# Annotations and key words of the Journal «Perm University Herald. Series Philosophy. Psychology. Sociology». Issue 4 (16), 2013

PHILOSOPHY

HISTORICAL PROCESS AND GLOBALIZATION METHODOLOGICAL

Lyeva A. Musayelyan

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

*Annotation:* Globalization is one of the most popular concept, but it still is indistinct. There are a lot of related publications, but most of them eliminate the problem of correlation between historical process and globalization. In this paper we make an attempt to bring to light such a correlation and point out its anthropological aspects. In the first paper we gave consideration to the correlation between «color revolutions», democratization of society and historical process and its objective laws. Moreover we analyzed different approaches to the fundamental understanding of globalization, set forward the definition of this process and its dependence on the public production.

Key words: historical process; growth of historical substantiation; color revolutions; democracy; institutionalization; globalization.

THE STABILITY OF SOCIO-CULTURAL DYNAMICS IN CONDITIONS OF MODERN INFORMATIONAL SOCIETY: PHILOSOPHICAL ANALYSIS

Aidar T. Kayumov

Naberezhnye Chelny Institute of Social Pedagogical Technologies and Resources;  
28, Nizametdinov str., Naberezhnye Chelny, 423806, Republic of Tatarstan, Russia

*Annotation:* The stability problems, conflict-free existence of modern society are analyzed in this article. It is noted that a new layer of information culture in which real processes become virtual, but the real things seem imaginary is in its stage of formation. It is stability that becomes an important, basic and essential feature in conceptualization the cultural phenomenon of the modern information society.

*Key words:* information society; stability; instability; social information; sociality; social memory; entropy.

THEORY OF CIVILIZATIONAL TRANSFORMATIONS AND GUIDELINES OF THE NEW SOCIAL THINKING

Elisey V. Chashchin

Perm National Research Polytechnic University; 29, Komsomolskiy av., Perm, 614990, Russia

*Annotation:* In this article raises the problem ofthe dependence of social thinking of the parties to the ideal of features of development of the company, specific to the various technological eras. Comparing the basic historical stages, we can find in them not only the differences, but also similarities in the aspect of mental causes, as well as understand the value to society of a new global thinking. To determine its role in the assessment of the risks of modern society.

*Key words:* civilizational wave; post-industrial era; technology; thinking; global; information; society; economy.

CONCEPTION OF HISTORIC NARRATIVE IN THE MODERN PHILOSOPHY OF HISTORY

Elena V. Mishalova

Pedagogical Institute of Krivoy Rog National University;  
54, Gagarin av., Krivoy Rog, 50086, Ukraine

*Annotation:* The paper considers the theories of historical narrative in the analytic philosophy of history. Their typical features are distinguished as the following: using the formal method of research, striving for an analysis of the structure and logic of the historical narrative statements, understanding of the historical narrative as a certain organizing scheme (construction) which is created by a historian. It is underlined that the main task of the historical narrative is attaching importance to the events of the past through the use of understanding and interpretation.

*Key words:* philosophy of history; narrative; understanding.

PERSONALITY AS INTEGRATOR OF CULTURE

Olga P. Skidan, Marina V. Nenasheva

Northern (Arctic) Federal University named after M.V. Lomonosov;   
2, Lomonoson av., Arkhangelsk, 163002, Russia

*Annotation:* In the article it goes about the origin and action in the modern culture of one of the leading tendency — distribution of operational and functional approach to the perception and understanding of reality. In the article are investigated the results of this approach to education: the person is interpreted as a sum of social functions, the interpersonal relationships — as a communicative and competent behavior, the understanding is substituted the possession of information, so personal value meaning is smoothed and becomes subordinated to practical action and its result. The task of recreating of the cultural potential is excluded from education and the education becomes only a mechanism for satisfaction of the economic needs of the society. In the article is considered the anthropological approach, which declares the spiritual unity of the person. The person is understood as an integrator of spiritual and cultural values and it sets the problem of the choice of the positive ground of this integration. This approach is proposed as a key line of the education development and as an adequate to its cultural character.

*Key words:*education; person; modern culture; social character; value meaning; practical action; personal growth; spiritual development.

ONTOLOGICAL BASIS OF CREATIVITY IN DIFFERENT PHILOSOPHICAL SYSTEMS

Timur F. Suleimanov

Ufa branch of Moscow State Academy of Water Transport;   
275, Akhmetov str., 450017, Republic of Bashkortostan, Russia

Ural A. Каshapov

Ufa State Academy of Arts named after Zagir Ismagilov;   
14, Lenin str., Ufa, 450017, Republic of Bashkortostan, Russia

*Annotation:* This article is devoted to the problem of creativity. The authors consider it as a form of the person self-realization and in conformity with these problems they investigate a historical and philosophical aspect of this theme. In different ways of the philosophic thought the authors research the phenomenon of creativity. It is an integral component of the human activity that has a purpose to transform the environment and a person himself. Premises and specifics of Marxist interpretation of human creativity are analyzed.

Key words: person; activity; creativity; self-realization; transformation of the human nature; inner potential.

ACTIVITY, SUBJECT, OBJECT (CATEGORICAL LOGIC PORTRAIT)

Leo E. Balashov

Moscow State University of Mechanical Engineering; 38, B. Semenovskaya, Moscow, 107023, Russia

*Annotation:* The article is dedicated to the philosophical concepts of a family of categories: activities, subject, object. Study their relationship in the two block diagrams «Diagram of human activity» (in terms of possibility and reality: the goal-means-result) and «human activities» (in terms of internal and external relationships: the spiritual and the physical and mental, knowledge and transforming activity). Categories «goal», «expedience», «goal-setting» and others are analyzed.

Key words: activity; subject; object; purpose; means; result; spiritual; physical; work; play; creativity.

ABOUT PROBLEM OF IDENTIFICAION OF PERSON’S «SOUL» IN THE STRUCTURE OF THE SPIRITUAL REALITY

Gennady P. Menchikov

Kazan State University of Culture and Arts;  
3, Orenburgsky trakt, Kazan, 420059, Republic of Tatarstan, Russia

*Annotation:* Author suggests that the concept person’s «soul» reflects specific, relatively independent real element in the structure of the entire «person’s spiritual reality». However, author believes, that discuss the «soul» phenomena by means of scientific philosophical rationality is not easy. It’s wrongfully to identify it with the whole «psychic», human mentality. The issues of the real existence of the person’s «soul» explicate through the exposure of its main points, major characteristics, rules of its functioning. Specific of «soul» in compare with the other structural elements of the person’s spirit is analyzed.

Key words: person’s spiritual reality; person’s soul; major characteristics; classic, non-classic, neoclassic understanding; psychic, consciousness, unconscious.

PHILOSOPHY OF LIFE: TODAY AND TOMORROW

Tatiana B. Lubimova

Institute of Philosophy of the Russian Academy of Sciences;   
14, Volkhonka str., Moscow, 119991, Russia

*Annotation:* The Russian Philosophy of life is not a copy of the German philosofy of Dilthey and his followers. It is original and is rooted in the spirit of the people; it corresponds to the historical mission of Russia. It is not widely recognized but it is that very grain from which will grow up an identity of people. C. Leontyev, V. Rosanov and Russian cosmists were its most prominent representatives.

Key words: cosmos; life; Universe; philosophy; history; possible future of the religion.

THE PSYCHOLOGICAL BASIS OF PLATO’S IDEALISM

Boris V. Saprygin

Novosibirsk State Pedagogical University; 28, Viljuiskaya str., Novosibirsk, 630126, Russia

*Annotation:* The article seeks to explain certain significant points of Plato’s philosophy by addressing the research findings of the neuropsychology of religious experience. The evidence found in the domain of this discipline makes it possible to assume that many concepts and notions of Plato’s philosophy are in fact conceptualizations of real psychological experiences. The latter being ignored, any interpretation of this philosophy may be incomplete.

Key words: idealism;Platonism; mystical experience; neuropsychology of religion; temporal lobe epilepsy; aura.

JOHN LOCKE’S UNDERSTANDING OF JUSTICE

Denys I. Kiryukhin

Skovoroda’s Institute of Philosophy, National Academy of Sciences of Ukraine;   
317 apt., 4, Tryohsvyatytelska str, Kiev, 01001, Ukraine

*Annotation:* The reconstruction of Locke’s understanding of justice is the main goal of this research. In research notes that in Lockean philosophy the controversion between natural state and political state is not so radical as in philosophy of Hobbes. For Locke, the difference between the states consist in presence (or absence) of force mechanisms for realization of principles of justice. Locke establishes the close connection between principles of justice and reason demands which have the universal ethic and law character. This position will be developed in Kant philosophy.

Key words: justice; John Locke; Thomas Hobbes; law of nature; social contract; property.

PROBLEM OF LANGUAGE AND REALITY CORRELATION IN STRUCTURAL ANTROPOLOGY OF K. LEVI-STRAUS. ANALYSIS OF STRUCTURAL METHOD IN RESEARCH OF PRIMITIVE TRIBES SYSTEMS OF RELATIONSHIP

Elena A. Kokareva

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

*Annotation:* The article considers the evolution of the ideas of popular the Western-European currents — structuralism: from linguistics F. de Saussure to structural anthropology French ethnographer 40–50-ies of XX century K. Levi-Straus. The thinker finds structural similarity between language and reality; he considers all the phenomena of cultural life of the person through the language (system of relationship, rituals, customs, mythology, paintings etc). In philosophy and the Humanities, thus, gets support the idea of the relative autonomy of the language, its influence on reality. The author of the article considers the problem of correlation of language and culture (reality) in the program of structural anthropology, gives the analysis of structural method K. Levi-Straus.

Key words: language; reality; structuralism; structural anthropology; K. Levi-Straus; unconscious structure; system of relationship.

ABOUT SPECIFICITY PARASCIENCE IN MODERN CULTURE IN ASPECT NATURAL-SCIENCE KNOWLEDGE

Artyom A. Andreev

Kazan National Research Technological University;   
68, K. Marx str., Kazan, 420015, Republic of Tatarstan, Russia

*Annotation:* Realized the analysis parascience in natural-science and social-humanitarian knowledge. Showed the interrelation of a science and parascience in cognitive, methodological and world outlook aspects. Presented the some cultural bases of parascience and also its internal and external factors of development. Author believes, that a science is very sensitive to parascience invasion in modern socio-cultural situation. As a rule, parascience imitates science, but some parascience ideas may include into specific science format in future.

Key words: science; parascience; mysticism; culture; natural-science knowledge.

ON PRINCIPAL POSSIBILITY OF AXIOMATIC RECONSTRUCTION OF SCIENTIFIC THEORIES

Alexander M. Voin

International Institute of Philosophy and Society problems;   
5–143, M. Tsvetaeva str., Kiev, 02232, Ukraine

*Annotation:* In the article the prevailing today in epistemology and philosophy of science understanding of the fundamental impossibility of axiomatic reconstruction rich enough theory is refuted. This study helps to understand better the nature of scientific theory and its relationship to described reality.

Key words: genesis of theory; foundation of theory; the axiomatic method; the genetic (constructive) method; concept; abstract object; the picture of the world.

METHODOLOGICAL ANALYSIS AND UNIFY PRINCIPLES FOUNDATIONS

Eugeniy A. Bezlepkin, Anna Y. Storozhuk

Institute of Philosophy and Law of the Siberian Branch of Russian Academy of Sciences;  
8, Nikolaev str., Novosibirsk, 630090, Russia

*Annotation:* The aim of the paper is a structural analysis of the methodological principle of unification and consideration of its application in the field of theoretical physics. The structure of this principle was explicated, and its ontological, epistemological and axiological foundations were demonstrated. It is shown that usage of unification principle in the framework of string theory reached a deeper conceptual level of unification, included not only the understanding of matter and its characteristics, but also concerning the concepts of space-time, and causality.

Key words: methodology; unification of theories; the methodological principle of unification; the ontological and epistemological justification; string theory.

FORMATION OF PHILOSOPHY OF TECHNOLOGY IN THE CONTEXT OF NONCLASSICAL SCIENTIFIC METHODOLOGY

Oksana F. Tereshkun

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

*Annotation:* Implemented philosophical and methodological analysis of the formation of philosophy of technology as a separate branch of philosophical knowledge in the non-classical paradigm of scientific rationality in the last third of the XIX – early XX centuries. Draws attention to the significant changes in the methodology of science, which contributed to the formation of non-classical rationality. Defined causes the formation of a new paradigm of technology and its main features. It concludes that modern ideas about technology are the result of a long evolution not only of philosophy, but also the general scientific views on the technique by which have been developed methodological principles are defined methodological foundations and approaches that have contributed to a better understanding of the phenomenon of technology within non-classical methodology of science.

Key words: science; technology; non-classical methodology of science; philosophy of technology; the paradigm; the projection of organs; person.

PSYCHOLOGY

ROLE OF FOREIGN LANGUAGES INSTRUCTION IN CONTEXT OF EVOLUTIVE TENDENCIES OF PROFESSIONAL AND PERSONAL BECOMING OF NON-LINGUISTIC UNIVERSITIES STUDENTS

Lyudmila P. Gadzaova

North Ossetian State University named after K.L. Khetagurov;   
44–46, Vatutin str., Vladikavkaz, 362025, Republic of North Ossetia, Russia

*Annotation:* The contemporary situation in our country dictates new modern approaches to professional and moral education of students. Author discusses some new conceptions which are especially important for educators and students. The system of pedagogical and psychological mechanisms of person’s professional and moral development is discussed.

Key words: problems of formation and education; universal moral values; mechanism of person’s development.

PERCEPTION OF ENGLISH LANGUAGE TEACHING PROFESSION BY UNIVERSITY STUDENTS

Tatyana M. Permyakova, Marina S. Sheveleva

Perm Branch of National Research University «Higher School of Economics»;  
38, Studencheskaya str., Perm, 614070, Russia

*Annotation:* This paper deals with the perception of English language teaching profession both at school and at university by university students who specialize in languages. Survey results demonstrate that teaching profession can be characterized as unattractive because of low pay and high workload. Internal motivation such as personal qualities and preferences is the only incentive to choose English language teaching profession. These findings enable the authors to give recommendations how to improve the attractiveness of English-language teacher’s work.

Key words: perception; teaching profession; the English language; motivation; choice of profession.

CATEGORY OF CORPORATE CULTURE IN MANAGEMENT PSYCHOLOGY

Irina V. Dolgopolovа

Berezniki branch of Perm National Research Polytechnic University;  
7, Telman str., Berezniki, 618404, Russia

*Annotation:* In article the main contradictions connected with introduction of the category «corporate culture» in practice of management at the Russian enterprises are analysed. They concern the indistinct formulation of this term, difficulties of calculation of economic effect of introduction of corporate culture. Distinctions of the terms «organizational» and «corporate culture» are shown. The problems lying in line with psychology of management are characterized: this perception of corporate culture the personnel because of attempts to introduce the western models in practice of work of the Russian enterprises and discrepancy of values of the personality to corporation values.

Key words: corporate culture; organizational culture; human resources; management psychology; human resource management; corporate and personal values.

REPLICATION OF S. MOSKOVICHI’S RESEARCH: METHODOLOGAL CHALLENGES, RESULTS

Irina V. Smirnova

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

*Annotation:* In This paper deals with the perception of English language teaching profession both at school and at university The article deals with the method of replicative research when studying representations on psychoanalysis following the example of reconstruction research of Serge Moskovichi. The interview method and the poll method were used in the research. As a result of the replication the general and the private in representations on psychoanalysis of the French and Russian students were chosen. When comparing the results it is revealed that attitude concerning psychoanalysis of modern Russian students is far more favorable.

Key words: social representations, Serge Moskovichi, psychoanalysis, methodological tools, replication, attitude.

DEPRESSION SPECTATORS AFTER THE PERCEPTION OF FEATURE FILMS WITH VIOLENCE IN CONNECTION WITH FEATURES OF A PERSONALITY

Maxim V. Zubakin

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

*Annotation:* In The results of correlations personality traits with depression of spectators-students after movies with different levels of violence were conducted. It was found that the personality traits and depression after movies with violence correlated. Alone neuroticism, alone psychoticism and depression after movies with violence interacted. Extraversion and depression after movies with violence not interacted. The personality traits and depression after movies not interacted.

Key words: depression; personality traits; films with violence.

SOCIOLOGY

ESSENTIAL VS. NARRATIVE IDENTITIES IN INTERPRETATIVE SOCIOLOGY

Julius V. Stavropolsky

National Research Saratov State University named after N.G. Chernyshevsky;   
83, Astrakhanskaya str., Saratov, 410012, Russia

*Annotation:* This feature discusses essential vs. narrative or performative approaches towards constructing social identity. Supporters of essentialism believe that invariant or essential identities are based upon race, nationality, gender, sexual orientations or social class. Narrative or performative approaches to the research of interaction and socialization emphasize fragile, unaccomplished, fragmentary and contradictory attributes of the nature of «self» and its social, personal, and enjoyed identities. The equilibrium between these two points of view lets find a place to discuss social and cultural discourses.

Key words: identity; sociology; construction; internalization; structure.

LABOR AND ITS SOCIAL ASPECTS IN THE CONTEXT OF SCIENTIFIC KNOWLEDGE

Fatima R. Hagur

Branch of Maykop State Technological University in the item Yablonovsky;   
11, Svyazy str., Yablonovsky, Republic Of Adygeya, 385140, Russia

*Annotation:* Social aspects of labor activity in a context of scientific researches are considered, the short analysis of researches of the western and domestic scientists devoted to a problem of work, its stimulation and motivation, satisfaction with work is provided. Author discusses results of sociological researches of social aspects of labor in Soviet period and distinguish three stages of these researches.

Key words: work incentives; motivation of work; satisfaction with work.

THEORETICAL AND METHODOLOGICAL ASPECTS AN LOYALTY OF THE STAFF OF ORGANIZATIONS ANALYSIS

Tatyana V. Pozdnyakova

Biysk Technological Institute (branch) of Altai State Technical University named after I. Polzunov;  
27, Trofimov str., Biysk, Altai Krai, 659305, Russia

*Annotation:* The results of the analysis of the most common approaches to the concept of «loyalty to the organization’s personnel», are key factors in the diagnosis and assessment of loyalty, presents the author’s position on the destructive aspects of staff loyalty. Author suggests that there are different kinds of stuff loyalty in organization. These kind of loyalty influence on the level of satisfaction in organization.

Key words: loyalty; staff; analysis of scientific approaches; destructive manifestations of loyalty.

CULTURAL-INFORMATIV SPACE OF CHILDHOOD: RISKS AND RESOURSES OF SOCIAL PRONEKTION

Alexandra G. Filipova

Komsomolsk-on-Amur State Technical University; 27, Lenin av., Komsomolsk-on-Amur, 681013, Russia

*Annotation:* Organization of cultural-informative space of childhood is examined as a co-factor of social protection. Three methods of child’s cultural space organization are analyzed: a selection of areas of childhood in the space for adults is created by the state or private companies and a creation of space for children. Risks and resources of cultural-informative space are probed. Risks are subdivided into connected with the activity (administrative, organizational) and connected with the content (social-psychological risks). Resources are presented from position of age-dependent stratification of childhood. Two ways of children protection in media space are selected — risk’s isolation and media education.

Key words: social protection of the childhood, risks, resources, cultural information space, television, radio, periodicals, Internet.