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PHILOSOPHY

SPINOZA ON OVERCOMING THE AFFECTS

Aslan G. Gadzhikurbanov

Lomonosov Moscow State University; 27–4, Lomonosovsky av., Moscow, 119991, Russia

*Annotation:* The main objective of the ethical doctrine of Spinoza is to find the way that leads to the man’s moral freedom (libertas). Such freedom Spinoza associates with the rational knowledge that enables us to overcome the state of the human being, which is indicated by them as slavery (servitus) of affects. That affects not allow a person to achieve a clear and precise understanding of things and the nature of human existence. Spinoza defines the affect as the suffering of the soul and as the vague idea. Person subject of affect cannot control himself and knocks under to his fate. As a means to overcome the affects he offers the following: true knowledge of the passions, displacement of one affect by the another, the separation of affect from the presentation of the external cause and — the original idea of Spinoza’s Ethics — transformation of the true knowledge into the strongest affect.

*Key words:* Spinoza’s doctrine of affections, moral freedom, adequate knowledge, slavery of affects, vague idea, overcoming the passions, knowledge as an affect.

LEV SHESTOV AND EDMUND HUSSERL ABOUT THE TASKS OF PHILOSOPHY

German M. Priobrazhensky

Sochi State University, Anapa branch; 69, Chekhov srt., Anapa, 353451, Russia.

*Annotation:* The imaginary discussion of E. Husserl and L. Shestov on status and task of philosophy in the article is reconstructed and analyzed. The problem of differing approaches of Russian and German thought to understanding the essence of philosophy and its basic characteristics is discussed. The author shows how the possible relationship of the philosophical schools of various kinds that are contemporaries of one another while representing a completely different styles of philosophizing that on philosophical practices of very different constraints.

*Key words:* history of philosophy; neo-Kantianism; Historicism; Existentialism; finite and infinite; task and purpose of philosophy; Metaphilosophy.

EXISTENCE OF «AN OTHER PERSON» AS OPPORTUNITY OF INDEPENDENT BEING IN EXISTENTIAL PHILOSOPHY

Olga N. Bagaeva

Nizhny Novgorod State Linguistic University named after N.A. Dobrolubov;   
31a, Minin str., Nizhny Novgorod, 603155, Russia

*Annotation:* People deal with the term «communication» rather often. It is used and in everyday speech, and on the pages of writing, and in scientifical publicism. The term itself has a wide meaning, identifying all the forms of contacts among individuals. From the moment of appearance of the foreign word «communication» in the Russian language (lat. «communication» — link) it has been used as the synonym of the word «relation», mostly in the scientific sphere. However, differences between definite types of people’s connection have been found out lately as the result of growing interest to the interpersonal relations as well as to the interactions among big social groups.

*Key words:* relation, communication, dialogue, communicative links, international culture, philosophizing subject, philosophical faith, transcendental act, unity of humankind, international state formation.

THE PROBLEMS AND FREEDOM OF CHOICE IN THE HISTORY OF PHILOSOPHY AND SOCIAL PRACTICE

Sergey V. Busov

Saint Petersburg National Research University of Information Technologies, Mechanics and Optics;  
 49, Kronverksky av., Saint Petersburg, 197101, Russia

*Annotation:* Freedom is the most important existential need, which, however, can’t be realized without responsibility, that is, beyond the ability a man (group, company) required to implement the normal level of freedom. Responsibility is not just the limitation of freedom; it is freedom itself, the higher level of it. The justice of the old definition of freedom as a recognized necessity isn’t denied completely, but it is complemented by a more developed ability, by a more profound comprehension of reality, namely, by a freedom known as a chance in the frame of regularity.

*Key words:* freedom; choice; necessity; law; responsibility; knowledge; social activities; ability; need.

FREEDOM AS THE REALIZED ACCIDENT

Rovshan S. Hajiyev

Institute of Philosophy, Sociology and Law of the Azerbaijan National Academy of Sciences;   
31, G. Dzavida av., Baku, 1143, Azerbaijan

*Annotation:* Two stages of philosophical understanding of freedom are analyzed in the article. At the first stage question about freedom decided at the basis of definition «the realized necessity». New conception began in the middle of XIX century. Author suggests, that the basis of the new conception is definition «the realized accident».

*Key words:* freedom; the realized necessity; the realized accident.

HOW I DO NOT UNDERSTAND PHILOSOPHY

Alexey A. Marchuk

Borovichi Branch of Novgorod State University named after Yaroslav the Wise;  
 29, Krasnoarmeyckaya str., Borovichi, Novgorod region, 174440, Russia

*Annotation:* This article is an attempt to realize the appointment and specification of Philosophy. It shows that the main sign of Philosophy is astonishment, or incomprehension that distin guishes it from Science, Art and Religion. Philosophy begins with personal experience of astonishment, then it moves to understanding due to the technique of philosophical conceptions, and, finally, it, as a philosophical question, returns to more profound incomprehension. So, the essentials of philosophical question are uncovered.

*Key words:* philosophy; understanding; astonishment; amehaniya; philosophical question.

TRANSFORMING OF THE ETHICS OF SCIENCE SUBJECT AT THE PRESENT STAGE OF SCIENCE DEVELOPMENT

Lesia G. Myrutenko

Yuri Fedkovych Chernivtsi National University; 2, Kotsjubynsky str., Chernivtsi, 58012, Ukraine

*Annotation:* The features of the establishment and transformation of the subject of ethics of science in the middle 20th – early 21st centuries are considered. It is proved that the subject of ethics in science varies depending on the characteristics of the development of science and technology. Particularly actual at the present stage of development of science are ethical issues in the field of interdisciplinary research, and to a greater extent those fields with a person as a central object of research. It is stated that the subject of ethics in science is linked with science, ethics, and morality, including ethical evaluation of science, ethical conduct and regulation of scientific activity, the moral dimension of science, the moral basis of scientific activity, the relationship of science and humanism, the humanistic foundations of science etc.

*Key words*: ethics of science; the subject of the ethics of science; science; morality; ethics; responsibility of scientists; post-non-classical science.

PHILOSOPHICAL AND METHODOLOGICAL PROBLEMS OF RELATIVISTIC COSMOLOGY

Victor E. Penkov

Belgorod State National Research University; 85, Pobedy str., Belgorod, 308015, Russia

*Annotation:* The analysis of the modern cosmology formation is carried out in the article, the problems of its genesis and different attempts of their settlement. Also the author is examines the modern problems connected with the description of the early stages of evolution of the Universe’s evolution.

Key words: Universe; cosmology; Big Bang; extrapolation.

PARAPSYCHOLOGY: SCIENCE OR PARASCIENCE?

Mihail V. Skomorohov

Perm State National Research University; 15, Bukirev str., Perm, 614990, Russia

*Annotation:* Author attempts to answer the debatable question about parapsychology status. The various points of view are considered, the problem of scientific and extra scientific knowledge interrelation is explored. Author believes, that one of forms of extra scientific knowledge is the parascientific knowledge, including parapsychology. The main problem of parapsychology, the problem of allocation, describing and explanation of psi-phenomena is revealed.

*Key words:* parapsychology; science; parascientific knowledge; psi-phenomena.

THE CATEGORIES OF SOCIAL INTEGRATION AND DIFFERENTIATION IN THE CATEGORIAL BODY OF EDUCATION’S PHILOSOPHY

Sofia Y. Polyankina

Novosibirsk State Technical University; 20, Karl Marx av., Novosibirsk, 630092, Russia

*Annotation:* The article considers the procedural categories of social integration and differentiation with regard to the description of Russian educational system evolution and discloses their dialectical interrelation. The place of the notions under study among such philosophical categories as «singular – particular – multiple», «one – many», «integrity – fragmentariness», «universality – particularity» is disclosed. Education is understood as a system the development of which is characterized with the tendencies of integration and differentiation on its different levels. This allows us to combine social-functional and philosophical-anthropological approaches to consider the ontological essence and the aims of education.

*Key words:* philosophy of education, social integration, social differentiation, dialectics of integration and differentiation.

THE CONCEPT OF CONSCIOUSNESS IN UPANIŞADS  
AND EARLY ADVAITA VEDĀNTA

Sergey L. Burmistrov

Institute of Oriental Manuscripts of the Russian Academy of Sciences,   
Department of Central and Southern Asia; 18, Dvortsovaya emb., Saint Petersburg, 191186, Russia

*Annotation:* In the article reveled, that conception of mind in Advaita Vedānta is determined by religious ideas of Vedas and Upanişads. Central concept of Advaitist philosophy of mind is the concept of Ātman as a «blind spot» of empirical consciousness, unitary in all individual persons. It has a sacral nature and makes cognition possible, being itself incognizable. The main problem in Advaitist discourse is that a person identifies himself with an empirical, changeable and determined level of consciousness. The solution is the identification of the Self with Ātman as the mind level, free of causal determination.

Key words: Advaita Vedānta; Upanişads; philosophy of mind; levels of consciousness; Ātman; Gaudapāda.

SACRALIZATION OF THE EARTH IMAGE IN THE ARCHAIC WORLD VIEW

Ivan V. Ryazanov

Perm State Agricultural Academy; 23, Petropavlovskaya str., Perm, 614990, Russia

*Annotation:* The problem of sacred image of the Earth in the archaic culture is analyzed in the article. The features of the relationship between the archaic mentality and the sacral images are defined. The problem of correlation between the images of the sacred in the archaic and modern cultures is defined.

*Key words*: archetype; archaic consciousness; image; ritual; sacred; mother earth; mentality; mythology; religion; agriculture.

PHILOSOPHICAL AND CULTURAL ANALYSIS OF THE ANCIENT SYMBOLISM IN THE CONTEXT OF FINE ART

Svetlana P. Stoian

National Academy of management personnel of culture and arts; 21, Lavrska st., Kiev, 01015, Ukraine

*Annotation:* The features of antique symbolism theories and the fine arts through a prism of A.F. Losev paper «Sketches of antique symbolism and mythology», and also V.S. Solovyev, P.A. Florensky’s conceptions are investigated.

*Key words:* symbol; antique symbolism; image; idea; art; corporality.

PHILOSOPHY OF THINGS IN THE MODERN (BASED ON THE RUSSIAN CULTURE LATE XIX – EARLY XX CENTURIES)

Anna A. Usmanova

Russian State Professional-Pedagogical University;  
11, Mashinostroiteley str., Ekaterinburg, 620012, Russia

*Annotation:* The article is devoted to the philosophical and culturological understanding things in terms mythmaking and theater and gaming strategies of the Silver Age.

*Key words:* thing; beauty; art; the Silver age; theatre; aesthetics; game; myth; Russian culture; modern style.

MIND AND BODY INTERRELATIONSHIP PROBLEMS IN JAPANESE AND EASTERN CULTURES: COMPARATIVE ANALYSIS

Alexander S. Tsesevichus

Russian State Professional-Pedagogical University;  
11, Mashinostroiteley str., Ekaterinburg, 620012, Russia

*Annotation:* The present essay analyses similarities and differences of fundamental Eastern views. Represented by Japanese religio-philosophical tradition and Western views, represented mostly by Descartes philosophy, on the problems of mind and body relationship.

*Key words:* mind, consciousness, body, Descartes, Zen-Buddhism

PSYCHOLOGY

ATTITUDE TO LIFE AND DEATH AT PEOPLE SURVIVED IN SERIOUS ROAD ACCIDENTS

Natalia V. Onishchenko

National University of Civil Defense of Ukraine; 94 Chernyshevskaya str, Kharkov, Ukraine 61023

*Annotation:* The article examines the results of the study of the attitude to life and death at accident victims who survived in the most serious road accidents happened in Ukraine in recent years. The article shows specific features of a reaction to the tragedy at people of different religious status (strong believers, partly believers, not believers), estimates their behaviors in a situation that go beyond the experience usual for people.

*Key words:* road accident; survived; psychological help; attitude to life; attitude to death.

CAUSAL ANALYSIS OF A SUICIDAL ACTIVITY

Dmitry G. Trunov

Perm State National Research University; 15, Bukirev str., Perm, 614990, Russia

*Annotation:* The integrated approach to the analysis of the reasons of suicidal activity is presented in article. This approach includes the following components: suitsidogenny situation, factors of the personality, environment factors, motives of a suicide, anti-suicidal barrier.

*Key words:* suicide; suicide reasons; suitsidogenny situation; factors of the personality; environment factors; personal sense of a suicide; motives of a suicide; anti-suicidal barrier.

METHODOLOGICAL APPROACHES TO RESEARCH SOCIAL MATURITY AND SOCIAL INFANTILITY OF THE PERSONALITY

Natalia A. Zhestkova

Volga Region State University of Telecommunications and Informatics;   
23, L. Tolstoy str., Samara, 443010, Russia

*Annotation:* The comparative analysis of a social maturity and social infantility of the personality in line with dialectic, subject and phenomenological research approaches is provided in the article. Criteria of psychological manifestation of a social maturity and social infantility are allocated. Features of valuable and semantic and emotional and strong-willed spheres of the personality which demand the account for overcoming of a possible egocentrism and individualism are shown.

*Key words:* personality; subject; self-realization; social maturity; social infantility.

FEATURES SELF-REGULATION OF STUDENTS WITH DIFFERENT ORIENTATION OF THE COMPONENTS PREDICTING THE OUTCOME OF THE SITUATION ON THE EXAM

Olga A. Zhuchenko

Izhevsk State Agricultural Academy; 11, Studencheskaya str., Izhevsk, 426069, Udmurt Republic, Russia

*Annotation:* The structural elements of self-regulation that determine the direction of the components prediction the outcome of a situation in stressful conditions (for example, in the university exam) are analyzed in the article. Correlation of assessing results and programming and modeling determines the adequacy of prediction the outcome of the situation. The structure of the self-regulation of people with under-reporting components prediction outcome of the situation is distinguishes correlation of programming and independence. In the group overstated components prediction the outcome of the situation distinctive features have been identified.

*Key words:* self-regulation; prediction the outcome of a situation; stressful situation; exam at the university.

HOW PSYCHOLOGICAL THEORIES TURN INTO THE METALANGUAGE OF MODERN PSYCHOTECHNOLOGIES: FANTASIES AND REFLECTIONS ON THE EXAMPLE OF CREATIVE ADVERTISING

Nickolay D. Uzlov

Berezniki Branch of the Perm State National Research University;  
99, Yubileynaya str., Berezniki, Perm Kray, 618412, Russia

*Annotation:* The issues of the importance of humanitarian knowledge meta-level conceptions and psychological theories at creation of modern psychotechnologies are discussed in article. The question of possibility of training in psychotechnologies as to a new way of thinking and perception of the world, proceeding from their complete contents is raised. Article is illustrated by the author's imagination which arose when he read the book by E.A. Pesotsky «Advertising and psychology of consumer».

*Key words:* psychotechnology; social technology; psychological theories; humanitarian knowledge; metalanguage, advertizing.

SOCIOLOGY

THE INNOVATIVE POTENTIAL OF SMALL CITIES

Igor A. Germanov, Elena B. Plotnikova

Perm State National Research University, 15, Bukirev str., Perm, 614990, Russia

*Annotation:* The social and cultural conditions of innovation process in two small cities of Perm kraj are analyzed. An author identifies few types of social groups that differ according to their relation to innovation. Cluster analysis was used for this. The limitation of the economic approach in explaining regional differences in the level of innovation capacity was found.

*Key words*: innovation; innovative potential; innovative activity; small cities.

PATTERNS OF ALCOHOL CONSUMPTION IN THE PERM REGION

Konstantin A. Petoukhov

Perm State National Research University, 15, Bukirev str., Perm, 614990, Russia

*Annotation:* The frequency, doses and ways of alcohol consumption by inhabitants of Perm region are analyzed in paper. Special attention is given to the detection of patterns of consumption, sustainable schemes of drinking different types of alcohol beverages. The obtained data are compared with statistical information on the volume of sold alcohol in the region, estimated the advantages and disadvantages of methods of sociological study of the problem of alcoholism among the population.

*Key words:* alcohol; pattern; consumer culture; a way of consumption; alcoholism.

MARGINALIZATION AND IT’S DYNAMICS IN THE MODERN RUSSIAN SOCIETY

Maria S. Ivanova

[Southern Federal University](http://sfedu.ru/international); 13, M. Nagibin av., Rostov-on-Don, 344038, Russia

*Annotation:* This article is dedicated to the problem of marginalization. It discloses the meaning of such terms as «marginalization», «marginality», «marginal». The article considers basic marginal groups existing in contemporary Russian society, describes theirs main features. Also there is represented the analysis of students marginalization, based on author’s investigation.

*Key words:* marginalization; marginality; social exclusion; «social underworld»; «normal marginal groups»; «new marginal groups».

INTEGRATION OF FOREIGN CULTURAL MIGRANTS  
INTO MODERN RUSSIAN SOCIETY

Daniyar M. Abdrakhmanov, Iskander A. Shakirov, Ilya V. Demichev, Marsel M. Nugumanov

Institute of Humanities Research of Republic of Bashkortostan;   
13/1, Gafury str., Ufa, 450076, Republic of Bashkortostan, Russia

*Annotation:* This article deals with the current issues of integration of foreign cultural migrants in modern Russian society; describes the hypotheses and research methodology, proposed criteria for evaluating integration.

*Key words*: migrants; cultural integration; conflict; inculturation; modeling.

SOCIAL PROTEST AND SOCIAL CRITICALITY: THE NEW TIMES

Angelika D. Lashevskaya

Ural State Pedagogical University; 26, Kosmonavtov av., Yekaterinburg, 620017, Russia

*Annotation:* The author analyzes the mass protest movement, to cover the world at the beginning of the third millennium, is considering new types of social protests, their nature and causes. The author concludes that the protests — is one of the conditions of social existence, and the welfare of the society is not able to save him from the social upheavals and catastrophes. The author considers the possibility of learning new processes in the framework of the general theory of systems.

*Key words:* protest; social protest; critical system; tremors; social criticality; social disaster.

PUBLIC RELATIONS: TO A QUESTION ON FORMING OF PROLEGOMENA OF SCIENTIFIC KNOWLEDGE

Marina G. Shilina

National Research University The Higher School of Economics;  
46 B, Volgogradsky av., Moscow, 125319, Russia

*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.

*Key words:* social professional communication; public relations; scientific knowledge; methodology; system and functional framework; sociology; philosophy; genesis; conceptual and categorical apparatus.