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PHILOSOPHY

METHODOLOGICAL ANALYSIS OF ARISTOTLE COSMOLOGY

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*Annotation:* The aim of paper is historical and methodological analysis of empirical and theoretical foundations of Aristotle’s conceptions. Aristotle was influenced by myth, philosophy, and protoscience. The main qualities of space imaginations was analyzed, its are the uniqueness of Universe, the space limited, and eternity.

*Key words:* geocentric model; Aristotle’s cosmology; the limited of Universe; eternity.

THE SCHOOL OF ONE HEADTEACHER

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*Annotation:* The article analyses the reasons of the arrival of the Lvov-Warsaw School. The author argues that the L-W school, lead by its founder Kazimierz Twardowski managed to find the exit from the apophatic philosophy to cataphatic philosophy while the school of Meinong’s theory of objects and Husserl’s phenomenology did not succeed in it. It was possible to achieve such excellent results mainly due to the distinction, which the L-W School made between the language as an object and metalanguage. The author supposes that the School came to an end with the death of its founder in 1938, not with the outbreak of World War II.

*Key words*: apophatic philosophy; semiotic; description; Lvov-Warsaw School; theory of judgement.

PROBLEM OF THE PHYSICAL REALITY’S STRUCTURE IN THE CONTEXT OF METHODOLOGICAL AND CONCEPTUAL PRESCRIPTIONS OF THE MODERN PHILOSOPHY OF SCIENCE

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*Annotation:* Problem of the structure of physical reality in the context of the methodological and conceptual installations of contemporary philosophy of science. The nature of reality in the context of contemporary philosophy of science is explored. Author argues that the construction of a unified view of reality can be implemented in the proposed multidimensional holistic model of reality.

*Key words:* physical reality; the structure of reality; a concept model; multidimensional holistic reality.

ATEMPORAL-SYNCHRONISTIC PARADIGM OF MOVING

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*Annotation:* Present work proves and postulates the heuristic principle of the existence the fundamental type of timeless connection of phenomena in a nature

*Key words*: infinite; atemporal; synchronicity; determinism; causality.

THE ANTHROPIC PRINCIPLE IN THE STRUCTURE OF THE IDEAS OF THE UNIVERSE AND MAN EVOLUTION

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*Annotation:* In order to confirm the status of the anthropic principle as a principle, one should found in it something without what our understanding of the universe would have interior contradictions. Using the methodology of the synergistic historicism, we tried to prove the correlation between the anthropic principle and the opportunities of the universe evolution, which led, finally, to the appearance of the observers in it.

*Key words*: philosophical principles; the universe; self-organization; selection; material; perfect; bifurcation; the anthropic principle; the observer.

ONTOLOGICAL PROBLEMS OF EDUCATION STATE STANDARTS REALISATION

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*Annotation:* The article is devoted to studies of the higher education standards respective the changes in meaning of the basic educational categories and also the ontological transformation in educational sciences. Implicit ontologies of the educational sciences in the field of the higher education are considered and the fundamental problems’ review is produced. Special attention is given to the problems and contradictions of the activity approach applications. Some ontology backgrounds for innovation educational practices and the development of the higher education standards are formulated.

*Key words*: higher education standard; ontology of education; educational sciences; activity approach.

TO THE INDIVIDUAL DEATH MEANING

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*Annotation:* The notion of individual death meaning is conjugated with the notion of life meaning. The importance of concrete-universal component in meanings of life and death is described. The individual death meaning has a historical character. The hypothesis of post death personal existence in the materialistic interpretation is put forward.

*Key words*: human being, life, death, concrete-universal, meaning of life, meaning of death.

APOCALYPSE TODAY? ON THE TIME MYTHOLOGY PROBLEM IN MODERN PERCEPTION OF THE WORLD

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*Annotation:* The phenomenon apocalyptic moods of the society is considered in the article at the example of the end of the world expectation in the 2012. According to the author’s supposition, this phenomenon represents an actualization of mythological mind during our days. Various aspects of the problem of the time mythologization in modern mass consciousness and in the traditional culture are analyzed.

*Key words:* apocalypse 2012; time mythologization; mythological mind in modern culture.

ONTOLOGICAL AND GNOSEOLOGICAL MODELS OF THE PHILOSOPHY OF HISTORY: FROM THE PAST TO THE FUTURE

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*Annotation:* Beginning with French Enlightenment the development of the philosophy of history creates dialectic interrelationship between the historicism as a way of thinking (ontological aspect) and the historicism as a principle of learning (gnoseological aspect) and it forms the paradigm of history as an integrated pattern for long periods. Modern vision of history joins as perspective so as retrospective approaches, intentional and critical view of history, including the idea of historic time reversibility. Along with traditional understanding of history we can observe the development of nonrelativistic pluralistic and dialogic philosophy of history.

*Key words*: philosophy of history; the ontological model; gnoseological model; intentionality; a critical history; hermeneutics; structuralist approach; pluralistic truth; axiology.

THE ROLE OF PERSONALITY IN HISTORY:  
DIALECTICAL AND SYNERGISTIC APPROACHES

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*Annotation:* The attempt to compare the Marxist paradigm and synergistic with respect to the problem of the role of personality in history was firstly taken. The similarity of these concepts was noted. Firstly, was noticed the scientific character. Secondly was noticed a deep fundamental idea of dialectical unity of the individual, society and human history, the unity of freedom and necessity, of objective (independent of the will of the individual circumstances) and subjective qualities.

*Key worlds:* personalism; impersonalism; selection; social selection; thesaurus; detector; selector.

PHILOSOPHICAL METAPHORS IN CULTURAL TEXTS

Galina A. Ermolenko, Sergey B. Kozhevnikov

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*Annotation:* The article is devoted to analysis of metaphor’s interpretation means in philosophical texts. The authors show that metaphors are subordinated to text’s organizational structure. She comes to the conclusion that metaphor’s interpretation procedure is always under the influence of philosophical tradition that text belongs to.

*Key words*: metaphor; culture; philosophy; text, structure; meaning; concept; language.

PHENOMENON OF MASS CULTURE: PROBLEMS AND CONTROVERSIES

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*Annotation:* The subject of investigation of the author is mass culture as a phenomenon. The author determines characteristic features of mass culture and differentiates mass culture of industrial society and mass culture of postindustrial society. She highlights all dangers that exist in the development of mass culture and underlines the importance of ethnic cultures’ keeping.

*Key words:* mass culture, industrial society, mass, elite, mass media, illusions, clip-culture, communication.

THE PHENOMENON OF THE PERSONAL IDENTITY OF THE ARTIST

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*Annotation:* The article is devoted intersubjectivity theory conditionality of identity in the framework of the relational ontology as the fundamental form of existence. The dialectics of gaining self-identity is analyzed in the framework of the narrative theory. The form of expression of the author's identity in art is the category of style.

*Key words:* dialogizm; personal identity; narrative; action theory; ontology of art.

ABOUT ONTOLOGICAL THEORY OF CULTURE

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*Annotation:* Author systematized the many cultural data on the color semantics reproduced achromic canons, epithets, idioms and markers, which allowed eliminating personal information, tastes and preferences of the different researchers. The work was based on the concept of information model, in which the color information on the level of simulated semiotic meta-language for normal and extreme conditions for the existence of complex systems. Chromatic analysis showed that the white color simulates feminine sociability, memory, the past and consciousness as a component of intelligence, gray — masculine creativity, the present and the subconscious, black — feminine sexuality, the future and unconsciousness.

*Key words*: non-verbal language of communication; color as ontologically ideal; chromatic models of complex systems.

THE PHENOMENOLOGY OF THE TRADITIONAL SPIRITUALITY

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*Annotation:* In article by means of methodology of Traditionalist school the concept of Traditional Spirituality is considered and opened. «Tradition» (Full, or Sacred Tradition) is opposed to «tradition» as to the civilizational way or the mental communicative mechanism. The Tradition is opposed both to the Modernity, and the Postmodernity, however is considered in comparison to these eras. The maintenance of traditional spirituality is considered from the phenomenological point of view, through manifestation parameters, directly depending on human activity and its sense

*Key words*: Tradition; Sacred; initiation; dogma; suprahistoricism; continuation; worthiness; post-religion.

PSYCHOLOGY

PECULIARITIES OF IDENTITY OF «PROBLEM-FREE» AND «PROBLEM» TEENAGERS AND HIGH-SCHOOL STUDENTS

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*Annotation:* The phenomenon of person’s identity, its structure as the unity of cognitive, emotional, conative and value components are examined in this article. Empirical research was conducted with the help of the methods «Who I am?» (Kuhn-McPartland, 1954) and the questionnaire, created on the basis of the method of parametric interview of J. Marcia. The author analyses the matter and levels of identity’s development of «problem-free» and «problem» teenagers and high-school students, the differences of peculiarities of their identities. The author states that the higher level of identity is reached by «problem-free» children, which is reflected in more differentiated and full self-image, its positive modality and harmony, distinct professional perspective of the future, higher statuses of identity almost in all spheres of vital activity.

*Key words:* identity; self-identification; social identity; personal identity.

THE RESPONSIBILITY AS AN INDICATOR OF INFORMATION READINESS OF FUTURE ENGINEERS TO THEIR PROFESSION

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*Annotation:* The article presents the results of theoretical rationale and experimental verification of the level of development of responsibility as an indicator of information readiness of future engineers to their profession. The responsibility is shown as a basic indicator of information readiness of a personality of future engineer implementing information searching activity. The level of development of responsibility is defined. The received result of the research in spite of the sex, age and chosen profession of future engineers is analyzed.

*Key words:* information readiness, future engineers, training, responsibility, information.

SOCIOLOGY

PROFESSIONAL COMPLEX OF SELF-DETERMINATION

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*Annotation:* Professional self-determination is considered in the article as section self-determination associated with the preparation of personality to integrate into the social and occupational structure of society. On the basis of the Weber’s characteristics of a profession the author attempts to assess the importance of professional complex of this process, identify the specific character of implementation of vocational choices and consistency with the existing theoretical models.

*Key words:* profession, theory of trait; self-determination, motives of professional choice; labor market.

INNOVATIVE YOUTH ACTIVITY: FEATURES AND PROSPECTS

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*Annotation:* Author explores the characteristics and prospects of innovative youth activities. Sociological interest in the phenomenon is specified. The concept of «innovative activity» is characterized; its key features are defined.

*Key words:* innovative activity, innovation potential, youth.

FACTORS OF YOUTH EMIGRATION OF BURYAT REPUBLIC

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*Annotation:* This article analyzes the factors of emigration of young people of the Republic of Buryatia. Migration streams and the effects of migration flows are considered.

*Key words:* migration of young people; the factors of migration; migrationstreams; the labor market; unemployment; living standards.

PROBLEMS OF MIGRATION POLICY IN MODERN RUSSIA

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*Annotation:* Provides an overview of the migration situation in Russia, analysis of internal and international migration, touches upon the problem of internally displaced persons and refugees. Shows the influence of migration on the demography and economics. Considers the different views on the migration policy in modern Russia. Analyzes the development of the legislative framework of migration policy, in particular, the Concept of the state migration policy of the Russian Federation up to 2025.

*Key words*: demography, migration, emigration, immigration, domestic migration, international migration, refugees.

PUBLIC RELATIONS: TO A QUESTION ON FORMING OF [PROLEGOMENA](http://slovari.yandex.ru/prolegomena/en-ru/LingvoUniversal/#lingvo/) OF SCIENTIFIC KNOWLEDGE

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*Annotation:* Public relations require adequate scientific reflection, and an integrated theoretical framework to form the paradigm of scientific knowledge in this field in Russia. The research results form the basic provisions of the scientific knowledge of PR and demonstrate the scientific potential of the theme.

*Key words:*social professional communication, public relations, scientific knowledge, methodology, system and functional framework, conceptual and categorical apparatus, the Internet, subject-to-subject communication.

HIDDEN DEMOCRATIC AND ANTI-DEMOCRATIC RESOURCES OF INTERNET

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*Annotation:* Advantages and disadvantages, linked with development of democratic and anti-democratic Internet resources, that the Internet has brought into real life of Russian society, and the world community as a whole, are analyzed in the article.

*Key words*: Internet; democratic potential anti-democratic potential; communication; the Internet revolution; civil society.

THE INFLUENCE OF «NEW» MEDIA TO POLITICAL PARTIES

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*Annotation:* The issues that’s connected with impact of the «new» media technology on the political parties is considered in the article. The author implements research into this issue with the famous empirical facts of using of blogs and social networks in the political process. The author sticks the structural — functional approach in the investigation. As a result, he comes to the conclusion about the possible impact of «new» media to existing and emerging political parties. First of all, this impact must be reflected to strengthen horizontal links in such parties.

*Key words*: «new» media; social network; blogs; political parties; political institutions; political change; the network structure.