# Annotations and key words of the Scientific Journal Perm University Bulletin (Series «Philosophy. Psychology. Sociology»; №2 (18), 2014)

**PHILOSOPHY**

SUBJECT SUPPOSED TO BELIEVE AND NATION AS A ZERO INSTITUTION

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*Annotation*: In the following text, we try to systemise the results of different theoretical elaborations which become the part of vividly changing historical conjunctures of the past decades, were led, by the intertwining logics of theoretical work and historical practices, to articulate themselves around Althusser’s concept of ideological interpellation. Whatever theoretical effects our efforts may have hopefully produced, they have been attempted from within a rather heterogeneous set of practices, and were trying to think, that is, to «organise» in the intellectual and in the political sense, our historical commitments and struggles of the past decades upon a theoretical background where the powerful theoretical apparatus legated by Althusser’s re-interpretation of historical materialism had a prominent place. While, during the brilliant marches of the eighties, when, at each step, the historical process seemed to overtake the sparkling phrase, we might have been lulled into self-blinding complacence, we have now been cruelly crushed back onto the earth, wondering why the eighteenth Brumaire so obstinatelly follows different Springs.

Key words: Neo-Marxism; ideology; ideological interpellation; subject; nation; compulsion.

ON THE RELATION BETWEEN FREEDOM AND NECESSITY

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*Annotation*: The article is a response to the article by Rovshan S. Hajiev «Freedom as the realized accident» which is published in the Journal of Perm State University (series «Philosophy. Psychology. Sociology»). 2013. Vol. 2(14). The article shows that understanding of freedom as accident appears simplified, trivial way of understanding. Deeper understanding of freedom opens through its connection with necessity. The fact that human history is not a «kingdom of accident» but objective, holistic, essential process, process of development of generic and individual human essence is considered.

Key words: freedom; necessity; determinism; rationalism; progress; human essence; human essential forces.

SOCIAL MECHANISMS OF BUSINESS REGULATION

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*Annotation*: The peculiarities of business are defined by the key characteristics of the society in which it is carried out. The aim of the article is the investigation of the social regulation of modern entrepreneurship. To understand the essence of this process the main characteristics of the business as a social institution are analyzed. The factors of comprehensive cooperation of the society and business structures are defined. Great attention is paid to the issues of corporate social responsibility. When studying the identified problems the author defines the essence of social control and cooperation of society and the representatives of business. The set of mechanisms of social regulation of entrepreneurship is considered in the context of approaches to the interaction between business and modern society. The main social factors of full realization of the potential of entrepreneurship as an inseparable part of the society are identified.

Key words: business; society; social regulation; social responsibility.

REGULATORY DEVELOPMENT SOCIAL MATTER

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*Annotation*: The article is devoted to the study of the social sphere. Civilization-formation method of analyzing society is offered for it’s study. Analysis showed insufficiency of the evidence. The mechanism of social development that manifests itself in the regulatory interaction of public consciousness and social existence. Explain the rationale for the allocation of public consciousness as a form categories mode of production. It is found that the contradiction between total public consciousness haves and have-nots classes and content of a mode of production, which develops in the period of formation of change leads to a change of socio-economic relations. Marked by a different nature of the regulation of the structural components of society and civilization.

Key words: mental, civilizational and formational components of society; regulatory understanding of history.

BEING AND NON-BEING ONTOLOGICAL RELATIONSHIP KEY ELEMENTS IN ANCIENT PHILOSOPHY AND SOME MODERN CONCEPTS

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*Annotation*: The relationship of fundamental philosophical concepts of being and non-being, dialectically connected and disconnected at the same time by the essential characteristics of the content is considered. The idea that these categories do not come into conflict but complement each other in the epistemological sense is offered. Against the background of some philosophy concepts analysis the attempt to prove the mutual existence of being and non-being without the negation of each other is undertaken, wherein the problem of root case and a priority value of each entity of these relationships is left open for further research. Presented historical and philosophical analysis of the ratio rationale of both concepts substantively complements objectively existing contradictions and problems.

*Кey words:* being; non-being; negation; non-existence; ontology; nonesseologia; dialectical method; nothing; something.

CASUS OF A FOOL (SMALL ESSAY ON STUPIDITY)

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*Annotation*: The article deals with an analysis of ontological stupidity as fundamental feature of Russian being. Based on existential Dasein — analytics the basic structures of Russian here-being are revealed: «avos» being, occurrence and Russian carelessness. It is concluded that Russian being turns out to be a one beyond western opposition of existence and non-existence, thinking and madness, fear and bravery, death and immortality, good and evil. Russian equivalents of existentials of here-being which are a cornerstone of Russian stupidity are analyzed. It is pointed out that «pathology» of Russian being is in its ambivalence and failure to understand such ontological structure by Western thinking.

Key words: mind, stupidity, being, here-being, «авось», occurrence, carelessness, exposure, being abandoned / found, commitment, conscience, death, understanding.

THE GENEALOGY MARGINAL SUBJECTIVITY, THE HISTORY OF SEXUALITY M. FOUCAULT

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*Annotation*: The article presents the analyze of the problem of the subject in the context of it’s history of Sexuality. The analyze is based on the difference between historiographic and marginal ways of learning Michel Foucault’s views. The marginal component of the views on the person associated in the project of the history of sexuality is being considering in the article. Also seriously considers the problem of eligibility of genealogical methods of F. Nietzsche and M. Foucault. The modification of genealogy by three types of subjects destructiveness of historical cognition. The traditional for M. Foucault’s archeology issue of the «ability to insanity» fosters modification of the history of sexuality. The conditions of conducting comparative analogy between the ancient text of M. Heidegger and the way of antiquity in the history of sexuality M. Foucault are being determinating in the article.

Key words: anthropology; archeology; madness; genealogy; hermeneutics; discourse; marginal; sexuality.

REFLECTION OF НUMAN EXISTENCE IN THE 20TH CENTURY: «THE ANTHROPOLOGICAL CRISIS»

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*Annotation*: In the 20th century a man realizedhis creative potential. Many discoveries and inventions of substantive material and spiritual activities prove it. But at the same time the man found himself on the verge of self-destruction.The authors of the article try to uncover the essence of modern social crisis. They make theexcursion into the history of conceptions about a man. They also use different characteristics of the civilization stage, basing on the views of domestic and foreign studies. The main reason for the unfolding crisis, according to the authors, is the destruction of the «human in a man».

Key words: human existence, a man with one measure, mass, mass culture, riot of a man, anthropological crisis, informational civilization.

GAME AS A FOUNDATION OF THE CLASSICAL AND NON-CLASSICAL AESTHETIC EXPERIENCE

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*Annotation*: The article is devoted to aesthetics as a philosophical discipline, including the study of theories of origin and vocation of art where one of the key concepts is the game. The author executes a short historical and philosophical analysis of the changes and the accumulation of meanings of given concept and gives a comparative description of its sound in the frame of classical and non-classical understanding of the aesthetic experience. Special attention is paid to the modern aesthetic situation of coexistence of mentioned approaches. In this context, the game — support understanding of culture, culture itself becomes a free game character, the game is treated as an important characteristic of human existence, and is a characteristic of elite culture. Aesthetic experience is seen as an expression of individual moral principles that allow to distinguish between game and non-game.

*Key words*: aesthetic experience; a game; philosophy of art; culture; realism; romanticism; rationalism; irrationalism.

ABOUT THE «INGENUOUSNESS»

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*Annotation*: The article reviews the existing of «ingenuousness» and it’s interaction with mediate. The feasibility of procedure’s demarcation in «inner vision» that allows to distinguish single fragments for discerning and determination. It turns out that interaction of ingenuousness and mediate doesn’t mean development. But when does the «ingenuousness» exist? How does it appear? The article attempts to be as «ingenuousness» as not to be one. To be «reflective» and not to be one. There is a temptation to see «ingenuousness» as some «stairs walking». Doesn’t matter either up, to the shine or down, to the gloom. Every step «I» am ready to reach is, perhaps, a move towards «the depth». But what? Senses?

*Key words*: the dialectics; the self; the ingenuousness; the mediate; the knowledge; the thought; the identity; the reflection; the dereflection; the creativity.

THE SPECIFICITY OF HUMAN ADAPTATION MECHANISM AND ITS BREAK AS THE CAUSE OF SOCIOBIOLOGICAL CRISIS

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*Annotation*: Article shows that human adaptation and adaptation of the animal are qualitatively different processes because human adaptation doesn’t need specialized morphological device. Human existence based on the capacities and abilities to transform environment consciously and universally at the labor process. However, it is noted that human adaptation retains its basic homeostatic mechanisms. The author concludes that during the exponential acceleration of the social transformations the situation of complex stress and havoc are taking place which leads to social and biological desychronization. That’s why the state of common disadaptation could be reviewed as one of the bases of sociological crisis.

*Key words*: environment; adjustment; maladjustment; homeostasis; allostasis; sociobiological crisis; desychronization; stress; coevolution.

R. BART SEMIOLOGY: [SCRIPT](http://slovari.yandex.ru/script/en-ru), IDEOLOGY, MYTHOLOGY

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*Annotation*: The article deals with a semiology by French philosopher R. Barth. Barth suggested the idea of the structural similarity of language and reality, the autonomy, substantive language. Also, R. Barth discoved commanding powers of language, which as a special connotation (secondary, related) meanings form hidden, not recognized by people the ideological level; this level includes illusions and stereotypes of the society. The combination of connotative signified represents the myths of modern society. Ideological, or mythological meanings create a false image of reality that «fakes» the real things and phenomena. Man, therefore, is locked in language space, which subordinates and regulates thoughts, views and actions.

*Key words:* language; reality; structure; structuralism; sign; semiology; mythology, ideology, connotation, R. Barth.

**PSYCHOLOGY**

DECLARED AGGRESSIVITY OF LAW-ABIDING CITIZENS AND CONVICTS WITH VARIOUS PRISON TERMS, DIAGNOSED BY BUSS–DURKEE HOSTILITY INVENTORY

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*Annotation*: The review of scientific works in a Buss–Durkee Hostility Inventory (BDHI) was used is submitted. Data of own empirical research of aggressivity of prisoners with different terms of departure of punishment are presented. The raised levels of aggression are noted at the prisoners, condemned to concrete terms of imprisonment. Low indicators of aggression are defined on the prisoners, who left 5–10 years of life term imprisonment. The hypothesis about «the suppressed aggression», defined by severe conditions of departure of punishment is made. The highest levels of declared aggression are noted at the convicts with lifelong terms over 10 years. It is suggested about accumulation at them the realized aggression aspiring to a discharge. It is shown that BDHI gives an idea not about real, but declared, self-estimated aggressivity. The question of need of a further restandardization of a BDHI taking into account social and demographic and cross-cultural factors.

*Key words*: aggression; Buss–Durkee Hostility Inventory; social groups; law-abiding citizens; criminals; imprisonment terms; declared aggressivity.

RELATIONSHIP BETWEEN CONSTITUTE THE MOTIVATIONAL COMPONENT OF PSYCHOLOGICAL READINESS FOR PEDAGOGICAL WORKERS MANAGEMENT AND PERFORMANCE OF THE HEADS OF EDUCATIONAL INSTITUTIONS

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*Annotation*: The article presents the results of studies on the relationship between the characteristics of the development of the components of the motivational component of psychological readiness of leaders to manage teaching staff and a number of their socio-demographic and organizational and professional characteristics. The data presented statistically prove that the prevailing needs and values of the heads of educational institutions depend on their age, position, level of education, as well as general and administrative time activities. Found that most managers are in need of creative and interesting work available for this enabling environment, as well as underscore the need for individual development of all team members. Proved that most managers are focused on business, prospects and development of an educational organization, as well as interaction and constructive cooperation with the teaching staff.

*Key words*: educational institutions management; psychological readiness; needs; value orientations.

CREATIVE EXPERIENCE AS AN INTEGRAL COMPONENT  
OF THE CREATIVE POTENTIAL OF PERSONALITY DURING LATE ADULTHOOD

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*Annotation*: The article has methodological meaning for research of the personality creative potential during late adulthood. The article reveals the creative experience in the structure of personality’s creative potential. Creative experience is presented as a resource in the development and enhance of personality’s creative capacity in late adulthood. Creativity is interpreted as an ambivalent, in its nature, phenomenon, where, on the one hand there is a «confrontation» between creativity, as a nonlinear process (innovation, originality, novelty, change , transformation, etc.) and on the other — stereotyped (a linear process), which entails a standard, formal look at long lasting things, «proved» by the practice of life (experience) and approved as the only «correct» sequence of actions.

Reflection of creative experience is characterized through the perception of this experience by the older person, which can be either as the passive-contemplative ( when the feeling of unclaimed and uselessness is prevailing) or as actively-operating (when a person is included into creative activities) nature of the relationships of a person to his or her own creative experience.

*Key words:* experience; creative experience; creativity; creative genius; creative personality.

**SOCIOLOGY**

SOCIO-CULTURAL FACTOR IN MODERNIZATION OF RUSSIAN ECONOMY AND SOCIETY

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*Annotation*: The article is devoted to the role and place of sociocultural factor in modernization of economy and society. The authors note that the real modernization of economy, economy and the political system as a whole has not yet happened . The society continues to operate , relying on the old control schemes , and it is experiencing a serious crisis. It is noted that one should not only focus on the economy and politics , underestimating the sociocultural factor . Modernization should be based primarily on the efficient use and development of human capital , which largely determines the effectiveness of the reforms. Declining the quality of education , low social investment , in social sphere bureaucratic approach to the development of science , high level of corruption are not conducive to real modernization processes . Ideological throwing of political leadership attempt to revive some Soviet institutions together recognition of the important role of religion , collecting Russian world do with not allow to develop a clear vector development of society.

*Key words:* social culture; modernization of economy and society; Russian society calls.

STAKEHOLDER ENGAGEMENT IN SOCIAL NETWORKS AS A FORM OF CORPORATE SOCIAL RESPONSIBILITY

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*Annotation*: In paper it is analyzed the presence of large Russian companies in social networks. Special attention is paid to methodological problems of measurement the activity in social networks. Study of content allowed us to clarify the main themes and features of companies-to-stakeholders` relationship in Vk, Facebook and Twitter. In addition, we draw some conclusions about character of one of actively used forms of corporate social responsibility: communication of companies` staff with stakeholders.

*Key words*: corporate social responsibility; stakeholders; social networks; Internet-marketing.