

HUMANITIES OF THE SOUTH OF RUSSIA

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**ALMA MATER IS THE SACRED PHENOMENON OF MY LIFE:
NOSTALGIA AND MODERATE OPTIMISM.**

– *Modern Russian Society*

Kharitonov E.M., Academician of Russian Academy of Sciences, Doctor in Social Sciences, Professor

FINANCIAL RESOURCES IN THE SYSTEM OF ETHNIC RELATIONS IN THE SOUTH OF RUSSIA

Abstract. The article is based on the idea that financial resources are getting a certain role in ethno-national relations. The author comes to the conclusion, that the financial resources, being a powerful and recognized tool of centralization, acting on a global scale as a mechanism for leveling of ethnic and national differences, can either become a catalyst of ethnic tension or to promote a certain level of harmonization of interethnic relations locally, at the level of inter-ethnic relations. It is shown that at the present time there are many discussions about the need for correction of the budgetary policies, about the redistribution of financial resources in favor of the regions, and about the desirability of a higher degree of the autonomy and responsibility of the regions in the command and using financial mechanisms. The practice of existing inter-ethnic relations in the South Russian regions shows that the disunity due to ethnic features disappears within the framework of expanding of credit and accumulation schemes of people's activities.

Key words: finance, resources, ethnicity, relationship, harmonization.

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LABOR MIGRATION IN MODERN RUSSIA: THE ETHNIC DIMENSION OF SOCIAL INEQUALITY

Abstract. The article investigates the processes of migration in modern Russia in the context of the ethnic dimension of social inequality. It is shown that the efficiency of the migration policy and its most important instrument, the integration policy, are directly dependent on the ability of the society to overcome ethnic negativism and xenophobia towards migrants. It is pointed out that the social environment of the host society in most cases demonstrates hostility towards ethnic migrants. The conclusion is that if the situation cannot be changed, there is

a risk to failure in solving economic and demographic problems, and in the near future we can face serious threats to the civil peace and stability in the society.

Key words: labor, migration, ethnicity, inequality, society.

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Serikov A.V., Ph.D. in Social Sciences, the Institute of Sociology and Regional Studies, Southern Federal University, Rostov-on-Don, Russia

THE DISCOURSE OF “SOFT POWER” IN THE CONTEXT OF IMAGE MAKING FOR MODERN RUSSIA: FACTORS AND METHODS OF CREATING OF COMPETITIVE IDENTITY

Abstract. The article deals with the description of some components of cognitive and methodological construct that is considered as a factor of strengthening of national security of modern Russia in the context of state cultural policy tools. On the basis of actual content of the discourse “soft power”, the construct shows the possibility to accumulate a high protection and preservation potential of culture by the tools of state cultural policy in the field of creating and developing of competitive identity as a factor of making and promoting an attractive image of modern Russia in the varied area of international humanitarian communication.

Key words: discourse of “soft power”, national cultural policy, national security, competitive identity, image making policy

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THE FORMATION OF CIVIL CONTROL IN THE CONTEXT OF INTERACTION BETWEEN THE SOCIETY AND THE AUTHORITIES IN RUSSIA

Abstract. The preconditions of formation of civil control should be sought in the historically established practice of the organization of interaction between the society and the state, which has its own specifics in Russia. The specifics is connected with a dominant of the role of state in the system of these relations and interactions. The article is devoted to this key aspect of research of the civil control in Russia.

Key words: Russian society, civil control, state, government, law, legal nihilism, trust, paternalism.

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RUSSIAN EXPERIENCE IN THE FORMATION OF IDENTITY IN A TRANSITIONAL SOCIETY

Abstract. The article deals with the reasons of the crisis of identity in today's transforming Russian society, which is determined by the fact that a new

kind of society appears. It is unstable, unbalanced, with social dynamics, characterized by the emergence of such social situations which express the multiplicity of sociality.

Key words: crisis of identity, identification, transitional society, transitive society, modernization project of society

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Mesropyan L., PhD, teaching assistant of Southern Federal University, Rostov-on-Don, Russia

THE PRESENT-DAY POLITICS OF THE RUSSIAN FEDERATION: BASIC TRAJECTORIES AND TENDENCIES OF DEVELOPMENT

Abstract. The article touches upon general language policy of the Russian Federation, defines fundamental tasks of language policy and the projects being realized in order to cope with these tasks. The authors turn to analysis of state target programs aimed at realization of language policy in the country.

Key words: language policy, state of language, target programs, migration processes, language ecology, national languages, integration, assimilation.

– Culture and Globalization

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Posuhova O. Y., Ph.D. in Social Sciences, associate professor of Southern Federal University, Rostov-on-Don

INSTITUTIONAL PRACTICES IN THE SPHERE OF HARMONIZATION OF INTERRACIAL AND INTERETHNIC RELATIONS IN THE UNITED STATES

Abstract. In the article the authors examine the state of institutional practices in the field of harmonization of inter-racial and inter-ethnic relations in the United States. On the base of research of American scientists it is proved that current institutional practice is characterized by the priority of legal regulation, which is connected on one hand with the liberal tradition, on the other - with the fact that racial segregation and discrimination was overcome by legal practice. The ethnic factor, which was not recognized in American political life for a long time, requires a reformatting of institutional practices towards the rise of political participation of ethnic groups, which has an indirect confirmation in the growth of conflict with ethnoterritorial or "transnational" characteristics.

Key words: institutional practices, race relations, ethnic relations, legal regulation, ethnic segregation.

Chernobrovkin I.P., Doctor of Philosophy, Professor of Southern Federal University, Rostov-on-Don, Russia

THE INEQUALITY OF EDUCATIONAL OPPORTUNITIES OF MIGRANTS IN GERMANY: ANALYTICAL DISCOURSE

Abstract. The analytical discourse about the inequality of educational opportunities of migrants in comparison with locals in Germany finds out the insufficiency of the resource approach, according to which the educational mobility of young people depends on individual educational success and motivation, education and on the educational role of parents. Institutional approach reveals practices of discrimination of migrants in German system of education and defines tools to eliminate them.

Key words: inequality of educational opportunities, educational mobility of migrants, discrimination, meritocratic model, proportional model, resource approach, institutional approach.

Shtofer L.L., Rostov State University of Economics (RINH), Rostov-on-Don, Russia

THE GLOBAL MIGRATION AS A FACTOR OF CRISIS OF A NATION-STATE

Abstract. The article investigates the features and the possible consequences of the migration of the peoples of Africa and the Middle East to Western Europe. The author notes that the current global migration can only lead to destructive for the European nation-state consequences: loosening of legitimate political authority, the exhaustion of economic resources, heightened social tensions and ultimately to domestic conflicts.

Key words: migration, globalization, the nation state, the European Union's migration policy, national sovereignty, ethno-religious conflict.

Shchukina E. L., The Institute of Sociology and Regional Studies, Southern Federal University, Rostov-on-Don, Russia

CULTURAL SAFETY OF MODERN RUSSIA IN THE GLOBAL MEDIA ENVIRONMENT

Abstract. Cultural safety of modern Russian society is exposed by significant risks and threats. An interdisciplinary study of the threats and challenges to the information and cultural security should be used to preserve the security of the country. The new concept of the state cultural policy needs effective mechanisms of its implementation.

Keywords: cultural safety, cultural and national security, cultural policy, information and cultural security, media environment, mass media.

– *Management Sociology and Economic Sociology*

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FINANCIAL PRACTICES IN THE RUSSIAN SOCIETY: THE CRITERIA OF SOCIOLOGICAL ANALYSIS

Abstract. This article examines the financial practices as the behavioral patterns in the financial sector of the Russian society. The author offers a criteria for description and analysis of financial practice, which is the degree of subjectivity, expressed as a view, and the level of autonomy and independence of decisions aimed at creating social impact. The article concludes that the adaptive priority and financial practices are characterized by increasing adaptive capacity, which is reflected in the policy of increasing the strength of financial resources and the approval of the "defensive" legal and financial schemes.

Keywords: financial practices, the Russian society, financiers, financial resources, financial and banking sector.

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REGIONAL DEVELOPMENT OF THE SOUTH OF RUSSIA: PROBLEMS OF MULTIDIMENSIONAL IDENTIFICATION AND MODELING IN SOTSIOLOGICAL-ADMINISTRATIVE CONTEXT

Abstract. The article analyzes the problems of multi-dimensional identification of regional development in the context of the social area in Russia. Evaluation of the main factors of this development in the discourse of national and regional identity is given. The aspect of ethno-regional identity is especially stressed. A new approach to the modeling of regions is offered, based on a comprehensive evaluation of the consistency (balance) levels and the dynamics of economic and social development, satisfaction of the main groups of population with different aspects of their lives and activities of the regional government (using techniques and monitoring data evaluation of the effectiveness of performance of the executive authorities subjects of the Russian Federation). Special attention is paid to the regions of Southern and North-Caucasian federal districts.

Key words: regional development of the South of Russia; multidimensional identification; modeling of regions; consistency (balance) of economic and social development; population's satisfaction with life and activities of the regional government.

Chernobrovkina N.I., Ph.D. in Philosophy, associate professor of the Institute of Sociology and Regional Studies, Southern Federal University, Rostov-on-Don, Russia

ECONOMIC IDENTITY AS A FORM OF SELF-DETERMINATION AND SELF-POSITIONING OF THE REGIONAL SOCIETY

Abstract. In the article the economic identity in the region is considered as a form of self-determination and self-positioning of the regional society. It reflects the size, nature and economic specifics and available economic resources.

Economic and political actors influence public perception about the specifics of the economic development of the region with the purpose of formation of desired models of economic behavior. Thus investigation of the economic identity from the standpoint of its construction by regional entities is reasonable.

Key words: regional identity, economic identity, economic identity of the region.

– Philosophy and Society

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DEPARTMENTAL NATIONALISM IN CONTEMPORARY RUSSIAN SOCIETY: ETHNOCRACY OR MIGRANT PHOBIA?

Abstract. The article is devoted to the expansion of the nationalist attitudes among Russian government and municipal officials that are reproduced in their professional practices and in public rhetoric. Departmental nationalism could take the form of ethnocracy or strengthen migrant-phobia in the regions, hosting nonethnic migration. The prevention of the departmental nationalism is a factor of harmonization of interethnic relations in a multicultural community.

Key words: nationalism, ethnic identity, xenophobia, inter-ethnic relations, ethnocracy, departmental nationalism.

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THE IMAGE OF A SCIENTIST: HISTORICAL AND CULTURAL METAMORPHOSIS

Abstract. In the article the evolution of the image of a scientist in the European historical and cultural tradition is considered. The authors show that the public perception of personality of a scientist and his social role historically changed with the development of science and society. The authors analyze the philosophical foundation of legality and legitimacy of scientific activity of scientists, using the texts of such philosophers as Bacon, L.Feyerbah, Nietzsche and Heidegger, to solve the problems of concrete historical nature of scientific activity, and to analyze public attitudes to the work of scientists. Using of philosophy in explanation of these issues is caused by the fact that science has nothing to say

about itself by its own scientific tools. That is why, according to the authors, such questions as «what does it mean «to know»?», «how is science possible?», «what is the status of a scientist in the society?», etc. are traditionally analyzed only in philosophy.

Key words: science, scientist, legitimization, legalization, theology, crowd, autism, perfect image, logic, Darwinism, positivism

– *Higher Education: Challenges and Opportunities*

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Chernykh S.S., Ph.D. in Philosophy, associate professor of Platov South Russian State Technical University (NPI), Novocherkassk, Russia

DIVERSIFICATION OF THE ROLE OF THE INSTITUTE OF HIGHER EDUCATION IN THE PROCESS OF REPRODUCTION AND CONCENTRATION OF SOCIAL CAPITAL OF YOUNG PEOPLE

Abstract. In the article the impact of the institution of higher education in the process of concentration of social capital of youth is examined. The motivations of Russian young people in obtaining higher education are analyzed. It is emphasized that with the concept of «social capital» the contribution of the student youth in the processes of social reproduction can be measured effectively. The authors agree that in modern Russian society there is an actual decline of the role of higher education as a factor of upward mobility, which is caused by the stratification model of "closed society."

Key words: the system of higher education, social capital, youth, social stratification, social status, processes of social mobility, differentiation of education.

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STUDENTS' CREATIVE PERSONALITY IN CULTURAL AND EDUCATIONAL ART SPACES

Abstract. The article deals with the development of students' creative personality in cultural and educational art spaces. It describes and proves the author's successful experience in the study of the problem and the development of students' creative potential, using some innovative technologies in the process of mastering the basics of traditional and contemporary art.

Key words: art, creative personality, cultural and educational spaces, students.

– *Socio-political and Ethnic Processes in the South of Russia*

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Cherevkov O.S., Master's Degree Student of Foreign Regional Studies, Institute of Sociology and Regional Studies, Southern Federal University, Rostov-on-Don, Russia

THE NETWORK WARFARE IN THE BLACK AND CASPIAN SEA REGION: THE THREATS TO NATIONAL SECURITY OF RUSSIA

Abstract. The article deals with the influence of postmodern wars, the so-called "Network war", on the political processes in the Black and Caspian Sea basins. The authors prove the fundamental external geopolitical impact on its initiation, as well as its anti-Russian orientation. Close relationship between various anti-Russian geopolitical projects, including liberal Western and radical Islamist is shown.

Key words: Black and Caspian Sea basin, network warfare, Greater Middle East, Ukrainian crisis, color revolution.

Shevchenko O.M., the Institute of Sociology and Regional Studies, Southern Federal University, Rostov-on-Don, Russia

XENOPHOBIA AS A THREAT TO THE NATIONAL SECURITY OF STATES AND TO POLITICAL STABILITY IN THE BLACK AND CASPIAN SEA REGION

Abstract. The article is devoted to the xenophobia as a threat to national security and political stability in the Black and Caspian Sea region. According to the author, the updating of various types of xenophobia in the Black and Caspian Sea region is caused by both internal contradictions of social development of its member states and the geopolitical interests of some Middle East countries and the United States.

Keywords: xenophobia, national security, the Black and Caspian Sea region, Islamophobia, separatism, nationalism, religious fanaticism.

– Phantoms of Modern Russian Society: Discussion of Z.T. Toshchenko's Monograph at the Institute of Sociology and Regional Studies, Southern Federal University

Lubsky A.V. Sociology of life as Science and Narrative: reflections on the style of scientific work of Z.T. Toshchenko

Makarenko V.P. The unrealized idea for a movie

Kravchenko S.A. The counterintuitive reality

Levashov V.K. Phantoms in our lives

– Young Scientists' Investigations in Philosophy

Arutyunyan A.V., external PhD student of the department of philosophy and sociology, Adygei State University, Maykop, Russia

PERSONAL CHARACTERISTICS AND ABILITIES OF THE NEW WAVE OF ENTREPRENEURS

Abstract. The paper shows that in the framework of a new wave of entrepreneurship, which is distributed in the countries of East and West, there has been formed a new type of business person that is inherent in the possession of intellectual resources, including personal resource rights, and specific personal characteristics as well as unique abilities.

Key words: new wave of entrepreneurship, new type of businessman, intellectual resources, personal resources, skills, information and communication technologies, information society, innovative economy.

Gerleyn N.A., post-graduate student of the Institute of Philosophy and Social and Political Sciences, Southern Federal University, Rostov-on-Don, Russia
THE PHILOSOPHICAL UNDERSTANDING OF FREEDOM IN THE CONTEXT OF SEARCHING FOR REASONS OF MODERN HUMAN'S EGOTISM

Abstract. The socio-cultural preconditions of actualization the theme of freedom on the basis of man's quest for individuality, which eventually leads him to loneliness is analyzed in the article. The author rises the questioned of modern interpretation and the concept of "freedom of choice", and also criticizes the false understanding and perception of tactical propaganda of the theme «personality». The necessity of the new conceptual synthesis of ideas on the basis of reflection of classic theories and modern processes, updated philosophy and the new view of a human and the meaning of his life.

Key words: identity, freedom, post-industrial society, discourse, paradigm, market-postmodern individualism, Stirner, sociality, virtual reality.

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THE SPECIFICITY OF RESEARCH OF THE SYSTEM CHARACTERISTICS OF INFORMATION SECURITY IN THE CONTEXT OF A TRANSDISCIPLINARY APPROACH

Abstract. In the article the possibilities of a transdisciplinary approach in the study of the system characteristics of information security is considered. The evaluation of information threats and risks in today's globalized world is given. The basic principles of the research matrix, comprising different disciplinary approaches and methodology of multidisciplinary research, are outlined.

Key words: information security, information, transdisciplinary approach, information globalization, information society, information security of a person.

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PHILOSOPHICAL UNDERSTANDING OF SOCIO-ECONOMIC IMPORTANCE OF MODERN SCIENTIFIC ACHIEVEMENT (THE EXAMPLE OF GENETIC ENGINEERING)

Abstract. The author analyzes the process of transformation of cultural significance of social phenomena and the formation of new social values, in particular the dependence of perception of modern scientific achievement in the mass consciousness on the political and economic demands. Introduction of the achievements of genetic engineering in agriculture is taken here as an example. The article actualizes the significance of these transformations in periods of paradigmatic shifts. The author also emphasizes the primary necessity of strategic philosophical and moral analysis and interpretation of these phenomena, and only then the economic research.

Key words: Value, paradigm, postmodern (postmodernism), mass (public) consciousness, new economy, concepts of marketing, scientific achievements, genetic engineering.

– Investigations of Young Scientists in Sociology

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DEVELOPMENT OF THE INSTITUTE OF REGIONAL POLITICAL ELITE IN SOUTHERN FEDERAL DISTRICT

Abstract. In the article the rationale for the need of implementation of a consulting support in the system of bodies of territorial power is given. The attention in the work is focused on a wide range of tasks performed by heads of municipalities. The rationale for the implementation of constructive specialized training of the political elite is presented. The scope of issues necessary to enhance the effectiveness of local government is defined.

Key words: methods of specialized training; local government; territorial (municipal) formation; political elite; political consulting.

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THE SPECIFIC OF FORMATION OF POLITICAL CULTURE OF YOUTH IN MODERN RUSSIAN SOCIETY: POLITICAL AND LEGAL ASPECTS

Abstract. The article explores the phenomenon of the political culture of young people as the most important element of the political life of a society. The content and the essence of the concept «political culture», the development of civil and patriotic education of youth in Russian democratic society, the increase of the level of socio-political activity of young people are considered in detail.

Increased political culture of young people involves ensuring of socio-active behavior. The political culture can exist, when the systematic reproduction of the unity of political knowledge, beliefs, values and practices of its implementation in the norms of behavior are provided. The level of political culture of young people is one of the indicators of development and an important criterion for the modernization of society.

Key words: political culture, youth, social activism, political socialization, youth policy, democracy, civil education.

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MANAGEMENT OF THE CONFLICT POTENTIAL OF MIGRATION FLOWS AS A SUBJECT OF SCIENTIFIC RESEARCHES

Abstract. In this scientific article the author analyzes the social science research dealing with conflict potential of migration flows, the factors for its occurrence, and management practices. In addition, the author analyzes the works of researchers on the topic of the specifics of the migration processes in the South of Russia. Based on the analysis the author concludes that some aspects of management of the conflict potential of migration flows in multi-ethnic regions (for example, in the South of Russia) have not received coverage in social science. Therefore, further study of conflict potential of the migration in the South of Russia is actual and perspective today.

Key words: conflict potential, management of the conflict potential, migration, multi-ethnic region.

Shevchenko A.A., the Institute of Sociology and Regional Studies, Southern Federal University, Rostov-on-Don, Russia

CREATIVE PRACTICES IN RECREATIONAL SPACE OF A CITY

Abstract. In the article the characteristic features and functions of creative practices in the recreational space of a modern city are defined on the examples of creative practices of producers and consumers of recreation. It is revealed that the main task of the organizers is to shape creative recreational spaces, the conditions for creative, educational activities. The author comes to the conclusion, that the structural components, types, factors of the implementation of creative practices in the sphere of recreation are perspective directions for further research.

Key words: creativity, creative practice, recreation, recreational space, modern city.

– *Scientific Life*

Conference of the European Sociological Association «**Differences, Inequalities and Sociological Imagination**»

The results of X Zhdanovskiy readings «**Interdisciplinary tradition in social and human sciences in Southern Federal University**» and IX Zhdanov International Competition on the South-Russian regional studies in the Institute of Sociology and Regional Studies, Southern Federal University

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Journal guide: philosophical and sociological sciences in South Russia

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