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E-mail: nur@tsogu.ru



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« ... » ( ... ),

[1].

« ... » [1].

1973–1975 ..  
1990- ..

1979 . 9 (718 ...), 80 » ( ... , ... ).  
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1. ... .., 2002.
2. ... .. XXI ... [ ... ]. – : [http://iir-mp.narod.ru/books/inozemcev/page\\_1506.html](http://iir-mp.narod.ru/books/inozemcev/page_1506.html).
3. // ... – 2004. – 8.
4. ... : ... .., 2003.
5. ... .., 2011.
6. ... .., 2000.
7. ... : // // ... – 2001. – 3.
8. ... // // ... – 2007. – 4.
9. ... : ... .., 2012.
10. ... .., 2004.
11. ... .., 2010.

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**Britikova E.**, assistant of the chair of «State and Municipal Management», Kuban State Agrarian University, Krasnodar, phone: 89094559510

( )  
THE EARTH CONSTELLATIONS (ON SETTLEMENT SOCIOLOGY SUBJECT)

M. G. Ganopolsky

*Key words: the Earth constellations, sociology subject, socio-territorial community, Tyumen region, new industrial development, settlement in lumbering regions, oil and gas production and transport, settlement base structure*

*The article discovers the meaning of metaphor given in the title regarding the schemes of settlement and their sociological interpretation. On the example of the settlement structure specific features study for the Tyumen region the perspectives of rehabilitation of domestic sociology of settlement are discussed.*

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3. . . . , . . . . ( . . . . ) - : . . . . , 1998. - 191 .
4. . . . // : . . . . , 1999. - 736 .
5. : . . . . : Academia, 2009. - 808 c.
6. . . . : . . . . , 2012. - 320 .
7. . . . - 2005. - 3. - . 56-62.
- // . . . . , 1997. - 312 .
8. . . . - 2011. - 4. - . 175-179.
9. . . . //

. . . . . 89129958175, e-mail: gmichaelg@mail.ru

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314.72

## PROBLEMS OF LABOUR MIGRATION IN NOWADAYS RUSSIA

M. S. Zhuleva

*Key words: migration, labor migration, migratory processes, migratory policy, migratory legislation*

*The article describes the particularities of the modern migration processes. The positive and negative consequences, problems of labor migration, the complex of interrelations between the accepting community and separate groups of migratory communities are analyzed. The main difficulties of modern Russian migratory policy are disclosed. A need in coordinated, effective migratory legislation as a necessary condition of perspective development of the country is proved.*

232 , , -  
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 45,8 9,8 — 9,1, — 7,8,  
 — 7,4, — 7,3, — 6,5 — 6,5 . [1].  
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 4,5 2,3 12 %.  
 40 22 % . [2].  
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 , 90 % 2010 .  
 (16,6 %), (4,3 %), (13,5 %), (36,3 %), (9,9 %), (9,1 %),  
 , 8–10 % [4].  
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 - [4]. , 2012 - ,  
 [5]. 750 000 1 000 000 . 166 032 .  
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 ( 2006 . ) ( ) ,  
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( ) . , «14 % 18–20 , » [4].  
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( « » , ), [1, 3, 5].  
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1. . 2013. 12 . - : <http://www.rg.ru/2013/09/12/migranty-site.html>.

2. « » // . - 2013. - 15 ( ). - . 7-9.

3. . 2013.5 . - : <http://www.rg.ru/2013/11/05/migranti.html>.

4. // . 2013. 5. . 66-72.

5. . 2013. 07 . - : <http://www.rg.ru/2013/09/07/schet-site.html>.

6. // . - 2013. - 21 ( ). - . 58-59.

7. : //

. - 2010. - 4. - . 205-207

8. //

: . 18 2013 . - :

« », 2013. - . 13-14.

9. - : <http://government.ru/news/8203>.

10. . 2013. 14 . - : <http://www.rg.ru/2013/11/14/bezviz-anons.html>.

« »  
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**Zhuleva M. S.**, Candidate of Science in History, associate professor of the chair of social sciences, Tyumen State Oil and Gas University, phone: 8(3452)453526



371.3

PROBLEMS OF INNOVATION ACTIVITY IN THE NIZHNY NOVGOROD REGION

N. S. Oleinik

*Key words: Nizhny Novgorod region, the innovative potential of the region, the direction of development in science and technology in the region*

The paper considers the main economic indicators of the Nizhny Novgorod region and the competitive advantages in the development of its innovative potential, the most important directions of development of science, technologies and technique. The basic sources of financing of the innovative activity, the Federal programs aimed at attraction of funds for such activity in the region are shown. The development of the state-private partnership in the innovation sphere is analyzed and the key problems hindering the development of innovation activities in the region are highlighted.

2005 — 105 (2012 — 115).  
 (84 %).  
 2011 — 92 (2005 — 105).  
 2005 — 3,8 % [1].  
 16 — 150  
 [2].  
 60–70 % 60–80- .. 20 % 90- XX 15 % 2012 .  
 0,1 %  
 2012 , 26 % , — 15 % ,  
 — 25–30 % , — 55–60 % .  
 , 14,3 % , — 15,3 % ,

2010  
2005 18,8 . — 3,1 % . 4 -  
(88 % (53,5 % )).  
22,6 % ; [3].  
; 2011 : « - » [3].  
2020 , 17 2008  
1662- , 25-35 %.  
2005-2011 9 .  
17,7 — , 140,9 %  
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( 2010 — 800 ).  
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2  
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1 2012 c 70  
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25 %- 2007  
2011 31 % .  
2010 - 11 2010 40- «  
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3 -  
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) ; 16 , 2 — ; 50 -



338.2:338.012

### MODELING OF INDUSTRIES BY FUEL CAPACITY INDICES

A. V. Orlov

*Key words: heat capacity, multidimensional classification, correlation, cluster analysis, regression equation, modeling, industry*

*The industry sectors grouping by heat capacity indices are considered. To decrease the statistical population dimensionality the correlation analysis was run which enabled to define the factors producing the greatest impact on formation of the industry heat capacity. Using the regression analysis method these factors influence on heat capacity of industries is described.*

2011 . 26 %, :  
— 32 %; : 35,3 %  
2011 . (43,6 % ), ( 3 % 2000–2011 . ) [1].  
2011 (45,4 % 83,5 . . ).  
145,0 2011 67,4 . . 36,5 %, -  
51,5 %.

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2005–2011 [5].

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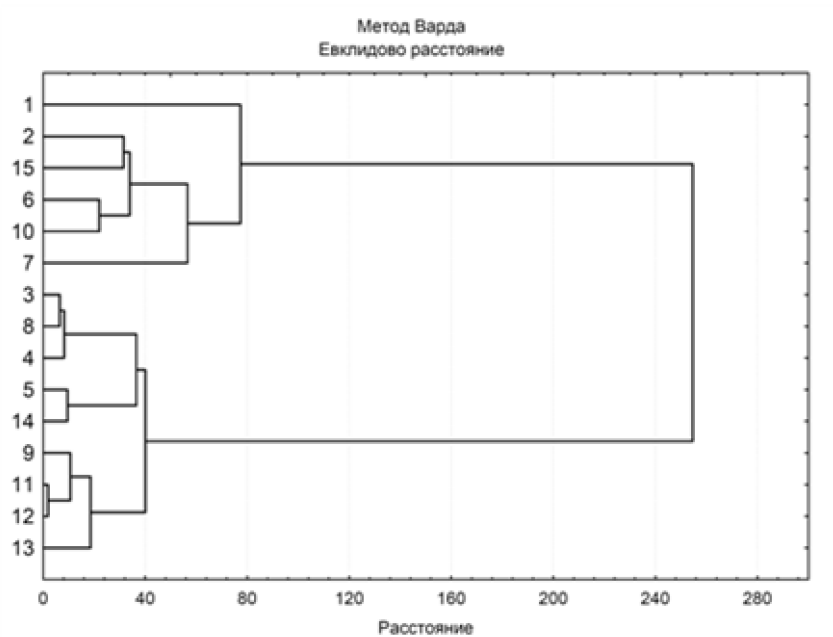
	Y	X <sub>1</sub>	X <sub>2</sub>	X <sub>3</sub>	X <sub>4</sub>	X <sub>5</sub>	X <sub>6</sub>	X <sub>7</sub>	X <sub>8</sub>	X <sub>9</sub>	X <sub>10</sub>
Y	1,00										
X <sub>1</sub>	-0,54	1,00									
X <sub>2</sub>	-0,18	0,54	1,00								
X <sub>3</sub>	0,79	-0,16	-0,10	1,00							
X <sub>4</sub>	0,83	-0,32	0,28	0,69	1,00						
X <sub>5</sub>	0,82	-0,16	-0,03	0,99	0,73	1,00					
X <sub>6</sub>	-0,98	0,60	0,25	-0,83	-0,83	-0,84	1,00				
X <sub>7</sub>	0,81	-0,25	-0,38	0,87	0,51	0,86	-0,82	1,00			
X <sub>8</sub>	-0,77	0,65	-0,03	-0,29	-0,75	-0,35	0,71	-0,27	1,00		
X <sub>9</sub>	0,67	-0,43	-0,33	0,38	0,25	0,43	-0,58	0,61	-0,56	1,00	
X <sub>10</sub>	-0,94	0,57	0,40	-0,85	-0,70	-0,84	0,97	-0,91	0,55	-0,58	1,00

x<sub>i</sub> :  
 •  
 • rxjxi > 0,7,  
 •  
 . 1 , , (y - x<sub>4</sub>), (y - x<sub>5</sub>), (y - x<sub>6</sub>), (y - x<sub>7</sub>), (y - x<sub>8</sub>), (y - x<sub>10</sub>)

4 — , . ;  
 5 — , . ;  
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 8 — , %;  
 10 — , -

STATISTICA [2].

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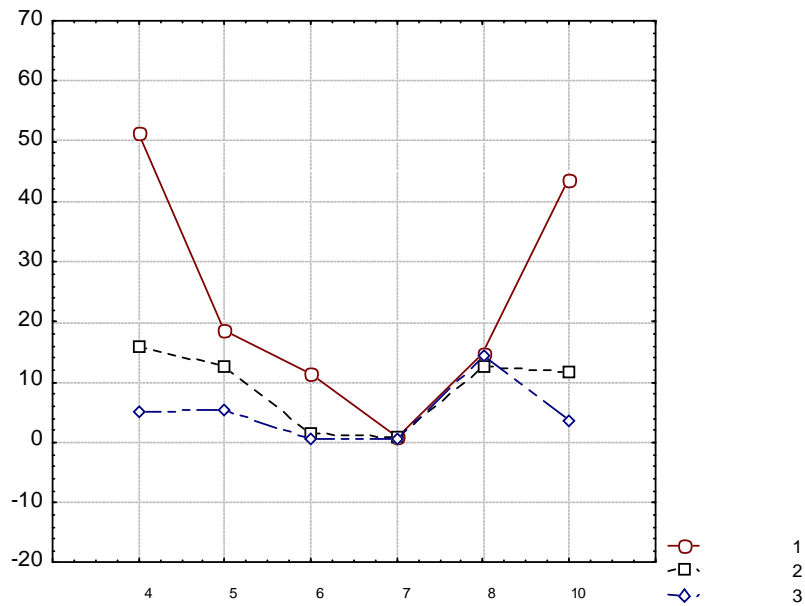
2

1	6	1 — 2 — 6 — 7 — 10 — 15 —
2	6	5 — 9 — 11 — 12 — 13 — 14 —
3	3	3 — 4 — 8 —

( . 3),

	$X_4$	$X_5$	$X_6$	$X_7$	$X_8$	$X_{10}$
1	51,25	18,58	11,33	0,80	14,73	43,76
2	15,92	12,73	1,46	0,92	12,53	11,86
3	5,00	5,49	0,63	0,70	14,30	3,62

. 2.



. 2.

Statgraphics.

4.

			F- ( = 0,05)
1	$Y = 3,21 - 1,27 \cdot 10^{-3} \cdot X_6 + 4,04 \cdot X_7$	0,991	223,05 (6,94)
2	$Y = 10,55 - 0,018 \cdot X_6$	0,919	56,59 (6,61)
3	$Y = 12,1 - 8,93 \cdot 10^{-3} \cdot X_{10}$	0,867	32,47 (6,61)

(Y — , . . / 4.

R<sup>2</sup> —

99,1; 91,88 86,67 %.

1, 2 3

F-

F

4.

F-

1. — 2013. — 3 (28). — . 41-56.
2. // , — 2008. — 162 . , 1988. — 176 .
3. / . — : , 1989. — 215 .
4. . [ ] . — : // <http://www.gks.ru>
5. . [ ] . — : //

( )  
8(313)348402, e-mail: orlean2000@yandex.ru

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336.1+338.2

## TECHNOLOGICAL DEVELOPMENT OF THE MONETARY SYSTEM

O. I. Pechonik

*Key words: currency and monetary system, technology set up, crisis*

*The article examines theoretical and methodological approaches correlating the present day global crisis, the current stage of the long economic cycle with the technology waves. It is noted that nowadays there is a real possibility for generation of the new sixth wave of technology development in the national economy. An alternative of the currency-monetary system reformation is offered allowing for developing the reproduction frontier of a new technology set up in RF and its regions*

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4		( )	1922–1944 .
		( 30- ) ±1 %	1944–1971 .
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— 1880–1914 . 1925–1931 .



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1. « // 2007. – 1(36). – .7-19.
2. : . – ., 1928.
3. : . – ., 1989.
4. : . – ., 1989.
5. : . – ., 1999.
6. Long Waves in the World Economy / C. Freeman (ed.). L., 1984.
7. : . – ., 1993.
8. // « . – .6. – : . – ., 2010. – .96-97.
9. : . – ., 2004. – 57 .
10. // . – 2012. – 6 (66). – .91-97. – : <http://www.creativeconomy.ru/articles/23813>.

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314.7

CONSEQUENCES OF MIGRATION PROCESSES

V. N. Rodina

*Key words: migration, migration processes, the impact of migration and immigration policy*

Currently, the majority of Russian regions relevant issues related to the regulation of migration, namely, uncontrollable flows of labor migration, illegal migration and lack of social benefits for migrants, etc. The presence of many unresolved issues involves adjusting implemented migration policy that takes into account the effects of migration policy for a particular territory. The paper analyzes positive and negative effects of migration.

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<p>( )</p>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>
<p>( )</p>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> <p>( )</p> <p>»</p> <p>«</p>
	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>







$$\forall j \in M_1 : \beta_{jls} = \begin{cases} 0, & a_{jls} \leq a_{jl}^{\min}; \\ \left( \frac{a_{jls} - a_{jl}^{\min}}{a_{jl} - a_{jl}^{\min}} \right) \cdot 100, & a_{jl}^{\min} < a_{jls} < a_{jl}; \\ 100, & a_{jls} \geq a_{jl}; \end{cases} \quad (6)$$

$$\forall j \in M_2 : \beta_{jls} = \begin{cases} 0, & a_{jls} \geq a_{jl}^{\max}; \\ \left( \frac{a_{jl}^{\max} - a_{jls}}{a_{jl}^{\max} - a_{jl}} \right) \cdot 100, & a_{jl}^{\max} > a_{jls} > a_{jl}; \\ 100, & a_{jls} \leq a_{jl}, \end{cases} \quad (7)$$

$s = \overline{1, S}$  — ;  $j = \overline{1, m_l}$  — ,  
 $l$ - ;  $m$  — ,  
 $M_1 = \{j / j \rightarrow \max\}$  — ,  
 $M_2 = \{j / j \rightarrow \min\}$  — ,  
 $M_1 \cap M_2 = \emptyset$ ;  $|M_1| + |M_2| = m$ ;  $a_{jls}$  —  $j$ - ,  $l$ - ,  
 $a_{jl}$  —  $j$ - ,  $l$ - ;  $a_{jl}^{\min}, a_{jl}^{\max}$  —  
 $\beta_{jls}$  —  $j$ - ,  $l$ - ;  
 $s$ - , %:  $\beta_{jls} \in [0; 100]$ .

$$\Delta\beta_{jls} = \beta_{jls} - \beta_{jl}^0, \quad (8)$$

$\Delta\beta_{jls}$  —  $j$ - ,  $l$ - ,  
 $s$ - , %:  $\beta_{jl}^0$  —  $j$ -  
 $\beta_{jls}$  ), %:  $\beta_{jl}^0 \in [0; 100]$ .

$$\Delta\beta_{ls} = \frac{1}{m_l} \sum_{j=1}^{m_l} \Delta\beta_{jls}, \quad (9)$$

$\Delta\beta_{ls}$  —  $l$ -  $s$ - , %.  
 3 .



$$F(\bar{s}, \bar{\lambda}) = \max_{1 \leq s \leq S} \min_{\lambda \in D_\lambda} \sum_{l=1}^L \Delta \beta_{ls} \cdot \lambda_l, \quad (10)$$

$\lambda_l$  —  $l$ - :

$$\lambda_l \in \lambda \in D_\lambda : \begin{cases} \sum_{l=1}^L \lambda_l = 1; \\ \lambda_l > 0, \lambda_l^{\min} \leq \lambda_l \leq \lambda_l^{\max}, l = \overline{1, L}. \end{cases} \quad (11)$$

. 2.

2

( )

$(l = \overline{1, L})$	$(b_{lr}^{\min(\max)})$											
	r = 1		r = 2		r = 3		r = 4		r = 5			
	min	max	min	max	min	max	min	max	min	max	$\bar{b}_l^{\min}$	$\bar{b}_l^{\max}$
	71	94	63	88	69	91	67	83	75	98	69,0	90,8
	29	42	34	48	26	35	40	52	38	50	33,4	45,4
	54	82	59	80	48	65	57	78	42	63	52,0	73,6
	49	62	43	56	51	60	37	53	35	47	43,0	55,6

(1),

. 3.

3

( )

$(l = \overline{1, L})$	$d_l^{\min}$	$d_l^{\max}$
	3,2	4,2
	4,7	5,5
	5,6	7,7
	5,6	4,5

. 3,

10,

(3)

. 4.

$(l = \overline{1, L})$	$b_l^{\min}$	$b_l^{\max}$	$b_l^{\min} + b_l^{\max}$	$\lambda_l^{\min}$	$\lambda_l^{\max}$
	63	98	161	0,274	0,426
	26	52	78	0,113	0,226
	42	82	124	0,183	0,357
	35	62	97	0,152	0,270
	-	-	460	0,722	1,278

. 5.

( )

$(l = \overline{1, L})$	$(j = \overline{1, m_l})$	$\Delta\beta_{jls}$		
		s = 1	s = 2	s = 3
1.1. 1000 .	1.1.	2,10	2,90	6,35
	1.2. 1000 <sup>2</sup>	2,71	4,36	5,73
	1.3.	11,06	9,89	10,88
	1.4.	18,57	17,16	18,10
2.1.	2.1.	3,61	8,38	3,34
	2.2.	0,72	2,04	1,43
	2.3.	0,46	2,04	1,07
3.1.	3.1.	5,41	10,81	8,11
	3.2.	18,42	22,63	20,00
4.1.	4.1.	4,50	4,00	3,50
	4.2.	19,67	13,00	9,67

( $\Delta\beta_{ls}$ ),

(9), . 6.

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$(l = \overline{1, L})$	$\Delta\beta_{ls}$		
	s = 1	s = 2	s = 3
	8,61	8,58	10,27
	1,60	4,15	1,95
	11,91	16,72	14,05
	12,08	8,50	6,58

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— 8,2 %, 2

— 9,04 %, 3

— 8,08 %.

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crosoft Excel.

1. . . . . : . — 2-
2. . . . . , 2001. — 286 .
3. . . . . « . . . . », 2009. — 400 . . — 2- . . . .
4. « . . . . », 2009. — 360 .
5. . . . . . . . . . , 2004. — 352 . . — 4- . . . . , 2008. — 1104 .

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M. N. Baranchikov

*Key words: diminished responsibility, law enforcement, judicial practice, the crime subject*

. 22

*The paper considers the problem of practical application of the norms of partial responsibility specified in article 22 of the Criminal Code. Various theoretical approaches to application of this norm, which applies to a large circle of persons committed above all a serious violence against a person are presented.*

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[10],

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Baranchikov M. N., judge at Northern district court, the city of Orel, phone: 89107487594

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316.356.2-058.8

## CONCEPTUAL FOUNDATIONS PERFECTION FAMILY POLITICS

E. M. Budylna

*Key words: marriage, divorce, the number of marriages and divorces*

*This article discusses the development of marital relationships. The author analyzes the factors which play a significant role in the processes of a family creation in the region.*

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// ... 2013. – 55 .  
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316.35

( )  
GENESIS AND DYNAMICS OF FOOTBALL HOOLIGANISM DEVELOPMENT (ON THE EXAMPLE  
CASES FROM ENGLAND AND RUSSIA)

P. Yu. Goryunov

Key words: *football, football hooliganism, social control*

The article considers the issues of the genesis and dynamics of football hooliganism evolution in the frame of realization of the dissertation research aimed at studying the structural features of the close-to-football community of St. Petersburg. The work on a doctoral dissertation was carried at the chair of theory and history of sociology, department of sociology, St. Petersburg State University.

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[4, 5], 1980-  
[6, 7].  
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». 2013. – 200 .

2. Football Passions. Report of research conducted by The Social Issues Research Centre. URL: [http://www.sirc.org/football/football\\_passions.pdf](http://www.sirc.org/football/football_passions.pdf). : 24.03.2014.
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4. . . . . - 2013. - 2 (31). - . 69-73. //
5. . . . . - 2012. - 5(25). - . 68. //
6. . . . . « . . . . » - . . . . : I . . . . . », 2011. - 312 . //
7. . . . . - 2013. - 2. - . 38. //
8. . . . . - . . . . . - : . . . . . , 2012. - 672 . //
9. . . . . - 2011. - 1. - . 63-66. //
10. . . . . - 2013. - 1(4) - 2013. - . 15-20. //

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8(007812)2741562

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343.9

## CRIMINOLOGICAL CONCEPT OF CRIMINAL PERSONALITY

. . .  
N. A. Isaev

. . . . .  
*Key words: criminal personality, criminology, criminology theory*

. . . . .  
*The paper examines the contemporary criminological approaches to the concept of the offender identity. This notion is one of the conceptual notions in the contemporary criminological science.*

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1. , 2004. – . 16.  
2. , 2002. – . 72-73.  
3. //  
4. – 2013. – 2 (31). – . 69-73. // -  
5. – 2012. – 2 (22). – . 106. // -  
6. – 2013. – 2(5). –  
7. « - » -  
8. – 2012. – 1 (3). – . 70. -  
9. , 2001.  
10. , 1998. – . 107.

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349.2-054.7

## LEGAL PROBLEMS IN REGULATION OF INTERNATIONAL LABOR RELATIONS

N. R. Nasyrova

*Key words: international private law, migrant labor, parties will autonomy principle*

*The problems of legal regulation of international labor are discussed. It is proposed to legalize the principle of autonomy of the will towards the labor relations of foreign workers.*



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- 2)
- 3)

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[11].

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11. . . . . – 2013. – 3. – . 20. . . . . , 1810.

. . . . . 8(812)3129910

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392.81

( )  
FACTOGRAPHIC EVIDENCE OF EVERYDAY LIFE (ON RECIPES MATERIAL)

L. V. Almiash va

*Key words: culturology, black pudding recipe, domestic manufacturing, everyday life, material culture*

*The paper discusses the issue of everyday life as a culture sphere. It is mentioned that manufacturing food products from the livestock blood is a traditional element of rural people's life and it refers to the material side of everyday life culture. A number of black pudding recipes and the product's composition similarities and distinctions are analyzed as well as the peculiarities of this product manufacturing domiciliary.*

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... , 1955 . . . 2011 .), « ... » ( ... , 1941 . . . , 2012). ( ... )

... , 1958 . . . , 2012 .); « ... ½ ... » ( ... )

2, ... , 1936 . . . , 2011 .); « ... , 26.11.43 . . . , 2012 .); « ... 2- ... 5 ... » ( ... , 1940 . . . , 2011 .); « ... » ( ... , 14.04.21 . . . , 2011 .).

... , 11 ... , 58 % , ... : « ... » ( ... , 1952 . . . , 2011 .). ... 3 ... , 15,75 % , ... : « ... » ( ... , 14.04.21 . . . , 2011 .). (5,25 %)

... , 14.04.63 . . . , 2011 .). ... 15 ... ( ... )

( ... , 14.04.63 . . . , 2011 .). (15,75 %)

... : « ... » ( ... , 26.11.1943 . . . , 2012 .).

... : « ... ½ ... » ( ... , 1949 . . . , 2011 .). (5,25 %)

... : « ... » ( ... )



[1, 2]. « — » ( ) , « » - , [2, 3, 4]. [5]. [6]. 2013–2014 (1–2 ) ( ) . 2013 1–3 [1]. — 9 10 (90,1 %) 7 10 (73,2 %)

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	, %	, %
	79,7	84,3
	52,9	58,1
	88,7	86,9
	64,6	63,2
	61,8	65,1
	85,6	87,3
	78,7	67,6

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	, %	, %
	88,1	86,3
	87,9	85,3
	67,2	50,7
	15,6	15,8
	22,8	23,9
	35,9	36,2

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 :  
 • — 81,3 %; : — 79,5 %, ( — 78,3 %); : — 82,6 %,  
 • ( — 58,6 %, — 59,3 %);  
 • ( — 52,1 %, — 53,5 %);  
 • ( — 33,1 %, — 31,3 %).

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2. . . . . / . . . . . // - . - 2013. - 1. - . 116-120.
3. . . . . // . - 2002. - 5. - . 49-52.
4. . . . . ( - )// . - 2000. - 3. - . 117-121.
5. . . . . // . - 2006. - 25. - . 2.
6. « . . . . » , 1996. - 344 .

« . . . . . » 2», . . . . . 89224834230

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364

### TRENDS OF CHARITY FOUNDATIONS DEVELOPMENT IN TYUMEN REGION

N. N. Peshkova

*Key words: welfare fund, noncommercial organizations, grant programs*

« . . . . . » 2012 .

*In the article the specific features of welfare funds functioning are outlined. The mechanism of interaction between the founders of charity foundations and the charity recipient is described. The results of the sociological research «Motives of the population charities» in the city of Tyumen for 2012 are offered. The prospects of welfare funds development in Tyumen region are determined.*

( . . . . . ) ( . 118 . . . . . ) [1].

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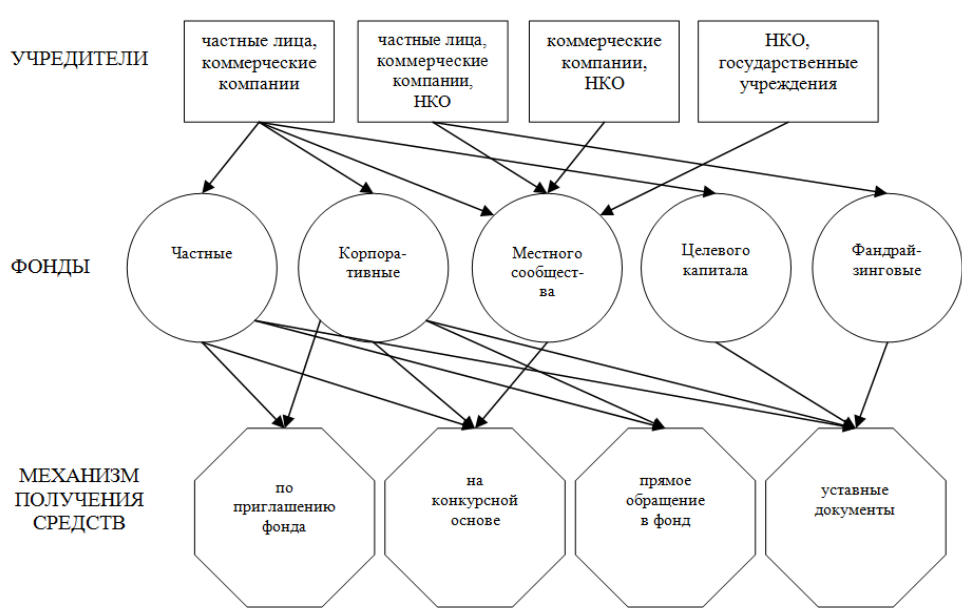
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2010 . . . . . 2012 . . . . . [2].

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2018 . . . . .)



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[2].

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2013 . — 20, : 2009 . — 33, 2010 . —  
30, 2011 . — 30, 2012 . — 28, 2013 . — 20.

2013 , 8 , 2012 ,, ( ) .  
» ( - 2012 . )

[5].  
44,9 % 55,1 %  
: 18 24 — 21,3 %, 25 29 — 11 %, 30 39 — 17,8 %, 40 49 — 20,2 %, 50 59 — 14,6 %, 60 — 15,1 %.

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	10	100	150	200	250	300	500	750	1 000	1 500	2 000	3 000	5 000	10 000
	30,8	24,8	5,9	8	7,6	3,7	10,3	0,8	5,5	1,1	0,3	0,5	0,3	—
	22	16,3	8	12,4	5,7	5,2	12,4	3,4	6,6	3,4	0,9	1,2	0,4	—
	19,8	11,2	6,8	8,1	4,8	6	12,9	2,8	9,8	4,8	2,2	4,3	2,3	—
	20,7	16,8	5,8	9,5	7,8	6,9	12,6	1,2	6,8	4,4	1,8	2	1,8	—

100 (5).  
(Crowdfunding)  
(Crowd — Funding —),  
«Facebook», «», «Twitter»  
[6].

1. ( ) 30.11.1994 N 51- ://  
.- 1994. - 32. - .3301.
2. 2012 ./ - : 2013. - 46 .
3. 2012: / - : 2012. - 56 .
4. : 4- . 1 /  
.- , 2013. - 261 .
5. (2008-2012): 4- . I /  
.- , 2012. - 168 .
6. : / . ; . - :  
2012. - 288 .

«»,  
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659

## A ROLE OF ADVERTISING IN THE SPACE OF A RUSSIA PROVINCIAL TOWN

E. A. Raevskaya

*Key words: outdoor advertising, advertising visualization, modern city environment, the Russian provincial town*

*The advertising visualization as habitat-forming factor in the modern urban environment is analyzed in the article. The data of the own empirical study of outdoor advertising in a Russian provincial town are presented. The results of this study make the basis for recommendations offered to improve the advertising communication.*

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... ( ) ...  
... [6].  
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1. ... //
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3. ... - 2011. - 5 (58) XIV. .304-312. : <http://polit.ru/article/2012/11/20/vuchic/>.
4. ... [ ] — : <http://www.tellur.ru>.
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7. ... 2011. - 5 (58) XIV. - .182-191. //
8. ... : - : ,2010. -168 .

... « , .8(8452)998524 », ...  
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316.3

MANAGEMENT SPATIAL DEVELOPMENT: METHODOLOGICAL FOUNDATIONS

• •  
• • Roy

*Key words: sociology of space, the spatial organization of the method, the spatial potential spatial changes in management, strategic territorial management*

*Discusses the role of space in the development of modern society. Based on the aggregation of a number of methodological approaches cal role in understanding the spatial variation of the author are three logically possible ways of organizing space — hierarchical, interzonal and differential. As a tool for managing spatial changes author proposes restructuring the boundaries by which set limits involvement in change — chennyh objects having the property extension. Perestroika means boundaries or their compression of respect to the variable object, or extension, or recomposition elements constituting its content.*

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[4].



[6].

1. XXI .- .: . ,2012.
2. .- .: . ,2008.
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4. .: . ,2003. – С. 185.
5. . 2013. – 2. – . 54. //
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», . . . « . 8(3812)649255

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30(075.4)

## SOCIAL TRUST OF NORTHERNERS: LEVEL AND TRENDS OF CHANGE

A. N. Silin

*Key words: social trust, oil and gas north, aborigines, long distance commuters, syndrome of polar tension, sociological studies*

*The differences in the levels of social confidence (trust) of northerners and inhabitants of other regions are revealed. Based on the results of changes in social trust to authorities, politicians, mass media, religious groups and social surroundings is being analyzed as well as the reasons of these changes in different social groups.*

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2007 .		28,5	25,8	13,6	28,2	32,3	35,6
		37,7	27,4	46,5	46,7	36,2	39,2
		33,8	46,8	39,9	25,1	31,5	25,2
2010 .		29,6	27,5	19,0	25,5	35,5	32,8
		39,0	28,7	34,9	40,1	38,9	41,4
		31,4	43,8	46,1	34,4	25,6	25,8
2013 .		27,1	26,2	15,1	27,8	39,1	24,2
		40,2	30,9	26,4	27,2	40,0	46,6
		32,7	42,9	58,5	45,0	20,9	29,2

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		( 3 )		
2007 .		23,5	27,4	32,8
		48,4	33,6	25,4
		28,1	39,0	41,8
2010 .		24,8	28,1	31,2
		26,3	33,3	41,4
		48,9	38,6	27,4
2013 .		24,2	26,3	28,4
		41,3	35,5	28,6
		34,5	38,2	43,0

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82.09.(943.21)

SPECIFIC FEATURES OF THE MAIN HERO REPRESENTATION IN THE AKHSAN BAYANOV'S PROSE

G. R. Timerkaeva, F. S. Saifulina

*Key words: realistic prose, problematic, representation of a hero, human relations, moral choice, inner life, personality making up, chrónotopos*

*This paper considers the creative work of Akhsan Bayanov as one of the Tatar realistic prose representative of the second half of the XX century which discloses the actual present-day problems. This author's oeuvre in the prose is made up by dozens of stories and novels. It is underlined that the most popular works of the studied writer cover the works written in the genre of novella. In the center of Bayanov's works the young men of the forties, fifties and sixties are presented. In that time life they faced a need to make a moral choice and to determine their life positions. Responsibility of a man for his deeds on which not only his fate depends but also the fate of his close people as well as the values revaluation, understanding of the value of human love and purity of human relations allows the heroes in Bayanov's books to reconsider their attitude towards the surrounding reality, to the life. Psychology, addressing the inner monologue of the hero-story teller are the peculiarity of this writer works.*

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60-80 «...» [3].

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» [6].

(1979), « (1986), « (1977), « (1971) « (1981)

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» [7].

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6. . – : , 1978. – . 351.
7. / : . – , 2007. – . 374.

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378.02.6.

## PROFESSIONAL COMPETENCE OF A FUTURE SPECIALIST AS INTEGRATION OF PERSONALITY QUALITIES

A. Sh. Tleulesova, B. G. Sarsenbayeva, E. S. Kurmangozhaeva

*Key words: educational process, the professional competence of a specialist*

*This article discusses the burning issues related with a formation of professional competence of a future specialist. Some theories of the formation of professional competence in the educational process are examined.*



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1. . . . , 2004. – 40 .
  2. . . . //Alma mater. – 2007.
  3. . . . : //
  4. . . . – 2008. – 4. – . 44-46. //
  5. . . . . – . . . 1990.
  6. . . . , 2009. – 190 c.
  7. . . . . – . : 2006. – 75 .

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37.376

## EDUCATIONAL PREFERENCES ETHNIC POPULATIONS: DYNAMICS OF RESEARCHES

A. B. Fokina

, *E-learning*,

*Key words: educational area, E-learning, indigenous peoples, traditional culture, intercultural relations*

*This article observes the materials of sociological researches of traditional culture and social well-being. On these materials, according to today conditions, the author's vision of the vector to improve education of indigenous peoples, which will contribute to preservation of their ethnic and cultural identity are considered*

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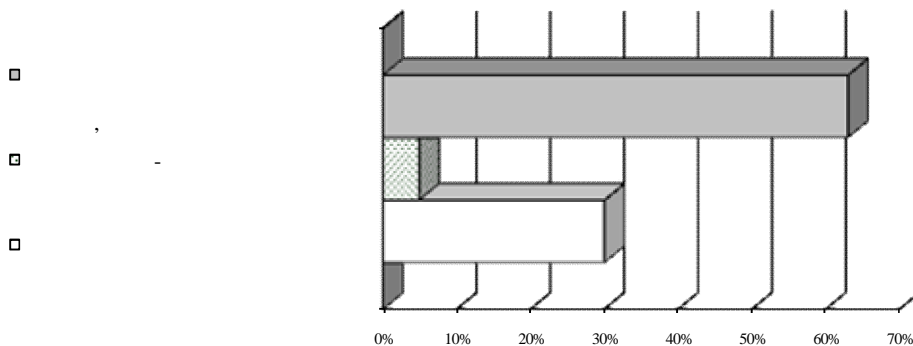
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316.7

## THE PECULIARITIES OF NOMADIC PRACTICES IN THE TYUMEN REGION

V. Shlyakov

*Key words: nomadism, nomad, sedentary, nomadi, culture*

*The article considers the peculiarities of nomadic practices, manifested in the in the absence of the need to household residence. Investigated the influence of territorial landscape, climate and socio-cultural reasons. Analyzed the historical features of intercultural interaction between different ethnic groups (nomadic-sedentary), influenced the emergence of nomadic outlook in the region.*

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SOCIOLOGY OF EDUCATION IN THE GLOBALIZING WORLD

V. A. Ivanova

*Key words: scientific environment, paradigms, theoretical directions, research schools, global sociology of education*

*The paper proves the appearance of new structural elements in the scientific space of contemporary sociology of education that go beyond the boundaries of local and national research communities and deal with a global spread of new IT and scientific communications, open resources of theoretical texts and research data. The article discusses the emergence of the global education sociology and its role for local applied-research communities.*

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378.1

## CONFLICT MANAGEMENT IN THE HIGHER EDUCATION SYSTEM

A. L. Koltunov

**Key words:** *higher education system, educational institution, conflict, conflict management, monitoring, examination and diagnosis of conflicts, social climate*

*This article is dedicated to causes, nature and management of social conflicts in the higher education system. There was noticed that there is lack of research and elaboration of this theme, the lack of reliable and efficient technologies for the prevention and regulation of conflicts in the university. On the basis of the conducted research by the author, it proposes the creation of service of conflict management in the university, the definition of its tasks and functions, the declaration of conceptual essence.*

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	17,0	55,0	13,3	6,7	8,0
	11,3	58,0	10,7	9,7	10,3
	16,7	58,0	7,3	10,0	8,0
	15,0	57,3	15,0	8,4	4,3
	31,3	49,0	10,7	6,3	2,7
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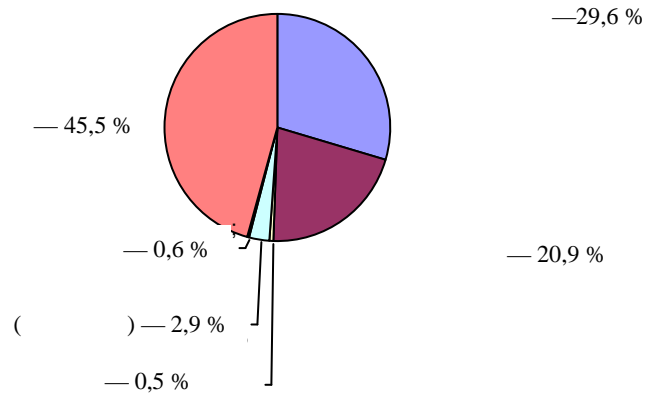
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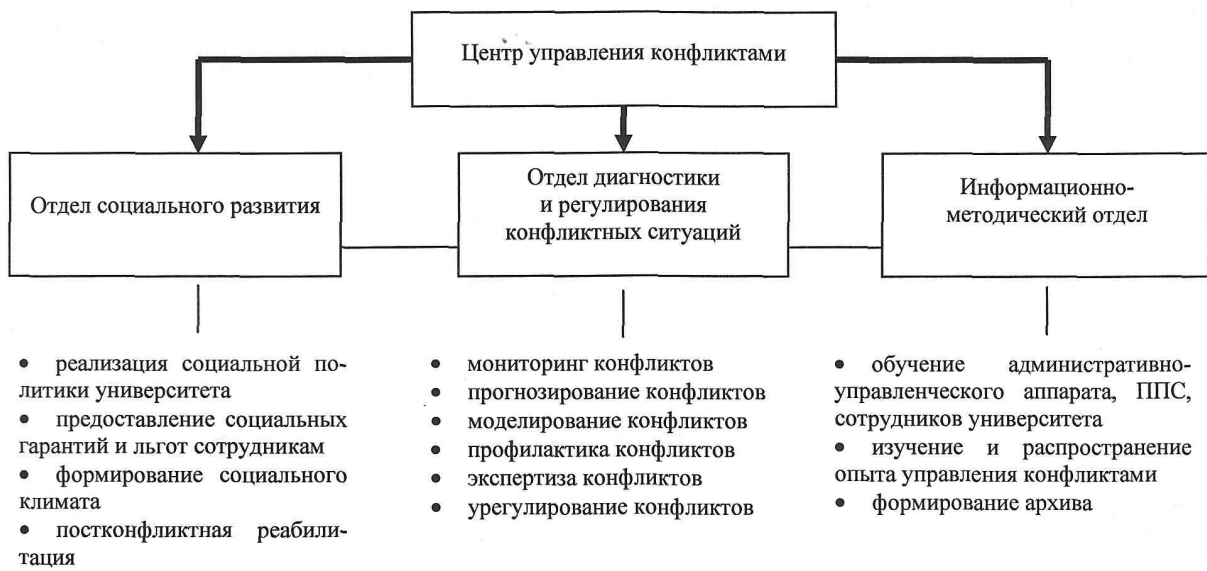
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## PROBLEMS OF MANAGEMENT OF HIGHER EDUCATION SYSTEM RESOURCES IN KAZAKHSTAN

. . . . . , . . . . .  
N. B. Ruditsa, O. E. Komarov

*Key words: higher education in Kazakhstan, effective management decisions*

*Examines the current status and trends of Kazakhstan's education system, analyzes the existing problems of resource management.*

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378.018.48:81'243

#### EXPERIENCE OF THE DISTANCE LEARNING TECHNOLOGY INTRODUCTION OF UKHTA STATE ENGINEERING UNIVERSITY

A. V. Zhigalova, L. O. Belyakova, T. V. Lozhkina

*Key words: distance learning, foreign language, distance learning technologies*

*The article describes a successful experience of introduction of distance learning technologies at the foreign languages chair of Ukhta State Engineering University. It analyses the advantages of distance learning over the part-time education as well as draws the attention to the prospects of the distance learning technologies introduction in the full-time education system.*





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### PROBLEMS OF QUALITY OF E-EDUCATION

V. V. Mayer, S. M. Moor

*Key words: e-learning, education system, digital technologies, information communication technologies, e-education, distance learning, distance education, distance technologies, Internet-education, electronic (virtual) educational space*

*This article covers to the most important problems of quality of electronic education in Russia; it is a summary of practical experience that the authors gained during implementation of distance education at one of the leading universities of Tyumen Region. At the moment there is necessity to solve the problems that stop development of education and stop integration processes world-wide.*

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371.3

« - »  
USE OF INFORMATION-COMMUNICATION TECHNOLOGIES IN TEACHING FOREIGN  
LANGUAGES IN THE SYSTEM «SCHOOL-UNIVERSITY»

М. . Saitova

*Key words: improvement of training quality, students pursuing non-linguistic careers, computer-information technologies*

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*The paper deals with some aspects of foreign language teaching in the system «school-university». The potentials of computer-information technologies which make a foreign language an effective tool of professional training are outlined.*

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**John Smith, Tyumen State Oil and Gas University Mary Jones, University of California, Berkeley**

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