tools.

Methodology

The authors aim to analyze the practices of formation and development of the project team on the example of the organization "BIZNESCONSUL" LLC. The analysis involves identifying the advantages and disadvantages of the management core of the project team in evaluating and selecting project personnel, studying the methods and tools for forming the project team, and developing recommendations to eliminate existing dysfunctions.

The research used such methods as: socio-economic analysis, complex analysis of economic activity, economic and mathematical methods, logical analysis, system analysis, integrated approach.

When considering the process of forming a project team, the project of BIZNESCONSUL LLC is considered as an example, which consists in providing accounting and financial audit services to a new client (legal entity) on the terms of outsourcing. The study of project team formation is particularly relevant for this organization, since with its help, it becomes possible to identify and clearly demonstrate shortcomings in the management of the company's staff, based on them to develop methods that allow you to optimize the company's production processes, which will increase the efficiency of the company in question, and therefore the quality of services provided.

Results

BIZNESCONSUL LLC has experience working with large companies that carry out various types of activities. For a company, the management of each client enterprise can be considered as a

separate project, which requires the selection of a team (from its own staff, or from external sources) responsible for its implementation. Thus, the main type of projects of BIZNESCONSUL LLC is accounting support for small and medium-sized businesses.

The company's project activity is to provide accounting and audit services to various client companies on an outsourced basis. At the same time, all their resources are concentrated in the context of implementing the company's basic activity (the activity specified in the organization's Charter), and the remaining auxiliary and related functions are transferred to a professional partner. According to the project classification, this type of project activity belongs to the category "business and organization development Projects". As a rule, the projects of BIZNESCONSUL LLC are short-term or medium-term mono-projects of economic or mixed type.

Project planning by specialists of BIZNESCONSUL LLC is carried out at the beginning of the year or at the beginning of each half-year. The key parameters evaluated at the stage of launching a typical project in an organization are resources, organization, finances, impact on the company's activities, implementation, quality, security, risks, and legislation. Start of the project for accounting support of the customer company in LLC "BIZNESCONSUL" is given by the head of the company. The process management model based on the quality management system (QMS) is being implemented here. The decision to start a project is preceded by an analysis of its business model with a clear division of management processes in the field of Finance, personnel and accounting. An example of this separation of several process groups is shown below. Primary risk analysis is performed based on the selected security processes.

The main tasks of the project activity of BIZNESCONSUL LLC are formed taking into account the demand in the market of accounting and audit outsourcing. Some of the additional, more sensitive functions may be transferred for accounting support and maintenance to BIZNESCONSUL LLC. As a rule, these functions are performed either jointly or with the direct participation of full-time employees of the customer company responsible for:

- the reality and accuracy of the verified accounting data with the company's counterparties;
- tax modeling and planning of the entire organization;
- working with credit institutions on obtaining and servicing Bank loans to businesses.

When a decision is made to launch a project, the project team is formed. The formation of the project team in the company "BISNESKESKUS" does the Manager of the project, involving, if necessary, the Department of personnel. It also determines its optimal number. Given the ability of functional managers to resist the selection of their employees to work in a team (in part or in full), this process is under the control of the company's chief Executive, who influences decision – making in controversial situations.

During the team recruitment process, the project Manager focuses on the human resource management plan, the organization's environmental factors, and the company's process assets. From the point of view of administration of this process, the selection of team members and their recruitment takes place in several stages. In agreement with some of the organization's employees and external parties, team members are pre-assigned, which makes it easier to start recruiting. Then the process of negotiations begins with the heads of functional units, managers of other projects of the company or external potential performers. When analyzing the process of forming a project team, as an example, we examine the company's project, which consists of providing accounting and financial audit services to the client company (LLC "Lev Luchko Conversation clubs") on the terms of outsourcing.

BIZNESCONSUL LLC is dominated by the classical project organization model, which focuses on the importance of working on the project in the organizational structure of the enterprise. Working in a project team has an undeniable priority over the subordination relationships inherent in the functional structure of the enterprise's divisions. The project is controlled directly by the company's management. The project Manager, and in part individual members of the project team, are fully or partially released from their normal activities. To prepare and

implement the project of BIZNESCONSUL LLC, a project management team is formed, consisting of the following specialists: chief financier, HR Director (HR Manager), business analyst for organizational modeling, risk Manager, chief accountant. Next, we will analyze the numerical composition of the company in question, which was based on the materials provided by the human resources Department.

The standard number of employees increased in 2019 by 9 people or 22.00%, while the actual number of employees increased by 28.57% or 10 people. This is due to the admission to the staff of "BIZNESCONSUL" LLC from 01.01.2019 employees and driver. The increase in the number of employees is related to the increase in additional responsibilities of BIZNESCONSUL LLC in connection with new outsourcing projects. For the same reason, the number of managers increased by 1 person. So, the number of employees increased in 2019 (compared to 2018) by 3 employees, which in the percentage of non-legged exceeded 15%. The number of employees is 35 in 2018 and 45 at the end of 2019. The share of administrative and managerial personnel of BIZNESCONSUL LLC in 2019 is 13.33%.

In BIZNESCONSUL LLC, the bonus part of the salary of project team members is 25% of the salary. It is important that 10% of them are credited for achieving the established performance indicators of project participants, while the remaining 15% have a direct correlation with the dynamics of the company's revenue, according to the reporting period. The current system of remuneration in the organization determines the growth of employee dissatisfaction and reduces their motivation to perform high-quality project work. It is necessary to reduce the level of multitasking of project team members, as well as introduce an unbiased assessment and additional remuneration for the implementation of key performance indicators. This solution will reduce the risks for the company's employees and reduce the outflow of employees from project teams.

As well it is proposed to evaluate the personal performance of an employee to the direct Manager of a member of the project team and replace the system of short-term remuneration with bonuses based on the personal performance of employees. When determining the outcome of evaluating the result of implementing smart tasks by the project staff, it is necessary to follow a certain algorithm. In particular, the following steps are expected to be completed:

1) diagnostics of real indicators of implementation of smart tasks by the project staff, taking into account the opinions of other project team members who use the results of the work performed;

2) calculating the percentage of completed smart tasks;

3) if necessary, carry out corrective actions to change the result obtained from the implementation of the smart task, according to the previously developed scale of evaluation of the project staff's implementation of the set smart tasks.

Such an assessment will help to ensure not only formal implementation of key performance indicators and smart tasks for the estimated period, but also to identify the level of quality of performance of these indicators.

Then, in order to clearly analyze the degree of participation of officials in certain project activities and the most rational use of labor resources, a matrix of the distribution of functions in the formed project team (hereinafter – the MYFF) is compiled. The MRF uses the following function notation system:

- P-solution preparation;
- R-decision-making;
- E-execution;
- K-control over the execution of the decision.

In addition to the main functions listed above, the matrix uses auxiliary functions:

- C-approval of the solution;
- Y-participation in the implementation of relevant functions.

When drawing up the matrix, it was taken into account that the functional responsibilities of decision-making (P) and execution (E) in the function line should not be duplicated in order to avoid the situation of "several supervisors" or "several performers". The project team is formed based on the MRF. This takes into account the fact that an excessive number of employees increases costs, and the lack of staff leads to the need for urgent search for additional employees, which can cost the company significantly more than the previously made selection.

Creating a project team using the specified tools saves financial resources and time resources. In addition, matrix distribution functions provides a unification of the procedure of selection of project personnel and roles, according to skills and abilities of employees. It can be assumed that the implementation of this tool in the practice of project management, along with other methods of human development of project teams, will increase the effectiveness of the company's project activities, as well as ensure the formation of sustainable teams. Crystallization of project teams can be considered as a consequence of these processes.

Discussion

In the course of project activities, due to the inefficiency of the organization's personnel policy, managers regularly face the problem of reallocating human resources to perform tasks planned for specific projects. The main problem is the loss of resources, as well as the level of quality of work performed due to the retirement of key employees in the implementation of existing projects due to staff turnover. In this regard, it is necessary to pay special attention to the study of the reasons for the outflow of employees from project teams, to minimize cases of wrongful dismissal of project personnel. Some noteworthy cases of mass turnover of staff (project staff) in the organization, as this is likely to be due to inefficient activity of the management company, lack of effective system of moral and material stimulation of members of project teams.

To maximize the benefits for the project team from the variety of roles represented in it, its members should be aware of the distribution of team roles among their colleagues. In this way, the team can determine whether all the roles relate to the natural strengths of each employee's personality. Otherwise, participants who perform the missing team roles will have to pay attention to the development of the necessary qualities that are currently secondary to them. The project Manager should try to create an atmosphere of frankness and trust in the team, which will speed up this process [10]. It is recommended to develop a corporate culture within the project team. It is important that each employee understands the purpose of the organization, its mission, and their own role in achieving the goals. The components of this recommended measure include holding corporate events and organizing team building events.

Ideally, the project Manager should have the qualities inherent in the members of all the groups considered in order to understand the motivation of subordinates, create the most comfortable conditions for their work, and have an idea of how to develop a specific project team in the future. In addition, to ensure the full participation of each employee participating in the project team, the project Manager must maintain team spirit, build an effective communication system within the team, and avoid pressure so that the advantages of each employee are revealed in the best way, without turning into weaknesses of the team [9].

Conclusions

The authors analyzed the practices of forming and developing the project team on the example of the organization "BIZNESCONSUL" LLC. The focus of the work was on identifying the advantages and disadvantages of the management core of the project team in evaluating and selecting project personnel, studying the methods and tools for forming a project team, and developing some recommendations to eliminate existing dysfunctions.

As an example, the project of the company "BIZNESCONSUL" LLC, which consists in providing accounting and financial audit services to a new client (legal entity) on the terms of outsourcing,

is considered. The example was chosen in view of the special relevance of the study for this organization, since with its help it was possible to identify and to demonstrate the shortcomings in the management staff of the company involved in the project, based on them to develop techniques that allow to optimize the production processes of the company, which allowed to improve project activities "BIZNESKONSUL", and the quality of services.

For members of the project team of BIZNESCONSUL LLC, the incentive system should be revised with consideration of remuneration, including optimization of the mechanism for calculating the variable part of the remuneration of project team members, as well as attracting and retaining staff as the basis of the company's project activities. It is proposed to evaluate the personal performance of an employee to the direct Manager of a member of the project team and replace the system of short-term remuneration with bonuses based on the personal performance of employees.

The study found that the key parameters to be evaluated at the launch stage of a typical project in an organization are resources, organization, finances, impact on the company's activities, implementation, quality, security, risks, and legislation. The decision to start a project is preceded by an analysis of its business model with a clear division of the project personnel management processes. The administration of this process takes place in several stages. In agreement with some employees of the organization and the customer, the team members are assigned in advance. To simplify the process of forming a project team, a matrix of roles and responsibilities can be used. However, the results of the study showed that this company has a problem of high staff turnover, low motivation of project personnel. The conclusion is made that it is necessary to review the remuneration of project personnel, develop a program for the development of project personnel.

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REFERENCE TO ARTICLE

CONTACT INFORMATION:

Rogach Olga Vladimirovna
Candidate of Sociological Sciences
Associate Professor of the Faculty of Management
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: rogach16@mail.ru

Kuznetsova Anastasia Mikhailovna
Postgraduate Student
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: anastasia.khruleva@gmail.com

Rostovskaya T.K.,
Doctor of Sociological Sciences, Professor,
Deputy Acting Director of ISPI RAS for Scientific Work, Moscow.
E-mail: rostovskaya.tamara@mail.ru

Kaliyev T.B.,
Candidate of Political Sciences, Director of the Central
Communications Service Under the President of the Republic
of Kazakhstan, Nur-Sultan.
E-mail: talgat.kaliyev@gmail.com

Abdrashitova A.Kh.,
Postgraduate Student, Russian State Social University, Moscow.
E-mail: abdrashitova.aigerim@mail.ru
ORCID ID: orcid.org/0000-0001-9848-0118

Factors and Tendencies, Influencing on Health of Young People of Kazakhstan and Russia

Annotation: *the study of factors and tendencies of influencing on the health of the youth, its place in the system of value has to be necessary for predicting of possible changes and development of complex measures on the improvement of situation of health protection of the young generation.*
The sociological researches conducted in Kazakhstan and Russia allow to analyze the health states of youth, their awareness about the methods of maintenance of health also can be used in the development of recommendation of the field of youth policy, health protection as well as.
Key words: *health, young people, health protection, health formation, value of health.*
JEL classification: *A140.*

Introduction

The youth are more vulnerable group, who is exposed to various social risks. Young people sharply react to what is happening in society changes, adapting quickly enough to them. On a background of self-determination, the necessity to obtain education and employment, health is one the most important components of full life – becomes secondary. Such tendency is traced during the last decade [2, p. 5]. The reasons are socio-economic change, environmental and social problems of the population, little attention of health activities of the whole society. Besides, the health of young people are influenced by the growing level of unemployment and poverty and deepening differences between income and consumption of the population, availability of medical services, degradation of the individual and the institution of the family. The situation is typical both for Russia and for Kazakhstan. The main problem is the reduction of the quantity among young people. Accordingly, it is shown in the structure of general population of the country. According to statistics, 31,4 million young people live in Russia, which is 21,5% of the total number of residents [14]. In Kazakhstan – about more than 4 million, and it is 22,3% of the total population of the republic [20, p. 214].

In Kazakhstan and Russia, the state youth policy is the main instrument of adjusting of the questions related to the young people. In strategy of development of youth of the Russian Federation for the period up to 2025 one of the tasks for the «formation of values for a healthy lifestyle, the creation of conditions for the physical development of young people, the formation of ecological culture, as well as the raising level of safety culture for the life of youth»[1]. But statistics show negative showing. Only 28% of young people in Russia consider themselves completely healthy, ordinary illnesses (flu, tooth decay, etc.) ill 62%. 11% (4,2 million people) have chronic diseases and 0,2% (76 thousand) have a disability [9, p. 13]. According to the Ministry of health, 11% of students are healthy, 45% belong to the risk group, more than 50% have pathological rejections. Medical data for the examination of undergraduate students show that on average, 1 student face to 1-2 with a chronic disease [11, p. 57]. The mortality rate among young people is influenced by such factors as alcoholism, diseases of the circulatory system, infectious and parasitic diseases and diseases of digestive organs [17, p. 72].

The state youth policy of Kazakhstan also determines the main direction of health and healthy lifestyle. Attention is paid to the necessity of increasing the motivation to lead a healthy lifestyle of young people turning their attention to preventive events. The concept of «youth» and «physical culture» should be an integral part of the lifestyle of a young man. But in a country increases every year the proportion of young people who are affected by socially significant diseases. These include tuberculosis, HIV, diabetes, malignancies, mental disorder and conduct disorder, degenerative diseases of the nervous system, chronic viral hepatitis and liver cirrhosis, rheumatic fever, systemic lesion of the connective tissue, orphan diseases. All these diseases in 2015 were included in the list of socially significant diseases and disease that pose a danger to others. The causes of these illnesses are use of drugs and alcohol, smoking and deterioration of social status, lack of physical activity, unprotected sexual intercourse.

Taking into account, youth health is an important platform for individual, physiological and professional development, determining the degree of importance of place in the hierarchy of values of young generation, assessment of factors and trends affecting its formation becomes relevant.

Methods

Note should be taken to the definition of «health» in sociology. According to H. Spencer's health is the result of the steady-state equilibrium of internal relations to external. To consider health as a value offering P.I. Kalju [7, p. 69]. It is a prerequisite for a full life, participation in work and social life: academic, cultural, and economic activities. I.V. Zhuravlev [21, p. 238] says that the increase in incidence among adolescents and young people affected by the lack of ideology of health in Russia. Low level of hygienic awareness and literacy becomes factors significantly reduces the preventive potential to prevent basic diseases and to respond to preventive measures [15, p. 150].

To explore young people's attitudes to their own health analyzed secondary research of Russian scientists from Altai, Khabarovsk and Belgorod. A study in the Altai state University [19, p. 11] showed that 51,2% of respondents think it's necessary to maintain healthy physical activity, physical education or sports, but for various reasons do not comply. Sedentary lifestyles are 48,8% of students who spend their free time at home on the computer, TV and social networks. Difficult situation is observed in the youth physical culture and sports. It was found that only 24,3% of the respondents exercise regularly. A positive indicator is the fact that in the ranking of the values they put health on the second place after education. A high level of health gives a competitive advantage in the labor market they say.

Research about the harmful habits was held in Belgorod [14]. 76.5% of respondents answered that they do not smoke. A positive response was given to 11,8% of the respondents. Sometimes

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[1] Order of the Government of the Russian Federation from November 29, 2014 No. 2403-r "On Approval of the Fundamentals of State Youth Policy until 2025".

smoke is 11,8%. Alcohol use 13,7%, sometimes 54,9%. Completely refuse from alcohol 31,4% of respondents.

According to the results of a study conducted at the Khabarovsk state Academy of Economics and law [10] students distinguish among the risk factors to health particularly alcohol abuse is 75,6% and the Smoking of 73,5%. Following are lack of physical activity and 39,9% and congestion training of professional and household duties is 7,9%. And to maintain their physical condition makes them «desire to feel confident among other people, to make them respect» (68,1%) and «to enjoy physical activities, experience the joy and beauty of the movements of the body, to experience a muscular joy, feel high muscle tone» (44,5%). The main sources of information for the health of young people lessons of physical education: 38% theory and 51% – practical. A noticeable effect of mass media: newspapers 25% television and radio reports – 44%. A visit to a sporting event and showmanship to influence only 23% of respondents.

In Kazakhstan, a comprehensive study of youth engaged in a research center «Youth». According to them held the republican study revealed the number of young drug addicts in 2016 was 17 792 people, which is much higher than in the year 2015 when the total number of registered health authorities as alcoholics and drug addicts, was 8916 [1].

The first actual health problem of youth of Kazakhstan is tuberculosis. The number of cases of morbidity among young people with TB in recent years has decreased significantly: in 2015, 5375 people, and in 2016 – 4817. For the first half of 2017, the number of teenagers (15–17 years), consisting on the dispensary account on the incidence of tuberculosis to 703 people. Advancement factor «Prevalence» shows the data of the Global competitiveness index of the world Economic Forum for 2016–2017: Kazakhstan 101 place among 140 countries have risen to the 92nd place among 138 countries. In the regional context for the dissemination of tuberculous disease at the beginning of 2017 show the largest number of infected people in areas such as Almaty, Atyrau, Kyzylorda and Turkestan.

The main causes of mortality of young people of Kazakhstan are circulatory diseases, malignant neoplasms, accidents, injuries and poisoning. In 2015 the number of cancer patients amongst the youth of 874 cases in 2016, this figure decreased by 745 [20, p. 277]. In regional terms, a significant decline in such disease is observed in Almaty, Turkestan, Zhambyl regions.

And the third actual disease of young people recorded mental disorder. For the first half of 2017 48 081 person consist in the dispensary for diseases of the mental sphere.

Another important aspect of the formation of youth health is the state of the environment. Because of the development of mining and processing industry in Kazakhstan, noticed a high degree of air pollution, especially the cities of Aktau, Temirtau, Taraz, Petropavl, Shymkent and Almaty. Children and adolescents largely than adults are sensitive to adverse environmental influences, as manifested by the reduced functionality and the body's defenses, increased morbidity and deterioration of health in later life. Because of this acute illness endocrine, musculoskeletal system, diseases of the circulatory system.

Results

The most important value of Russian youth is physical and mental health [16, p. 81]. As a result, the event must be provided with the increase in human capital of young people at 10–12% by 2025, prevented the reduction of economically active young people in connection with an increased mortality at a young age, injury and disability, reduction of losses in productivity due to the use of drugs and alcohol [20, p. 11].

The results show that the ongoing maintenance work at least show improvement, but still require support and responsible attitude on the part of youth. Now the following steps are taken [12]:

– given the peculiarities of perception of information in different stages of establishing a system of propaganda for the preservation of health and healthy lifestyles for certain groups of youth respectively;

− taking into account age characteristics, young people are actively involved in the practice of healthy lifestyles (healthy eating, avoiding alcohol, smoking, drugs, sports and physical culture);

− preventive action;

− systematic measures are carried out aimed at supporting the health of children in young families, preventing hereditary diseases, raising reproductive attitudes, etc.;

− development of the industry of rest and recuperation during vacation and summer holidays, based on sport-recreation camps.

In Russia, 2012–2017 constructed and reconstructed 80 thousand sports objects. Thus two increased the security of citizens' sports facilities. During this period, were discovered a variety of sports schools, which are trained on 3.3 million children and adolescents. From the Federal budget annually 260 mass sports, events are conducted and 140 competition for children and youth. Last year they were attended by over 22 million people [16, p. 249].

To participate in the program of physical education of the country, whose goal is the development of mass sports and health improvement of nation and «Ready for labor and defense» signed up 7 million people, including 2,8 million people began to run tests. All standards are fulfilled 1,2 million, which is much more compared to 2016. Then their number amounted to 417 thousand [8].

The importance of health of youth of Kazakhstan grows with the years: if in 2016 this figure was 56,7%, in 2017 – 57,5% [20, p. 15]. The deterioration of the health of young people has led to the opening of Youth health centers. The centers work on the 4D principles: «Voluntariness», «Availability», «Goodwill», «Trust». In these centers, experts provide free consultations and comprehensive preventive measures on the issues of reproductive health, prevention of harmful habits, stress, and depression, offer anonymous services of a psychologist, gynecologist and urologist [13]. Youth health centers operate on the basis of municipal, district organizations, primary health care, regional and district centers of a healthy lifestyle, universities and public organizations. Their number increased from 17 in 2011 to 94 in 2017. For the last 6 months of 2017 asked for help 231 833 people. Of these, 90 982 males and 140 851 female [20, p. 281].

In the framework of promoting the values of health and healthy lifestyle among the youth carried out various activities that affect the formation of such positive trends as participation in sports, avoiding harmful habits, responsible attitude to their own health. For this reason, the country has created all conditions for development of sport and active occupations for the youth. In the Republic were built stadiums, sports schools, swimming pools, and hundreds of other sports facilities. According to the Committee of sports and physical culture in Kazakhstan in 2017 functioned 11,1 thousand sports facilities, compared to 2015 year increased by 4%. Also in 2017 put into operation 11 fitness centers. By the end of 2016 reached more than 4 million people with occupations by physical culture and sports. In three years this indicator grew by 2,3%. Major role was played by the system based on sports events, which every year take part more than 5 million people [5].

The Ministry of health of the Republic Kazakhstan for the year 2016, held 45 915 events, including: trainings – 5846, stock – 873, of the round tables – 1433, competitions and sports events – 1215, conference – 131, the days of open doors – 698 other – 28 231 covering 804 419 people. For the 6 months of 2017 conducted more than 33,000 events, including: trainings – 3164, action – 481, round tables, 374, competitions and sports events – 491, conference 38, the open days – 328 and other – 28 224 covering 370 000 people [20, p. 281].

Indicators of 2017, 20% (186 thousand people) the students involved in sports, in colleges, the figure was 30% (more than 283 thousand). Of the 125 Universities in the country is 113-year-clubs are, where 175 thousand students or 48,7% of their total number. In 757 post-secondary educational institutions, more than 290 thousand students in sports, accounting for 64,2% of the total number of students [13].

For the intensive development of sport among students in 2014, the country has a national student League with football, volleyball, basketball [18]. It is planned that by 2020 the League will cover all universities of the country. Over the past year, organized 556 television broadcasts, 283 of publications and placing information on the websites of the Youth health centers and social networks.

Conclusion

The health of young people first of all serves as a guarantee of stable and prosperous development of society. They are an indicator of the labor potential of the country. Therefore, do not lose the need to convey for youth the importance of maintaining health and caring for its relevance. One of these ways are physical culture in educational institutions. There is underestimation of the role of the discipline «Physical culture» in higher education. Their role is not limited to the formation of academic knowledge of the students; they are designed to give indestructible attitudes for a healthy lifestyle. Functions of Universities in this case is to get to teach the young man to keep the balance and to distribute the balance of the process of acquiring knowledge and maintaining a healthy lifestyle.

Despite the fact that Russia and Kazakhstan can be a positive trend of attracting young people to the preservation of health and healthy lifestyles of young people, the risks of increasing problems with alcoholism, Smoking and infection of the socially significant diseases still remain high. Young people understand the importance of health, but rarely take action to strengthen it. This contributes to a small number of necessary premises. They are busy with work, educational process, but the economic difficulties exacerbate the situation. In addition, social networks, low awareness about the health do not benefit the health of young people.

Based on the above facts, we consider it necessary at the state level to strengthen the work on shaping the value of health in the youth environment, using as priority areas related to the creation of a positive image of youth leading a healthy lifestyle, as well as the development of a sports and recreational infrastructure for recreation and health improvement for young people.

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REFERENCE TO ARTICLE

CONTACT INFORMATION:

Rostovskaya Tamara Kerimovna
Doctor of Sociological Sciences, Professor
Deputy Acting Director of ISPI RAS for Scientific Work
Fotieva str., 6, build. 1
119333 Moscow, Russian Federation
E-mail: rostovskaya.tamara@mail.ru

Kaliyev Talgat Begimovich
Candidate of Political Sciences
Director of the Central Communications Service

Under the President of the Republic of Kazakhstan
Nur-Sultan, Kazakhstan
E-mail: talgat.kaliyev@gmail.com

Abdrashitova Aigerim Khasenovna
Postgraduate Student
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: abdrashitova.aigerim@mail.ru

Sukhomyatkina A.V.,
Master Student, Faculty of Humanities,
Russian State Social University;
Senior Manager, Department of International Cooperation, Company
«Council for the Development of Foreign Trade and International
Economic Relations», Moscow.
E-mail: alla-11.26@mail.ru
ORCID ID: orcid.org/0000-0001-8941-3394

Martynova M.Yu.
Doctor of Political Sciences,
Professor of the Department of Political Science
and International Relations,
Russian State Social University, Moscow.
E-mail: martynovamju@rgsu.net
Scopus Author ID: 56669480000
ORCID ID: orcid.org/0000-0002-7784-8240

The Influence of the Russian Language on the Development of Modern Russian-Chinese Relations (Based on Surveys 2017—2019)

Annotation: *currently, there is an increase in Russian-Chinese interaction, as a result of which Russian has become one of the most popular foreign languages in China. The article discusses the historical background of the emergence of Russian-Chinese educational cooperation. Particular emphasis is placed on the analysis of the role of Russian-Chinese educational programs involving the development of the Russian language. The author comes to the conclusion that in the face of growing Chinese demand for learning the Russian language, one of the tasks of the Russian state is to expand the export of educational services in this segment. The study is based on the results of a sociological survey of Chinese students.*
Key words: *Russian foreign policy, Russian-Chinese relations, Russian language.*
JEL classification: *A140.*

Introduction

According to leading experts in the field of international relations, in recent years the importance of relations between Russia and China in the educational sphere has been growing. One of the main areas of cultural diplomacy of the Russian Federation is the policy to promote the Russian language abroad. The implementation of this concept is based on the "Strategy of the State Cultural Policy of the Russian Federation for the period until 2030" [12], whose main goal is to expand the influence of Russian culture and the Russian language in foreign countries on the basis of Russian schools and cultural centers.

The intensification of political, economic and cultural relations between Russia and China led to an increase in the interest of the Chinese population in the study of the Russian

language. In connection with the development of the largest Russian-Chinese integration project to improve the cross-border transport infrastructure, "The Economic Belt of the Silk Road and the 21st Century Silk Road", a need arose for specialists who speak Russian [15, p. 101]. Based on the new political and economic conditions for the development and interaction of the Russian Federation and China, it seems relevant to identify the needs and new opportunities for teaching Russian to foreigners using the example of Chinese students.

The aim of the study is to analyze the ways of implementing educational policy in the field of promoting the Russian language in Chinese universities.

The object of this study is the cooperation between Russia and China in the field of education.

Subject of study – the study of the need for teaching the Russian language in students of Chinese universities in the context of Russian-Chinese educational cooperation.

The hypothesis of the study is the assumption that bilateral relations between Russia and China have a resource for joint development, and interest in learning the Russian language contributes to the tendency to create joint educational projects [17, p. 135].

The overall goal identified specific research objectives.

1. Identify interest in learning Russian language from Chinese students.

2. To analyze and evaluate the existing joint Russian-Chinese educational projects in the field of promoting the Russian language.

3. To characterize the existing ways of penetration of the Russian language into the spheres of activity (economic, political, educational and cultural spheres) of China.

4. To study the ways and methods of disseminating the Russian language through the educational system.

The studied issues are reflected in the works of orientalists, specialists in the field of foreign regional studies and international relations, devoted to the study of modern foreign policy of Russia, Russian-Chinese relations [6; 11; 20; 21]. Works devoted to the analysis of the spread of the influence of the Russian language in different countries and regions of the world can be studied by authors such as T. Guruleva [7], Van Lee, I. Baranova [17], R. Becker and R. Kolster [2]. In the process of realizing the goal of the study, we analyzed publications devoted to the study of the educational policy of both China and Russia. These include, for example, the works of A. Dzhurinsky, G. Krasnova, Liu Jie and C. Qiongqiong [4; 8; 10; 14]. It should be noted the lack of research on the analysis of the Chinese interest in learning the Russian language.

Methodology

For the implementation of the research goal, historical and systemic methods were applied, which made it possible to study the historical prerequisites for the development of educational cooperation between Russia and China, as well as to study the current state and problems of implementing joint Russian-Chinese educational programs as an integrated and complex system consisting of a combination of interconnected and interacting components. These methods also allowed us to analyze the implementation of the strategy of the state cultural policy of the Russian Federation in the field of teaching the Russian language in China. Using the method of social survey, a survey was conducted, data were obtained on the interest of Chinese students in the study of the Russian language. The application of the structural-functional approach allowed us to make a qualitative assessment of the changes that are taking place in the field of Russian-Chinese relations.

Results

The article examined the prerequisites for the emergence of Russian-Chinese relations in the field of educational cooperation, analyzes the existing joint projects in the field of education.

The study lasted from 2017 to 2019. At the first stage, a survey was conducted of students of the Dalian University of Foreign Languages, in the amount of 1028 people studying the Russian language, the latest data summarizing the changes in the mechanisms of interaction between Russia and China in the field of studying the Russian language were summarized. At the second stage, joint Russian-Chinese educational projects were analyzed.

The questionnaire data of Chinese students have largely confirmed the hypothesis that Russian-Chinese relations form an interest in the study of the Russian language by Chinese students, and the presence of joint educational programs contributes to an even greater penetration of the Russian language into China.

Along with this, there is a shortage of specialists and experts in the field of interdisciplinary research and the need to expand educational resources in Russian due to the lack of relevant relevant and high-quality materials [17, p. 135].

Discussion

The beginning of diplomatic contacts between states dates back to 1700. It was then, in Beijing, that the Russian Language School was established at the Palace Chancellery, the purpose of which was to train public servants [19]. It is noteworthy that this trend has persisted at the present time. In the territory of modern China, the Russian Federation implements a policy of promoting the Russian language through the creation of centers of science and culture (RCSC), where Russian education is popularized through comprehensive cultural, educational and educational activities [2, p. 41].

If the state focuses its area of activity on educational policy, then in the world of social processes, a regime is launched to lay educational, educational, spiritual and moral values in the minds of the young generation. Education is used to achieve political goals, to ensure national security, social stability of the society, development and transformation of the political system, ensuring people's participation in state affairs. It also provides for the building up of the intellectual and cultural potential of the nation.

Education is currently considered from the point of view of state policy as a component of the formation of a strong society. In the world in this area, the level of competition between leading countries is increasing more and more, therefore, a certain state strategy must respond and modernize in time under the framework of the existing policy of a country.

Russia's strategic benchmark is increasingly being replaced by the need to develop a national education system and a policy of promoting the Russian language outside the state. The main tasks solved during the discussions are to increase investment in the educational sector and establish mechanisms for their effective use, improve the quality of education provided, improve the educational infrastructure and the number of qualified teaching staff.

The educational policy of any country can be explained in terms of the presence of three important points. Firstly, this is a financial policy consisting of financing the educational programs of the state, which should be enough for its full development. Secondly, regulatory policy, i.e. compilation and approval of competencies, frameworks and definition of subjects of educational activity. And thirdly, ideological policy. It is it that allows you to determine the degree of interest not only of the state, but also of citizens in educational exchange, in obtaining education and further development of the country in this area.

Thanks to the integration processes, students and teachers from different countries interact, and an opportunity opens up for the implementation of joint educational projects, programs and events in the framework of cooperation. Already, Russia and China are actively promoting and developing programs of inclusive education and double diplomas [9, p. 142].

Recently, more and more joint master's and bachelor's programs have become between Russia and China. According to such programs, initially the student must unlearn in his

native language, gradually comprehending the language of the partner, after which he is invited to an internship or training at the host university. Often now, students at the end of their studies receive two diplomas of higher education (a diploma of a native university and a diploma of a partner university). According to future employers, this program has several advantages, because in this way students receive irreplaceable experience in communication and interaction in the natural environment of partners, a more professional and specialized language. This still contributes to the development of partner universities and leads to the creation of a modern, stably developing sphere of education in each country.

The stimulus for learning the Russian language was the expanding educational cooperation. On the basis of bilateral cooperation with Chinese universities, many universities in Russia open Russian language learning centers. Such centers are already successfully operating in Dalian University of Foreign Languages, in a number of Beijing universities and in many others.

The federal target programs "Russian Language" and "Russian School Abroad" are being further developed in 41 countries, including in China. It involves the creation and supervision of Russian language courses, the total number of students for 2019 is about 35 thousand people [6, p. 69]. According to Chinese statistics, at the moment, in 164 universities of the PRC, training in the specialty "Russian language" is being carried out, teaching is being conducted in 12 primary schools. The development of linguistic competence is carried out through programs of additional education in language and cultural centers created with the support of special funds, Russian World in China and Hanban in Russia [5, p. 73].

Association of Technical Universities of Russia and China (ATURC), Association of Russian-Chinese Economic Universities (RCAEU) and Russian-Chinese University in Shenzhen – jointly created educational institutions where the Russian Youth Union develops business international youth cooperation with the help of the Russian-Chinese youth business incubator. Youth entrepreneurship is one of the fastest growing and promising areas of interaction between states in the international arena, which makes mutual cooperation promising [3, p. 38]. This program was developed with the aim of bringing Russian and Chinese projects to foreign markets. The business incubator is carried out with the aim of creating successful business projects based on the international cooperation of the youth of the Russian Federation and the People's Republic of China.

This project gave rise to another equally important television project – a joint Russian-Chinese educational and entertaining television project on the culture of Russia and China "Nihao, Russia". It is such initiatives for the development of business and international relations between countries in the medium and long term that will lead to great positive changes in the field of educational policy in the countries [1, p. 115]. As a result of the implementation of joint projects, such as the Year of Russia in China and the Year of China in Russia, the Year of the Russian language in China and the Year of the Chinese language in Russia, it can be concluded that relations between the countries have significantly strengthened the friendship and harmony between Russia and China.

As part of a study devoted to the analysis of the promotion of the Russian language in China, a survey was conducted. The respondents were Chinese students, in number studying at the Dalian University of Foreign Languages at the Russian Language Department. The purpose of this questionnaire was to present a complete map of the interest (or disinterest) of Chinese youth in the study of the Russian language and culture. The results showed the following:

• more than 70% of respondents seek to master the Russian language and are motivated to learn it (Figure 1);
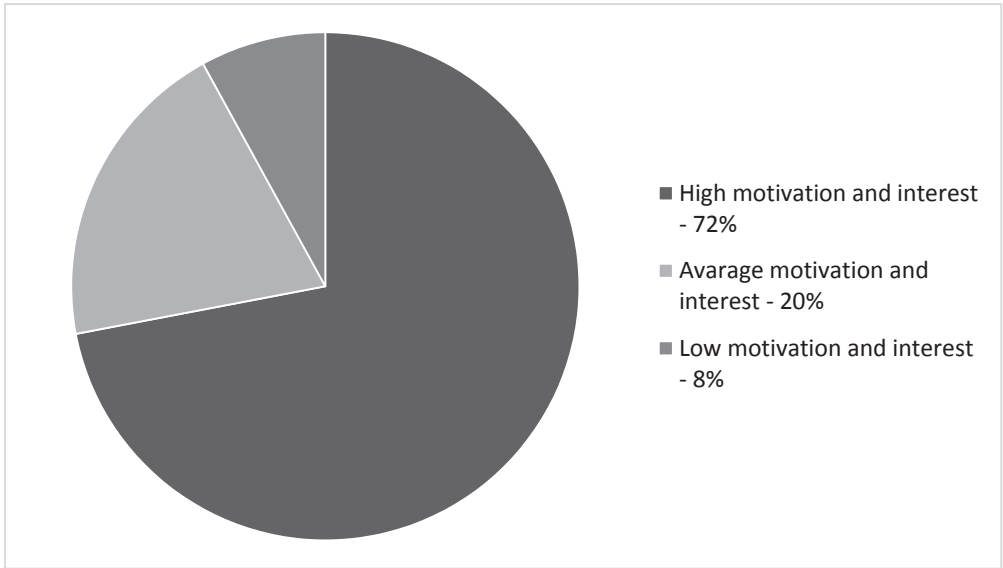
Figure 1. **Motivation and interest of Chinese students in the study of the Russian language**

• 60% of Chinese students say that Russian is much more important than English and other languages (Figure 2);

Figure 2. **The degree of importance and necessity of knowledge of the Russian language (personal opinion)**

• 83% of respondents think that knowledge of the Russian language is an advantage for them when building a career in China (areas of interest: 66% — economics and politics, 24% — education and culture, 10% — other) (Figure 3 and Figure 4).
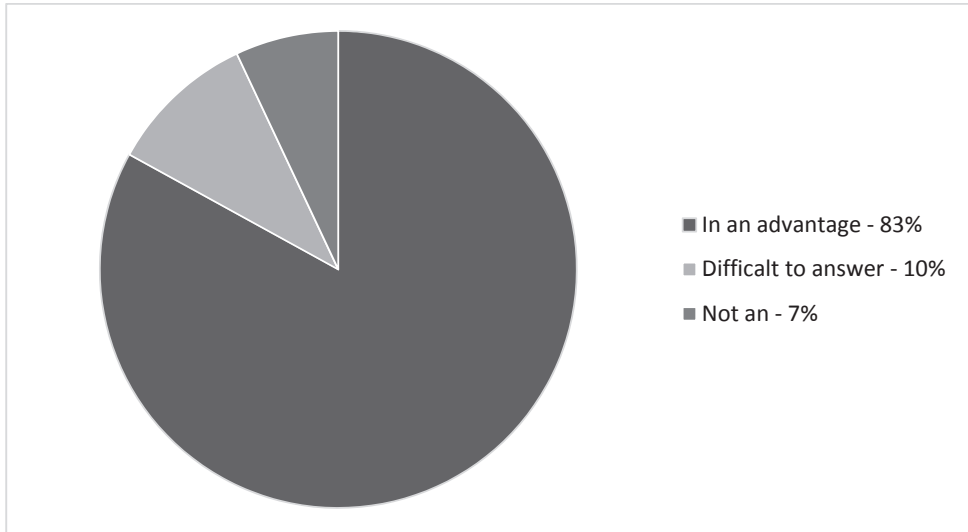
Figure 3. **Advantages in building a career, with the ability to speak Russian**
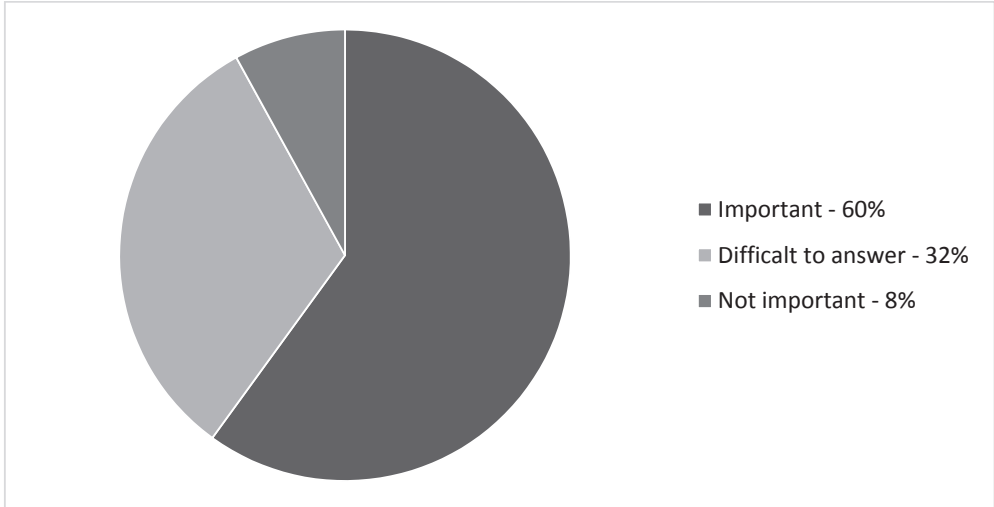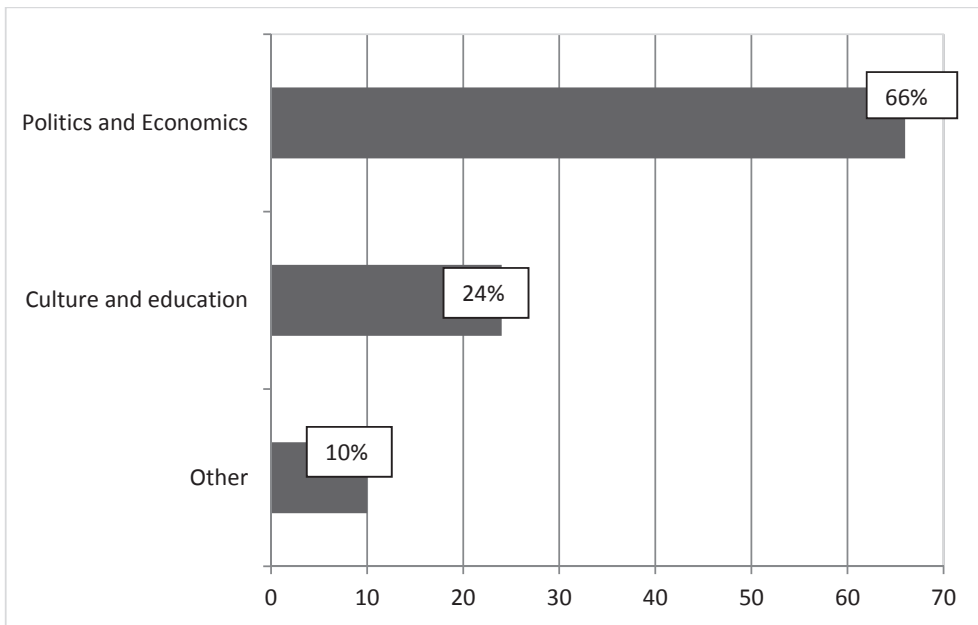

Figure 4. **Areas of interest in building a career**

Thus, students note the need to study the Russian language, its relevance in China. In our opinion, under the influence of globalization and unification, a noticeable development of educational policy is observed in Russia and China in the field of implementing the principle of openness and global education, as well as the principles of its implementation.

But if you delve into these issues, you can notice the difficulties and problems in implementing this policy of the Russian Federation.

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Based on the sources on this issue, it can be noted that the educational literature that is used in China to teach the Russian language does not have time to be updated on time, and, therefore, has a certain lag from reality. A serious problem is the lack of awareness of the need for innovation from the Russian Federation. The author believes that it is important to pay attention to this and carry out large-scale transformations in this area. Along with this, there is also a shortage of specialists and experts in the field of interdisciplinary research [13, p. 11]. The modern market of China dictates its own rules: demand is growing for Russian teachers, economists, lawyers and other professionals with knowledge of the Russian language.

In China, there is a shortage of specialists who know Russian at both the state and private levels. Demand for learning the Russian language is growing in China, and at the same time, there is an illusion that a lot of Chinese citizens currently live in the country with an education that included learning the Russian language [18, p. 81]. In fact, the opposite can be observed: knowledge of the language, due to rare practice, becomes lower, in fact, experts use it little in everyday life. High-quality training of translators is associated with the qualifications of teachers, students' abilities, employment in other disciplines or professional activities and other factors, in addition, studying a foreign language at a high level is a long process, therefore, it is not possible to satisfy the market needs in the near future.

In the speech of well-known Chinese figures and government officials, the topic of strengthening cooperation with Russian colleagues in the linguistic direction is repeatedly raised. Interstate relations are at a very high level of comprehensive strategic partnership. Interests are formed in the framework of political mutual trust, economic cooperation and relations in the humanitarian sphere. Heads of state constantly exchange visits, humanitarian relations occupy an important part of their communication. There is a commission for humanitarian cooperation. Within the framework of this commission, there are more than 10 subcommissions within the framework of culture, education, and tourism.

As part of the promotion of the Russian language in China, Russia sets its priorities in three areas.

Firstly, the media. With their help, it is possible to attract the attention of the Chinese and Russian public to cultural events in both countries. Such channels have a wide audience.

Secondly, Russia propose strengthening cultural cooperation at the government level.

Third cultural trade. The production of cultural products that can be "sold" to the Chinese population is an effective channel for the dissemination of culture. For example, a nesting doll. The most popular souvenir among Chinese tourists. This symbol is a small conductor of knowledge about our country. It is important to strengthen the work on the mutual translation of literary works. Russian classics are carefully translated, but modern authors are very poorly known in China. It is necessary to encourage and motivate talented philologists, literary critics, Russian scholars, sinists both in Russia and in China.

Conclusions

Cooperation in the field of education between our countries over the years only intensifies. The Russian language in China is becoming increasingly popular, this can be called a revival of popularity. Indeed, in the 50s of the last century, the Russian language was already the main foreign language in China, but then lost ground, passing English ahead.

Despite the recent increase in research on this issue, they have one common drawback: the authors of such works consider the perception of China in Russia either in a limited historical period or in a narrow professional segment and do not provide a comprehensive analysis of the interest of Chinese students in studying the Russian language.

It can be noted that the success of the reforms of the education systems and the creation of a common educational space between Russia and China largely depends on the coordinated educational policies of the countries and the consistent implementation of the decisions made.

Prospects in the promotion of the Russian language can be assessed as positive, because there is a mutual interest of states in implementing this area of cooperation. But at the same time, the Russian side, possessing the most powerful potential for cooperation with China in the field of higher education, implements it only partially. This conclusion opens up a wide field for further research, which may include the development of proposals for the formation of a strategy for Russian-Chinese trade in educational services.

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REFERENCE TO ARTICLE

CONTACT INFORMATION:

Sukhomyatkina Alla Vladimirovna
Master Student, Faculty of Humanities
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
Senior Manager
Department of International Cooperation
Company «Council for the Development of Foreign Trade
and International Economic Relations»
Krasnopresnenskaya nab., build. 12
123317 Moscow, Russian Federation
E-mail: alla-11.26@mail.ru

Martynova Marina Yurievna
Doctor of Political Sciences
Professor of the Department of Political Science and International Relations
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: martynovamju@rgsu.net

Yanin M.I.,
Master Student of the Department of Political Science and
International Relations, Russia State Social University;
Manager at Ionov Transcontinental, Moscow.
E-mail: matv.yanin@gmail.com
ORCID ID: orcid.org/0000-0001-5303-1335

Bunevich D.S.,
Candidate of Historical Sciences, Director of the Institute
of Russian-Polish Cooperation, Moscow.
E-mail: d.bunevich@rospol.org
ORCID ID: orcid.org/0000-0001-9983-2883

EU—Russia Security Cooperation

Annotation: *at present, relations between the Russian Federation and the European Union are in a state of political crisis. The existing disagreements negatively affect the relations of two international players on the European continent. The article discusses the areas of interaction between the Russian Federation and the EU in the field of security, which, contrary to modern political difficulties, reflect the mutual interest of the parties. The author concludes that the joint approaches of Russia and the European Union to resolving issues related to security are a stabilizing factor in the formation of the EU–Russia dialogue in modern political realities.*
Key words: *security cooperation, Russian Federation, European Union.*
JEL classification: *A140.*

Introduction

Political disagreements between the European Union and the Russian Federation led to a cooling of the parties and a crisis in relations.

The European Union is demonstrating an attempt to form its own political center and gain an independent policy in various fields. According to leading experts in the field of international relations, in recent years the importance of relations between Russia and the EU in a number of areas of strategic interest to both sides has been growing. One of the key aspects of collaboration is security. Despite political contradictions, the Russian Federation and the European Union are interested in strengthening security cooperation. Responsibility for ensuring security in the European region is collective in all European countries. EU–Russia cooperation plays an important role in responding to global threats and challenges for Europe [15].

The aim of the study is to study relevant areas of cooperation between Russia and the European Union in the field of security, which continue to develop, despite the contradictions in the political arena.

The object of this study is the relationship between the Russian Federation and the European Union.

Subject of study is a dialogue between the Russian Federation and the European Union in the field of security.

The research hypothesis assumption is made that the joint security interests between the Russian Federation and the European Union are a stabilizing factor in the formation of dialogue between the subjects, despite the difficult political realities.

The overall goal identified specific research objectives:

1) identify security interests of the Russian Federation and the EU;

2) to analyze and evaluate the current state of dialogue between Russia and the EU in the field of security;

3) describe areas of cooperation between Russia and the EU in the field of security.

The issues under study are reflected in the works of a number of authors who considered various aspects in the interaction on security issues between Russia and the European Union. Parkhomenko G.I. raises the question of the strategic partnership of the European Union and Russia in the field of security [12]. Ryzhov V.A. considers the possibilities for normalizing relations between the Russian Federation and the EU in the context of the current crisis [18]. Kurbanov E.A., Fominykh A.E. raise aspects of EU-RF interaction on environmental issues [10]. Gulyaev M.M. examines energy cooperation between Russia and the EU at the present stage [9].

Methodology

The methodological base of the work is constituted by such general scientific methods as an integrated and systematic approach to the analysis of the existing mechanisms of interaction of the described subjects of international relations in the field of security, an analytical approach to statistical data, regulatory and legal acts adopted between the parties and regulating their work in the areas under study, as well as a comparative study materials on which this article is formed. When conducting the study, along with the indicated methods and approaches, the author also relied on the analytical method and the method of analyzing documents.

To achieve the research goal, historical and systemic methods have been applied to study the history of the development of relations between Russia and the EU in the field of security, as well as to study the current state and problems of implementing joint Russian-European security projects as an integrated and complex system consisting of a set of interconnected and interacting components. These methods also made it possible to analyze the possibilities for the growth of mutual trust and the development of relations between Russia and the European Union. The study touched upon the main security issues, in which the European Union needs a dialogue with Russia, and the existing channels and methods of cooperation are analyzed. The application of the structural-functional approach allowed us to make a qualitative assessment of those changes which occur in the field of Russian-European relations. The collected data allowed us to see the potential interest of the European side in drawing up full-fledged cooperation with the Russian Federation.

Results

The article examined the prerequisites for the development of Russian-European relations in the field of security. An analysis is made of the existing, despite the current political differences, joint platforms, projects and forms of interaction in the field of sustainable development. Using the methods used, the author came to the conclusion that such an important area of international relations as cooperation on security issues is of mutual interest and has a positive impact on the formation of the foreign policy agenda of the Russian Federation and the European Union in relation to each other, preserving channels for a strategically important dialogue in the context of the ongoing political crisis in bilateral relations.

Discussion

The Permanent Mission of the Russian Federation to the EU forms a list of the main areas of cooperation between Russia and the European Union. It includes the following areas: energy and energy security, sectoral cooperation, visa cooperation, migration issues, the fight against international crime, terrorism and drug trafficking, legal cooperation, disarmament and non-proliferation of weapons, crisis management, civil defense, science and technology, education

and culture [1]. Despite political differences, the importance of dialogue between Russia and the EU remains in the above areas.

Analyzing the main areas of cooperation between Russia and the EU, it can be concluded that the issues of widely understood security are one of the fundamental and relevant, since they cover most of the areas. Let us turn to their detailed analysis in the context of the modern Russia–EU dialogue.

The first category of issues is energy security. This is the most relevant and important area of cooperation. The Russian Federation is the largest exporter of energy resources for Europe, just as Europe is the largest consumer of Russian gas. To date, the position of "hydrocarbons" in the Russian-European trade turnover show positive momentum. A stable energy market is of strategic importance to the European Union and Russia. Since this is an important aspect in the social and economic policies of European countries. Protecting the energy market from destabilizing factors is a joint task for the Russian Federation and the EU. The political crisis in relations between the parties does not lead to the cessation of cooperation in this area, which was consolidated and institutionalized earlier [7]. The list of the most important national security issues includes energy, since economic welfare depends on the stable export of energy carriers [8].

The second category of issues is economic security. This direction is based on historical proximity, a common geographical space (Russia and the European Union have one of the longest borders) and a common economic space [14]. The Russian market is of great interest to the EU, as it has great growth potential. The Russian Federation, in turn, is interested in improving the investment climate in the country and increasing direct European investments. European countries have the opportunity to increase investment in Russia the economy. Building stable Russia-EU economic ties is beneficial for both sides [18].

The third category of issues is environmental safety. This topic is of common interest to all countries, regardless of political differences. Climatic changes, melting glaciers, the greenhouse effect, an increase in fresh water in the oceans, the threat of technological disasters are the most important negotiation aspects that unite Russia and the EU, given their common geographical space. The countries of the European Union are world leaders in environmental policy and can successfully transfer their experience to the Russian Federation. Russia is interested in implementing programs on green energy, utilization and storage of nuclear and industrial waste and other areas within the framework of the environmental agenda [10].

The next category – the problem of terrorism – is of particular importance in the light of the destabilization of the situation in the Middle East region. Russia Europe was faced with the threat of terrorism, and military-political crises in the region presented above increased this threat. The Russian Federation and European countries have joint experience in international anti-terrorist operations [11]. The high activity of terrorist, radical-minded cells and groups in the Middle East in recent decades shows the special significance of counter-terrorism cooperation, which is the most important in the framework of the national security of all countries. In this direction, Russia is a reliable and important partner for the European Union, despite the continuing disagreement on assessments of the situation in Syria and ways of a peaceful settlement of the situation in this country.

Crosses the problem of combating terrorism and the joint counteraction to international crime [13]. Continuing the topic of confidential dialogue between European countries and Russia through the channel of special services, we note the active cooperation of the Ministry of Internal Affairs, the FSB, Europol and other security services. The main issues of interaction are the exchange of operational and search information, the organization of international litigation, extradition, the fight against all types of international crime, including the prevention of illegal economic transactions, joint work on the formation of international law, and joint special operations [1].

The directions described above are forming the formation of the Russia-EU dialogue in the field of security. The European Union is interested in working together on issues of economic, energy and environmental security. The sustainable development of the countries of the European Union is a strategically important task for Brussels. As part of this development, the European Union has an energy policy strategy. Within it, the following aspects exist as a foundation for sustainable development: citizens' security, energy efficiency, development of renewable energy sources, scientific and innovative developments. After analyzing these four aspects, we conclude that they permeate the three main areas of security: environmental, energy, and economic. Cooperation in all these areas is of mutual interest between Russia and the European Union. The use of joint scientific and innovative developments in the energy sector within the framework of the common space of science, in order to increase its efficiency, stimulates the technical progress of production in various industries as a whole and expands its geography [17].

Consider the example of cooperation between the Russian Federation and the European Union in the framework of the dialogue on energy security. This is the early warning mechanism memorandum. This document was signed at the RF–EU summit in 2007 in Russia [21]. This document has created a legal and expert base for successful cooperation in this area. Within the framework of this memorandum, work is foreseen to assess the possible risks that may arise in the supply of energy. Formed emergency response mechanisms or threats to their development. An emergency is recognized as a situation in which there is a risk of disruption of hydrocarbon supplies from Russia to the EU countries, including countries that are transit countries when exporting Russian gas [3].

Expert groups are being formed, divided into subdivisions by topics and methods of work – the scenario method, forecasting, analysis of energy export and import markets. The task of the expert groups is to consult on energy topics, work out measures to implement energy security, work to minimize risks from emergencies, and also to prevent emergencies themselves. In an emergency, the creation of a Special Monitoring Group is envisaged. Its task is to study and analyze the current situation, to give forecasts of its development. Within the framework of cooperation on energy security, this document has created a successfully operating base for an effective dialogue between Russia and the European Union in this area. This memorandum is not the only valid document in the interaction of the Russian Federation and the EU on environmental safety. The Russian Federation and the countries of the European Union produce a large amount of greenhouse gases, being in this position in the first positions in the world. As a result, the issues of climate change and joint discussions on them are becoming more relevant. The Russian Federation is also a party to the UN climate change agreement (the so-called "Paris Agreement"), under which participants must limit greenhouse gas emissions into the atmosphere from 2020. A number of other environmental treaties are also in force, among them: As a result, the issues of climate change and joint discussions on them are becoming more relevant. The Russian Federation is also a party to the UN climate change agreement (the so-called "Paris Agreement"), under which participants must limit greenhouse gas emissions into the atmosphere from 2020. A number of other environmental treaties are also in force, among them: As a result, the issues of climate change and joint discussions on them are becoming more relevant. The Russian Federation is also a party to the UN climate change agreement (the so-called "Paris Agreement"), under which participants must limit greenhouse gas emissions into the atmosphere from 2020. A number of other environmental treaties are also in force, among them: "Cross-Border Cooperation", "Northern Dimension", "Strategic partnerships for the implementation of the Paris Agreement" [10].

Programs such as Cross-Border Cooperation and Northern Dimension are regional in nature and contribute to the development of environmental safety in the Baltic region. As part of these initiatives, an active dialogue is being conducted, bilateral agreements are signed

between the subjects of this region. The following countries take part in these programs: Russia, Germany, Sweden, Denmark, Finland, Poland, Estonia, Latvia, Lithuania. The goal of Northern Dimension is to reduce environmental pollution, including in the seas and oceans. This program contributed to the disposal of nuclear ships from the Russian Federation.

The next area under consideration is the fight against terrorism and organized crime. Joint international work in these areas provides for the formation of a single legal system, legal standards and principles for the implementation of joint tasks. For example, since the beginning of the 21st century, the Russian Federation has been cooperating with the European judicial agency Eurojust [19]. This direction also, regardless of political differences, leads to the strengthening of the Russia–EU dialogue. Legal cooperation smoothly expands the boundaries of the issues that need to be addressed jointly. The most important of which are also border aspects, including the migration agenda, visas and extraditions. The Russian Federation and the European Union in the early 2000s embarked on the development of opportunities for the movement of people among themselves. Throughout all these years, it is possible to record the positive dynamics of visa applications. In May 2011, a platform such as the "EU–Russia Migration Dialogue" was formed, within the framework of which joint work on legal migration takes place. To this day, this site is the most effective on this topic in the framework of cooperation between the Russian Federation and the EU [2]. The existing project of a single space "The common space of freedom of security and justice" is an active part of the migration agenda [16]. The beginning of such a program as standardization of biometric passports has been launched, which will facilitate the transfer of passport information, which will lead in the future to a simplification of the visa regime between the Russian Federation and the European Union [20]. In May 2011, a platform such as the "EU–Russia Migration Dialogue" was formed, within the framework of which joint work on legal migration takes place. To this day, this site is the most effective on this topic in the framework of cooperation between the Russian Federation and the EU [2]. The existing project of a single space "The common space of freedom of security and justice" is an active part of the migration agenda [16]. The beginning of such a program as standardization of biometric passports has been launched, which will facilitate the transfer of passport information, which will lead in the future to a simplification of the visa regime between the Russian Federation and the European Union [20]. In May 2011, a platform such as the "EU–Russia Migration Dialogue" was formed, within the framework of which joint work on legal migration takes place. To this day, this site is the most effective on this topic in the framework of cooperation between the Russian Federation and the EU [2]. The existing project of a single space "The common space of freedom of security and justice" is an active part of the migration agenda [16]. The beginning of such a program as standardization of biometric passports has been launched, which will facilitate the transfer of passport information, which will lead in the future to a simplification of the visa regime between the Russian Federation and the European Union [20]. To this day, this site is the most effective on this topic in the framework of cooperation between the Russian Federation and the EU [2]. The existing project of a single space "The common space of freedom of security and justice" is an active part of the migration agenda [16]. The beginning of such a program as standardization of biometric passports has been launched, which will facilitate the transfer of passport information, which will lead in the future to a simplification of the visa regime between the Russian Federation and the European Union [20]. To this day, this site is the most effective on this topic in the framework of cooperation between the Russian Federation and the EU [2]. The existing project of a single space "The common space of freedom of security and justice" is an active part of the migration agenda [16]. The beginning of such a program as standardization of biometric passports has been launched, which will facilitate the transfer of passport information, which will lead in the future to a simplification of the visa regime between the Russian Federation and the European Union [20].

Active interaction is also underway on illegal migration. Unlike legal migration, in which discussions on visa cancellation were still frozen after 2014, here political differences did not affect the development of the partnership. The law enforcement agencies of the Russian Federation and European countries regularly conduct exercises, joint special operations, and exchange operational information. Mutual procedures are taking place for the remissions and extradition of citizens. Sanctions policy did not affect cooperation in this area. For the second decade, Europol and the FSB, the Ministry of Internal Affairs have been developing tools to identify and prevent various threats. Since 2008, the European Police College has been conducting training programs, including exchanging experiences with specialists from the Russian Federation.

Despite the sanctions and political differences, Russia and the European Union remain key partners on a wide range of issues related to criminal and economic international crime. The EU–RF joint expert sessions are held annually in the areas described above. These activities began in 2007 as part of the Memorandum of Understanding [6].

The most important agreement for cooperation is the "Agreement on cooperation between the Russian Federation and the European Union Police Service", signed in 2003 in Italy. The document, consisting of 18 articles, reflects the interest of the parties and their common positions with respect to the principles and forms of interaction in the framework of the fight against international crime [5]. The main types of crimes that are within the jurisdiction of this treaty are defined: attempt on a person or group of people, terrorism, drug trafficking, various smuggling, crimes against property, illegal economic operations, illegal migration. Cooperation to combat recorded crimes is actively ongoing today. Also within the framework of this cooperation, expert meetings are held at which representatives of the FSB, the Ministry of Internal Affairs, Europol, for example, counter-terrorism meetings held in 2016–2018. In 2017, an international congress on cyber security organized by Europol was held, in which an active delegation from Russia took part.

In 2017, the European Commission took the initiative to organize an additional format of bilateral expert meetings to implement the UN Action Plan to address the drug problem. The first meetings within the new platform have already passed. This example shows that, despite the political crisis in relations between the Russian Federation and the EU, not only the existing security interaction formats are developing, but also new ones are being created [4].

Conclusion

So, the article identified and substantively examined the prerequisites for the development of security cooperation between the Russian Federation and the European Union. Mutual rational interest of the parties was established in the development of partnerships in this area, due to the threats and challenges identified by the EU for Russia. The existing mechanisms of interaction on various security issues are disclosed, and the development of new platforms for interaction is revealed. The obtained results confirm the stated hypothesis that the interests of Russia and the European Union in security matters largely coincide and have a positive impact on the development of dialogue between the parties, despite the current international political situation.

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REFERENCE TO ARTICLE

CONTACT INFORMATION:

Yanin Matvey Igorevich
Master Student
Department of Political Science and International Relations
Russian State Social University

Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
Manager at Ionov Transcontinental
Malaya Lubyanka str., 16
101000 Moscow, Russian Federation
E-mail: matv.yanin@gmail.com

Bunevich Dmitry Sergeevich
Candidate of Historical Sciences
Director of the Institute of Russian-Polish Cooperation
Aviamotornaya str., 50, build. 1
111024 Moscow, Russian Federation
E-mail: d.bunevich@rospol.org

LABOUR PROTECTION

Shekhmatova E.I.,
Postgraduate Student, Russian State Social University, Moscow.
E-mail: eugenebrainshi@gmail.com
ORCID ID: orcid.org/0000-0002-8061-1834

The Water Quality of White Lake and the Species Composition of Phytoplankton Organisms

Annotation: *the article presents data on the assessment of water quality and coastal soil, and the state of the phytoplankton of lake White, part of the system Kosinski lakes. The revealed excess of maximum permissible concentrations for heavy metals, arsenic, benzo(a)pyrene in the soil and deterioration of water quality dynamics. Discovered the dominance of blue-green algae (Cyanophyta), whose share reaches 70% of the total number of installed types. As a result of the study identified the main indicators defining features of the ecological-geochemical anomalies of White lake and the surrounding soils of the coastal strip. The resulting research data may be the basis for the organization of environmental monitoring system and used to develop the strategy of rational nature management within the Natural-historical Park "Kosinki".*
Key words: *phytoplankton, Kosinski lakes, eutrophication, pollution, monitoring.*
JEL classification: *J190, J280.*

Introduction

The problem of water pollution becomes not less than the problem of depletion of reserves of fresh water. Types and forms of pollution are so diverse that it is sometimes difficult to unambiguously identify the sources of negative impact. Among the main there are: industrial, sewage and agricultural runoff, as well as oil and oil products.

In the capital of the Russian Federation is almost gone not subjected to human natural object. For example, the main part of water objects of Moscow are artificially converted water bodies that have undergone drastic changes in the result of landscaping of the adjacent Park areas. Thus, the increased urbanization of territories requires the state, society and every individual to take effective measures for the conservation and protection of objects of nature.

The White lake is a unique natural water objects located on the territory of Moscow. This pond is experiencing significant anthropogenic impacts due to increasing urbanization in the

territory of Kosino-Ukhtomsky district of Moscow. The area is characterized by dense multi-storey buildings and a well-developed network of roads. Despite the significant development of technology, the environmental situation in the Eastern administrative district of Moscow remains tense. Major sources of negative environmental impact in the study area are: map of the landfill of municipal solid waste Nekrasovka, Incinerator No. 4, furniture factory «Felix», Nikolo-Arkhangelsky crematorium, cement plant (RBU).

When conducting an environmental assessment appropriate analysis of normative legal base regulating the issues related to development and security, as well as the legal status of the study area. Such necessity is explained by the fact that the change in legal status occurs or stops one or another economic activity, which is a factor of negative impact on the environment, as well as regulates the issues of protection of objects of the environment.

According to the Decree of the government of Moscow 14.11.2006 No. 901-PP area, which is a lake White, became a part of specially protected natural territories of regional importance – Natural and historical Park «Kosinsky». Pursuant to Federal laws and Laws of the city of Moscow determined the status (approved by the Resolution of the Moscow Government dated 07.12.2004 No. 854-PP «About the scheme of development and accommodation of specially protected natural territories in Moscow», the Decision of the government of Moscow 08.16.2004 No. 383-PP «On the monuments in the city of Moscow») and approved the passport of the natural-historical Park «Kosinsky» in which lists the objects, including three lakes White, Black and Holy, protected, and installed a functional and buffer zones. For maintenance and protection of Park funding is allocated. But despite the status of protected areas and the associated restriction status of economic activity of the territory is exposed to significant human influence. As well, the coastal area is actively used as places of recreation for the local population. Moreover, in the framework of the work on the improvement of the Natural-historical Park «Kosinsky» the natural state of the lake ecosystem White suffered the violation. The creation of recreation areas, «People's Park» on lake shaped area of sandy beaches and paved pedestrian routes.

It should be noted that in the district adjacent to water bodies, there is no system of diversion of stormwater from roadways roads. In addition, the discharge of storm water from the Moscow ring road is also carried out on the terrain adjacent to the coastal zone of the Black lake, whose waters are connected with the waters of White lake through the channel.

White lake is a reservoir, almost unaffected tortoiseshell process for the period of the study. Only in the Northwest corner there is a small peatlands influx. The upper layer is formed by sedge peat with thickness of 1–1,25 m; in direction to the lake, this layer thins and becomes gypsum-sedge rush.

Below the sedge layer lies a half-meter thick rushy-sedge peat mixed with gittie. Finally, below lies lake Gite contaminated driftover material and is extremely rich in remains of the water and marsh flora.

White lake is more than half filled with lake sediments, the capacity of which exceeds 10 m.

In White lake with extreme clarity reveals two ancient shore buried by gittie. They are particularly well expressed in West Bank.

The upper terrace lies at a depth of 6–7 m from the modern surface of the water, the lower, more ancient – at a depth of 12 m. both terraces are in places underlain by peat – remnant of peat, developed on the banks of the White lake during the low States of its waters.

The huge thickness of the lake sediment is composed of typical lacustrine gettie. The lower layers of the deposits formed by calcareous sapropel, which has little power; beneath him lies a black sludge.

In the upper coastal terraces under a layer of alluvial sand and blue clay, underlain by typical freshwater marl. This indicates that between the two low States of the White level of the lake was the period when the lake was heavily flooded and occupied a much more extensive area

than at the time of the study. The counting of pollen marl indicates its identity with the upper layers of marl in the Black lake, which demonstrates the simultaneity of the spill both lakes.

After the spill, the lake White came the last lowering its level when the marl was covered with clay and sand, alluvial and upper coastal shaft. This implies that White lake has experienced two stages separated by the shallow deep sea. The possible reason was climate change.

The upper terrace lies at a depth of 6–7 m from the modern surface of the water, the lower, more ancient – at a depth of 12 m. both terraces are in places underlain by peat – remnant of peat, developed on the banks during low water conditions [1].

The White lake is the largest of the three lakes included in the Kosinski of trichocera. Its length – 685 m, breadth – 585 m, area – 259 600 sq. m, maximum depth 13.5 m, average 4 m. The lake is connected to Black artificial channel, whose width is 5m [14].

On the shore and in the lake White recorded 88 species of vascular plants. Trees grow powerful instances of brittle willow, or willow. The West Bank is also a powerful oaks and small specimens of black alder. In some places the coastline has a poplar hybrid origin. In White lake there are also species that are not characteristic of the other two lakes Kosinski of trichocera: calamus, cane, reed lake and rooting. All these plants are typically lacustrine species, therefore White lake among the three water facilities Kosankoy system in the most preserved lake ecosystem.

On-site churches are planting coniferous trees: American arborvitae and blue spruce, and pine. The fence around the planted ash Penn and rose wrinkled.

In order to conduct an environmental assessment of the reservoir is not enough to study only physical-geographical and climatic conditions. Modern microflora is largely a function of the past, and only this last study provides answers to a number of posed and unresolved issues.

A great contribution to the study of planktonic organisms Kosinski lakes made: P.S. Galtsov in research 1912–1913 years; I. Mesyatsev – study of the 1915 and 1916; N.K. Deksbah in 1922–1923 years; M.S. Kireeva – 1925 year, also the active study of the ecological state of Kosinski trichocera held since 2008, on the basis of the club of the defenders of nature «Ecopolis Kosino» with the participation of specialists from various universities and research institutes of Moscow. The main objective is to study the state of water bodies, soil and vegetation cover, undergone significant change due to increased anthropogenic load on the territory.

The aim of our study was to assess the status of water, soil and coastal phytoplankton of the White lake, located in the Eastern administrative district of Moscow.

Methodology

The study was conducted in 2 stages: the first stage – in the period from 2015 to 2018, he was in the study of population dynamics and species composition of algae and cyanobacteria of lake White; the second stage was to study the chemical composition of the water and the White lake of the soil cover, adjacent to the lake site.

Naturally, to examine the entire water mass of the reservoir is quite impossible, therefore, for sampling phytoplankton applied the method of survey sampling in which the selection is carried out at stations located in different parts of the reservoir. In this study, the location of the selected stations corresponds to the location of the stations used in a similar study in 2009. The station data was selected based on the possibility of approaching the water body.

To study the phytoplankton of lakes, quantitative samples were taken by the bathometric method, according to the method of V.D. Fedorov [5]. Samples of lake water with a volume of 0.5 l (in glass containers) were taken from the surface horizon (depth 0.5 m). The samples were fixed with 4% neutralized formalin and concentrated by the settled method for 10 days in a darkened place to a volume of 25 ml, dropping the upper layer of water dropwise using a rubber tube with a glass tip with drawn plankton gas No. 77.

Microscopy of a phytoplankton sample was carried out using a light microscope at a magnification of 40 * 0.65 using determinants. Each sample was examined and counted using a Knotott counting chamber (size of counting strips: length 25 µm width 250 µm), volume 0.05 ml. We looked at 3 cameras from each samples. The number was calculated according to the formula:

$$Akl/l = asp * 20 * 1000 * Vsк/n * Vpr,$$

where:
Akl/l – the total number of cells of each species per 1 liter of water;
asr – the average number of cells in the sample;
20 – recalculation per 1 ml;
1000 – recalculation on 1 l;
Vsk – the volume of concentrated defended samples;
Vpr – sample volume (ml);
n – Difference of phytoplankton living in the lake.

Cell volume was calculated by geometric similarity, based on the fact that the weight of plankton cells is equal to the weight of water ($1 \mu 3 = 1$ mg). The determination of organisms, especially of numerous groups, was conducted to the extent possible. A total of 20 samples were taken and processed (10 samples 2015–2016 years, 10 samples 2016–2017 years).

For a comparative analysis of the data obtained by the author, the calculation of algae taxa was performed using the formula 100%:

$$N = F1/F2 * 100,$$

where:
F1 – the number of phytoplankton in this study;
F2 – amount of phytoplankton of the previous study;
100 – percent ratio;
N – Difference of phytoplankton living in the lake.

Study of soil cover of the territory of Kosinsky lakes sistem was carried out in the summer of 2019. Taking into account the results of the research conducted in 2011–2012 years, and the results obtained in the study of abundance and species composition of phytoplankton in the lake White area selected for sampling of soil and water (Figure 1) [9; 19]. Test site for the equipment of the soil samples located on the Eastern shore of White lake, as the southern and western shores of White lake has a beach area, covered with sand, on the north bank in the framework of the work on the improvement of the Natural-historical Park «Kosinsky» created a pleasure in a transitional route. Near the sampling site are the assumption and St. Nicholas Church, the Park, the store and structure the private housing sector.

The combined selection of soil samples was carried out according to requirements of Interstate Standard 17.4.3.01-83 «Protection of nature. Soil. General requirements to sampling» and PND f 12.1:2:2:2:2.3:3.2-03 «Methodical recommendations. Sampling of soil, ground, bottom sediments, sludge, sewage sludge, slurry, industrial wastewater, waste production and consumption», however, given the size of the study area (the width of the coastal zone) the size of the sample area was reduced. So the size of the sample area for sampling of the soil coast of the lake White was 0.5 hectare (a square with sides of 50 m).

To study the soil samples used the following measuring equipment: laboratory scales AdventurerPro, pH meter – pH 410, photometer KFK-3, oil analyzer an-1, spectrometer of atomic absorption I-2.

For the study water samples were used the following measuring equipment: electronic laboratory balance Adventurer Pro, the concentration meter KN -2M analyzer, oil an-1, photometer KFK-3 photometer KFK-3-01, pH meter – pH 410, the spectrometer of atomic absorption I-2.

Results

The analysis of data obtained during the research and systematization of results, the main dominant species, a common species composition, and calculated the number of species and biomass of the dominant representatives of the lacustrine phytoplankton that live in White lake.

It is worth noting that you often see ugly forms with different strains, which confirms earlier research community of diatoms Kosinski lakes [7]. A number of researchers explain the formation of teratological forms with adverse environmental factors. The authors distinguish the following sets of conditions that can affect the morphology of algae: 1) chemical variations in the environment – pollution, a raised or lowered pH; 2) mechanical – crowding during mass reproduction; 3) the parasitism of algae and/or fungi; 4) abnormalities in sexual process; 5) cells the smallest size of the clone; 6) cells produced in extreme conditions (light and temperature); 7) genetic changes leading to the formation of cells of another species or even genus. However, most often is not possible to establish the causes of abberant forms because of multifactorial influence on the morphology of cells in nature, and the various causes of ugly forms still remain in the realm of assumptions [15].

In White lake is dominated by blue-green algae (Cyanophyta), their share in the spring period is 70%, and in the autumn of 57%. It is important to note that the observed seasonal changes in the species composition of this reservoir. In the autumn, are found the representatives of the departments of Diatomeae and Dinoflagellata not found in samples of the spring season. This trend is typical for studies of the 2016–2017 year. So the proportion of blue-green algae (Cyanophyta) in the fall of 2016 period is 72%, in the spring of 2017 – 56%.

The main dominant species in this water body are representatives of the genus Anabaena (A. minima, A. variabilis Kutz, A. spiroides Woronichiniana) and Microcystis (M. grevillei (Hass.) Elenk, M. aeruginosa Kutz. emend. Elenk.). [4; 8; 11; 13; 20]. Noteworthy is the fact that the previously dominant species Aphanizomenon flos-aquae was not detected in the spring samples 2016, and subsequent samples were not dominant. The same samples revealed a large number of bacteria Beggiotoa, which are indicators of the vigour of the processes of decomposition of proteins.

In modern works Lebedeva N.I. (2011) and Trufanova N.V. (2012) dominant species in White lake was Aphanizomenon flos aqnae, Oscillatoria limnetica, Merismopedia elegans [9; 19].The saprobity index of White Lake corresponds to the β-mesasaprobic zone and has a value of – 1.89, which allows us to classify the water in these reservoirs as a moderately polluted water.

According to the results of the first stage of the study, 24 species were recorded in the White Lake in 2015–2016 years and 2016–2017 years. The results of a comparative analysis of the phytoplankton biodiversity of White Lake obtained in the course of this study with the data obtained in 2000 are presented in table 1 [14].

Table 1

Research Belyakova G.A.	Author's research 2015–2016	Author's studies 2016–2017	Comparison %	How many times decreased
64	24	24	62,5	2,66

The results of a laboratory study of water samples in 2019 and a similar study conducted in 2012 [19] are presented in table 2.

Table 2

No.	Determined indicator	Unit of mea-surement	Lake White		MPC
			2019	2012	
1	Dissolved oxygen	mg/dm³	8,51	3,2	-
2	Color	degree	27,0	19,0	-
3	Turbidity	degree	2,59	2,7	-
4	Hydrogen indicator	pH	7,75	-	-
5	Rigidity	º G	3,1	3,1	7
6	Dry residue	mg/dm³	330	45	1000
7	Petroleum products	mg/dm³	0,31	0,06	0,1
8	Chlorides	mg/dm³	79,76	60,27	350
9	Sulphates	mg/dm³	40,12	19,0	500
10	Ammonium ion	mg/dm³	0,05	-	-
11	Nitrite ion	mg/dm³	0,02	0,01	3
12	Nitrate ion	mg/dm³	0,06	0,06	45
13	Phosphates	mg/dm³	0,05	0,05	3,5
14	Manganese	mg/dm³	0,07	0,004	0,1
15	Iron is common	mg/dm³	0,14	0,14	0,3
16	Copper	mg/dm³	0,0032	0	1
17	Lead	mg/dm³	< 0,005	0	0,03
18	Zinc	mg/dm³	0,058	0	5
19	Cadmium	mg/dm³	< 0,0005	0,01	0,001
20	Strontium	mg/dm³	< 1,0	0,25	8

Despite the fact that maximum concentration limits for the main pollutants according to the results of laboratory studies have not been established, water quality has deteriorated compared with the 2012 study in several ways: the solids content increased by 7.3; petroleum products – 5.1; chlorides – 1.3; sulfates – 2.1; manganese – 16.3; strontium – 4.1 times.

Changes in water quality indicators may be related to the state of the soil cover of the coastal strip. According to the results of studies, the following adverse changes in the soil cover should be noted: alkaline reaction of water extract, high content of oil products, soil contamination with metals such as cadmium, copper, lead, zinc, as well as arsenic and phosphates (table 3). Of the organic pollutants, petroleum products and benz(a)pyrene are present. The concentration of benzo(a)pyrene exceeds the MPC by almost 8 times.

It should be noted that according to the detailed geochemical studies of the Moscow pilot geochemical expedition of Institute of mineralogy, geochemistry and crystal chemistry of rare elements on the territory of Kosino-Ukhtomsky district is heavily contaminated soils. Total results of the study revealed 7 anomalies of highly contaminated soils, one of which is located in the village Staroye Kosino in the area of lake White [10].

Discussion

The main geochemical features of White lake, located in the area of high anthropogenic pressure, associated with the redox of alkaline-acidic and sorption properties of the aquatic components of the landscape – water, biota and bottom sediments. The occurrence of sulphate and chloride, apparently due to the flow of storm water that contain significant amounts of residues of anti-icing agents. With storm and waste waters can act petroleum products. The operation of the plant for the incineration of garbage can be a source of benzo(a)pyrene, heavy metals, which upon allocation in the form of oxides, sposobstvovuet to increase the alkalinity of the soil.

Table 3

No.	Determined indicator	Concentration, mg / kg		Uncertainty at P = 0.95
		results	MCP	
1	Hydrogen indicator of water extract, units pH	8,27	-	0,2
2	Organic matter,%	2,94	-	10
2.2	Petroleum products	241,5	-	30
3	Ammonia nitrogen	20,0	-	11
4	Chloride ions,%	0,003	-	0,2
5	Cadmium (gross content)	5,0	2,0	34
6	Copper (gross content)	235,54	132	30
7	Arsenic (gross content)	50,0	2	60
8	Nickel (gross ontent)	42,46	80	30
9	Lead (gross content)	334,32	130	30
10	Zinc (gross content)	519,65	220	30
11	Mercury	0,224	2,1	31
12	Calcium	32,06	-	0,2
13	Magnesium	4,86	-	0,2
	Mass fraction:			
14	Nitrate Nitrate	1,8	130	36
15	Nitrite Nitrogen	0,04	-	-
16	Benz(a)pyrene	0,16	0,02	-
17	Phosphate ions (acid soluble forms)	1467,19	-	15

Over time may occur in the transformation of modes of occurrence of heavy metals in water, bottom sediments, surrounding soil with the formation of their soluble compounds. It is possible to expect an increase in the concentrations of heavy metals in water, aquatic vegetation, riparian vegetation in excess of background values.

In addition, increasing eutrophic White lake there is an increase in biomass of blue-green algae "bloom" which also negatively affects the quality of water and reduces the possibility of recreational use of reservoirs. Increasing the nutrient load on the pond along with an overall increase in abundance and biomass of phytoplankton community, possible changes in seasonal succession, that could seriously undermine the stability of the ecosystem [12; 16].

The increase of anthropogenic load on White lake and Kosinski lakes system as a whole leads to the acceleration of the processes of eutrophication, i.e. the increase in primary productivity of lakes as a result of enrichment of water by nutrients. Changes in the lake under anthropogenic eutrophication, largely similar to the process of natural eutrophication, however, some significant differences in the mechanism of this phenomenon many times accelerates the transformation limnichidae system [2]. This process entails an increase in the impact of negative trends on the health of the population in major administrative centres related to environmental degradation [3; 17; 18]. An environmental assessment of the state of White Lake and the territory of the Kosinsky triple-lake in the framework of the studies, the dynamics of the abundance and species diversity of the lake phytoplankton, the study of water and soil, as well as the history of the region, indicate complex systemic shortcomings in the management of the natural territory by the administration.

To carry out activities to reduce the anthropogenic impact and to examine the ecological status of the Kosinsky lakes and the territory of the park as a whole, a modern integrated approach to the study and protection of a natural object is required.

To prevent further deterioration of the state of the White Lake, it is necessary to take measures aimed at stopping the flow of pollutants into it and create sanitary protection zones around the reservoir.

In addition, to improve and maintain the sanitary protection zone around Lake White, it is necessary to create a centralized drainage system on the territory of the Kosino-Ukhtomsky district. It is also advisable to make a competent cleaning of the reservoir, taking into account the stocks of artesian waters that feed the reservoir. Such a work is possible only after serious geotechnical investigations, in order to avoid shallowing of the lake.

Conclusion

Nature of Kosinski multifaceted and unique. The Park has a lake system Kosinski – the only preserved in Moscow, a natural lake system. The lack of permanent and systematic monitoring of the territory currently does not provide a complete picture of all changes of natural processes in the ever-increasing anthropogenic load.

It is established that in water and soil adjacent to the lake White, contains critical amounts of toxic substances, which is associated with the massive development adjacent to the lake site over the past few decades. The activity of industrial enterprises, the private residential sector, the close proximity of the ring road treated with deicing agents in the winter season, negatively influences a condition of water object as the food of the studied lakes is carried out, including, due to surface runoff.

Moreover, it should be noted that the part of the district administration and management of the Park, which is the study reservoir, is taken efforts to improve the current environmental situation. The lack of permanent and systematic monitoring of the territory currently does not provide a complete picture of all changes of natural processes in the ever-increasing anthropogenic load on the territory of the Eastern administrative district of Moscow. Ongoing individual observation and research are not sufficient to identify all directional environmental changes.

The White lake is an important object of social and cultural wellbeing of the population as it is the only recreational area for residents of areas Kosino-Ukhtomsky and Nekrasovka. However, the use of White lake as a recreation area can certainly be a source of danger that must be considered when bathing and swimming in the pond.

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REFERENCE TO ARTICLE

CONTACT INFORMATION:

Shekhmatova Evgenia Ivanovna
Postgraduate Student
Russian State Social University
Wilhelm Pieck str., 4, build. 1
129226 Moscow, Russian Federation
E-mail: eugenebrainshi@gmail.com