# Annotations and key words of the Scientific Journal Perm University Bulletin (Series «Philosophy. Psychology. Sociology»; №1 (17), 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.

HISTORICAL PROCESS AND GLOBALIZATION METHODOLOGIAL (globalization: essence, content, form and anthropological bases)

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*Annotation:* The research of relation between historical process and globalization is continued in the article [11]. Phenomenon of globalization is very complexity one. So, there are many different approaches to the understanding of globalization essence in the literature. The definition of globalization provides and relationship of globalization with one of the fundamental laws of mankind development – increasing solidity of the historical process reveals in the article. Also, anthropological bases of globalization is researched. The contents of globalization phenomenon is analyzed. The connection of globalization with the internationalization and integration of the social life of mankind is found out. Uneven and contradictory nature of historical process is researched. The mechanism of globalization and changing of its forms in history are explored. The various forms of globalization in the twentieth century are discussed in the article. The Russia's place in the historical process in the last century is analyzed in the final part of the paper.

*Key words:* historical process; globalization; law of increasing solidity in history; internationalization; integration; development of human essence; forms of globalization; westernization; the Soviet Union.

ABOUT RELATIONSHIP OF UTOPIAN AND REALISTIC IN THE SOCIAL PROCESSES

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*Annotation:* The author represents the society as a whole system, which has dialectic utopian and realistic tendencies. With the help of philosophical and methodological tools, the author constructs a system of categories, which reveal the essence of the problem. The social process as a movement, development, alteration society is always accompanied by the formation of new concepts, ideas, visions, which are either adequately reflect the social reality. Utopian tendency of social processes takes it place as the result of inadequate reflection of social reality. The research of those and other trends, demonstrates the necessity to determine the essence of social illusions. Subject-object and subject-subject relations, which determine the specificity of the knowledge society are included in the social process. The main aim goal of philosophy is to identify the essential foundations of realistic and utopian trends of the society.

*Key words:* social process; social cognition; utopian; realistic; social ideal; social illusion; a social experiment; the subject-researcher; innovation subject-subject relations; the subject-object relationship.

ONTOLOGICAL BASIS OF CREATIVITY IN DIFFERENT PHILOSOPHICAL SYSTEMS

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*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 aspects of the theme First of all, philosophy of creativity of N.A. Berdyaev is considered in the article. The author suggests, that theurgy in the philosophy is explored in context of human freedom, which is basis of being in Berdyaev’s philosophy. Any act of creativity, according to Berdyaev, is the act of the end of the world — and the act of the beginning of new world at the same time.

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

INTELLIGENCE AND INTELLIGETSIA

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*Annotation:* The author explores the intelligentsia as a differentiated community. It includes intellectuals though its reference to features of intelligence varies a lot. Intellectuals are not absolutely alien to the humanistic orientation, morality, civilization, patriotism, aspiration for justice, etc. There is hardly an impassable abyss between the intelligentsia and intellectuals. They are brought together and united into one community by knowledge and humanistic potential. The latter is to increase as far as the growing complexity of social life is concerned. It should also make more and more popular qualities embodied in the ideal of intelligence. Only the intelligentsia, historically evolved to the level of society's modern needs, in each period can accumulate a certain content of culture, highlight the most precious things of all previous history in it and outline the prospects for the development of culture. The notion of the intelligentsia is regarded as a historically evolving one.

*Key words:* intelligentsia; intellectuals; intelligence; the humanistic orientation; knowledge; ideal.

TO THE CHARACTERISTICS OF SOCIAL AND CULTURAL DYNAMICS (DIALECTICAL AND SYNERGETIC ASPECTS)

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*Annotation:* Principle of relative changes of individual and society allow to overcome dualism, which separates creature from the creator. When the conditions of social life and the events of individual life are discussed in the context of their origin (genesis), the conditions are primary in relation to the individuals. When relationship of individual and society are discussed in the context of their realization, the individual circumstances of people's lives become primary. Three-part model of society is suggested. It includes the actual living, the dead and the unborn persons. The individual, not the generation, becomes a «unit» of the social differentiation and integration at the stage of macro-scale change of self-organization process in society.

*Key words:* primary, secondary; bifurcation; fluctuation; self-organization; differentiation; integration; generation; three-part model of society; guiding image.

INFLUENCE OF GENDER TRADITION ON MODERN RUSSIAN CULTURE

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*Annotation:* The problem of interaction between traditional and modern gender culture is considered in the paper. Process of reconsideration of traditional gender views in mass media area is analyzed. The author suggests that need for formation of new models and standards of gender behavior arise. Stereotypic views are distorting, getting the status of prejudices; these prejudices lead to specific conflicts and gender disbalance. It is expressed by inter-sexual asymmetry and a mixture of the traditionally male and female roles. Revision of gender tradition is necessary for elaboration of the new harmonious cultural paradigm. Also it is necessary for implementation of acceptable relationship between sexes in different areas of social-cultural reality.

Key words: gender; gender stereotypes; revaluation of values; worldview orienting points; intersexual conflict.

THE POSSIBILITY AND ONTOLOGICAL BASIS FOR ATEMPORAL INTERPRETATION OF QUANTUM MECHANICS

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*Annotation:* The theory of determined infinity resolves through extra-temporal teleportation of a micro-object the well-known Zenon’s papyri, related to paradoxicality of transportation via infinite sequence of sections of the path. The impossibility to give its description with the help of the microscopic Newton’s equation and Schrodinger’s equation points at an elementary atemporal microscopic transportation. The Heisenberg’s uncertainty principle shows the presence of a micro-object’s coordinates which are indefinite in the arbitrarily near future. It is also known that extra-temporal teleportation of states is realized in the micro-world. All mentioned factors give rise to the principle of atemporality: certain parameters of a quantum micro-object (for example, its coordinates in space or direction of polarization) change atemporally.

*Key words:* infinity; atemporality; synchronicity; determinism; causality.

THE NOTIONAL TRANSFORMATION OF PARADIGMS IN THE TRANSITION FROM CLASSICAL TO POST-NON-CLASSICAL SCIENCE

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*Annotation:* The paper deals with a background and main characteristics of the paradigms’ transformation of scientific cognition at the present stage of scientific development. The starting point of the study is the typology of rationality, classical — nonclassical — post-nonclassical, developed by V. S. Stepin. As well the author considers special post-nonclassical development trends of leading methodological strategies for different types of sciences (natural, social and human, and technical). The integrative role of the notion of sense in the development of the concept of rationality is revised. The ideas, principles and methodological potentialities of synergetics to form a conceptual framework of post-nonclassical science are pointed out. The semantic vectors of post-nonclassical science based on such attitudes as methodological doubt, synergetic outlook, interdisciplinary synthesis, the principle of equivalence of the whole and its parts, the complementarity principle, the idealization of the nonlinear medium, the human scale principle, and an introduction of value-sense coordinates of cognition are discussed. Their role and significance in shaping of the modern image of science is defined.

Key words: methodology; scientific rationality; paradigm; post-nonclassical science; synergetics.

**PSYCHOLOGY**

PSYCHOLOGICAL CONFIGURATION OF THE PRE-IMAGE IN THE PROCESS OF CREATIVE PERCEPTION OF THE WORLD

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*Annotation:* In the article the concept of *«psychological configuration»* is used in combination with the concept of *«pre-image»* and is seen as the potential and sustainable category of psychology of creativity called *«psychological configuration of pre-image».* In the context of our perspectives, *«pre-image»* is characterized as the psychical determinant of the creative perception of the world. The notion of *«psychological configuration»* is understood as some initial principle of integrity and sustainability, defining features of the structural and functional organization and regulation of human psyche activity in the process of perception. The structural and functional features of *«pre-image»* are studied within the phenomenologically oriented system and strategical approach. The actuality of the scientific concept of strategical organization and regulation of the process of creativity, developed by the famous Ukrainian psychologist V.O. Molyako is demonstrated.

Key words: pre-image; psychological configuration; creative perception of the world; strategy; system and strategical approach; phenomenology.

RESEARCH EXPERIENCE ADULT PERFECT IMAGE IN ADOLESCENCE BY SEMANTIC SPACES

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*Annotation:* The article deals with the influence of the ideal image of adult on personal development of teenager. Research plan and results are presented. The constructing of semantic factor model of the ideal image of adult and its verification is described. The image of the «Perfect adult» is a benchmark for the development of volitional manifestations, openness, confidence and goodwill of teenagers. The first factor of empirical model reflects volitional properties. The second factor reflects typical emotional state. The third and forth factors reflect social relationship. Features of mental representation of the image of oneselves, image of real adult and image of ideal adult and emotional experiences based on them are presented.

Key words: perfect image; personal development of adolescents; factor model; semantic space.

ON THE SCHEME OF CHANGING PERCEPTIONS OF CHILDHOOD IN HISTORY

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*Annotation:* Based on epistemological laws of reflection of reality in the human mind, which has 6-levels structure complexity concepts (levels of abstraction, generalization of concepts), which is manifested in the history of science in the form of certain homogeneous periods of its development, given the fact that the transition from one level to another is associated with reflection certain change of self-consciousness of man, described watching the gradual complication of ideas about the structure of psychological age (representations of childhood and adulthood) in line Eurocentric historical development of science and culture, with an indication of the modern description of the invariant 6-tier structure psychosocial ages realization. Also indicated that similar substructures consciousness expressed earlier: a 2-level ideas about human development (Aristotle, 2nd period of the development of science), and a 4-level representation of growing up (Hegel, the 4th period of the development of science).

*Key words:* psychological age; perceptions of the soul level (stage) of self-consciousness; reflection of reality in the human mind; the periods of the development of science.

THE PECULIARITIES OF PROFESSIONAL SOCIALIZATION SUBJECTS OF ENTREPRENEURIAL ACTIVITY

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*Annotation:* Article examines the contents of personal-professional development of economic subjects. The results of theoretical analysis of the problem of socialization of economic subjects are identified. Explains what is meant by professional socialization entrepreneurs. Particular attention is focused on a role of environmental awareness in the professional formation of economic subjects. The main factors shaping the ecological consciousness of businesses are discussed. The author dwells on the model of professional environmental and economic behaviour. The levels of professional environmental maturity are analysed. Disclosed are methods of achieving effective results of professional socialization of economic subjects. Noted that the active professional socialization begins with awareness entrepreneur of his own «I» in the system of ecological and economic relations, with their mastery of skills to use ecological and economic knowledge in practice. The conclusion about the importance of individualization in the professional socialization of economic actors is made.

Key words: socialization, personal and professional development, environmental awareness, professional activities, business entities.

THE REFLEXIVITY AS A PROFESSIONAL QUALITY OF BANK WORKERS AND TEACHERS

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Annotation: The investigation of reflexivity as an important professional-quality bank workers and teachers at various stages of professional growth. Reflection is considered as one of the most important components of professional activity. There is evidence that the level of reflexivity changing in the process of the professionalization of the person and depending on the type of profession. Checking the definition of construct validity was carried out through determination of interrelation between reflexivity and level of subjective control.

VIEWS ON BUSINESS ETHICS OF RUSSIANS: INTER-GENERATIONAL DIFFERENCES

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*Annotation:* The results of researching of differences in views on business ethics among different generations of Russians are presented. In research took part representatives of adult generation (33–72 years) and youth (19–28 years). On the basis of literature on this subject have been put forward the following hypotheses: first, for young people more important are informal relations, social communication in the view of young generation is the condition of business success, and thirdly, for the young woman leadership is more common phenomenon than for adults. By means of factor analysis it has been revealed that there are 5 factors which lie in the basis of views on business ethics in Russia. They are: «Business enterprise», «Illegibility in means», «Focusing on team work», «Neglect to business, focus on communication», «Straightforwardness in affairs. Significant inter-generational differences in views on business ethics of Russians» are determined. Significant distinctions between groups of young and adult respondents on factors «Business enterprise», «Orientation to team work», «Neglect to business, orientation in touch» and «Straightforwardness in affairs» were revealed.

Key words: business ethics; views on business ethics; inter-generational differences.

CROSS-CULTURAL RESEARCH OF SOCIAL LOAFING

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*Annotation:* The article touches upon cross-cultural researches on social loafing. Particularly, the authors analyze the relationship between social loafing and such cross-cultural characteristics as individualism/collectivism, power distance and religious beliefs, namely Confucius' moral phylosophy and Protestant work ethic. The article also presents short history of researches in the influence of cross-cultural factors on the extent of social loafing and the opposite phenomenon of social compensation. Furthermore, the authors analyze results which were already found by foreign researchers. On the basis of this theoretical review the authors have come to the conclusion that social loafing together with other sociopsychological phenomena arises due to plenty of cultural factors interlacing with each other. Despite the fact that the cross-cultural aspect of social loafing has been fairy thoroughly explored by foreign social psychologists there still remain some particular issues, while the answers to them can be found only by means of further empirical researches. The authors also outline variants of further (and probable) researches on the problem considered.

*Key words:* social loafing; cross-cultural research; oriental and occidental cultures; individualism/collectivism; social compensation.

**SOCIOLOGY**

LOVE FOR VIDEOREGISTRARS IN RUSSIA: SOCIO-CULTURAL PECULIARITIES OF MENTALITY OR PROTECTION FROM CORRUPTION OF ROAD POLICE?

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*Annotation:* The article is devoted to the analysis of the event, seemingly, not having any relation to social science — the fall of the meteorite near Chelyabinsk. However, this social case reveals the entire strata of the social and cultural realities, that help us better to understand both some mental attitudes of the Russians and the policy of the Russian government to a number of aspects of information law. In the article we thoroughly analyze the reasons of interest motorists to videoregistrars, the peculiarities of their use, reveal the prospects of application of this gadget as a method of fixation of information by motorists in the light of a number of innovations in the field of legislative activity of the authority. Authors suggests, that asserting of right on using of videoregistrars is evidence of Russian society democratic potential.

*Key words:* videoregistrars; automobile; culture; mentality; rights; authority; law.

STANDARD OF LIVING AND SOCIAL STRATIFICATION IN THE CITIES OF THE PERM KRAY

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*Annotation:* The paper examines standards of living and social stratas of the mid-sized city of Lysva and small town Kudymkar. Variety of standards of living among minor towns depends on a range of factors including the town’s formal identification with type of settlement based on acknowledged number of inhabitants and resulting in town’s receiving subsidies and tranfers. Standard of living is assessed through average wages per month, subjective estimations of economic situation of households and of welfare protection. The effect of economic crisis is described. Social stratification is modeled using respondents’ assessments of their own localizations within the social space. Stratification is based on three criteria (education, income, and position power) to identify 5 social classes. Sociological analysis of the revealed discrepancies makes an input into our understanding of particularities of processes of transformations at the subregional level.

*Key words:* mid-sized city; small town; social stratification; standard of living; wages level; social class; social structure.

SOCIAL HEALTH OF STUDENT’S YOUTH IN GENDER DIMENSION (ОN THE MATERIALS OF THE SOUTH FEDERAL UNIVERSITY)

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*Annotation:* This article is devoted to social health of student’s youth in the context of gender’s approach. At present time the conclusions of social state of health and about its gender differentiation become universally recognized. But in the scientific bibliography there are not enough publications dealing with general analysis of gender aspects of social health, peculiarities of the formation of gender-related needs in the social health.

The article sums up results of the authors research «Social health of student’s youth: analyze of gender». The publication presents analytical materials relating to general characteristic of the social health of youth and possibilities for gender analysis of the politics in health sector. The article gives quite a full view of the social health of Russian student’s youth from theory and methodology gender perspective.

*Key words:* social health; student’s youth; gender differentiation; gender stereotypes; indicators of subjective health; South Federal University.

**MULTIPLE-FACTOR PATTERN OF THE YOUTH HEALTH DEPENDANCE: SOCIOLOGICAL ANALYSIS**

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*Annotation:* The article presents analysis of the approach of the native and foreign authors to the multiple-factor health dependence. It is observed that all the health dependence approaches acknowledge influence of the factors determining health alongside with influence of the environment. The factors influencing the health of the modern youth are systemized in the work. It is observed that all the health dependence approaches acknowledge influence of the factors determining health alongside with influence of the environment. The work presents the mechanism of the influence of the exogenous and endogenous factors on the youth health and describes the risk and anti-risk factors. The example is given for the influence of the harmful alcohol consumption as one of the main risk factors for the young organism leading to the health deterioration of the young generation. The notion «action conjunction» is defined when describing the mechanism of the influence on the health. The necessity of the complex approach is justified for the study of the influence mechanism of the factors of different nature for the health of the youth.

Key words:health factors; exogenous factors; endogenous factors; risk factor; stability factor.

LIFE VALUES OF MODERN STUDENTS

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*Annotation:* In the paper attention is paid to formation of students’s values in modern society. The author describes the results of sociological empirical research which was conducted among Perm university students. Questionnaire was the research method. Based on the findings the structure of terminal and instrumental values of students is characterized, spheres and resources of human potential realization, which are most significant for students, are noted. The author considers questions of religiosity level of the Perm students, migratory potential and valuable orientations concerning a family and education of children. The attitude of young people to the phenomena and processes which traditionally aren't approved by society is shown. Сonclusions about tendencies of change of axiological and normative consciousness and behavior of students are present in this paper.

*Key words*: values; norms; studentship; human potential.

ANALYSIS OF THE INFLUENCE THE ROLE OF THE UNIVERSITY RANKING POSITIONS ON THE MOTIVATION OF PROSPECTIVE STUDENTS CHOOSING A PLACE OF STUDY: APPLIED ASPECT

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*Annotation:* The article describes in general Russian and foreign universities as subjects of the new trends of global competition and the integration into the world educational space, attempts to analyze the influence of the role of universities ranking positions and image parameters on the psychological aspects of the motivation prospective students choosing a place of studying, as well as guidelines for the development of higher education in modern Russia in this context. It is analyzed recent trends in world practice ranking of higher education institutions, the variability in the concepts and approaches to the interpretation of the goals and objectives of the process. An empirical basis of the article is the results of the survey were conducted in University of Nizhni Novgorod during admission campaign 2012.

*Key words:* educational need; motivation; brand and reputation of the university; ranking position; the international advertising and recruiting; psychology of choice.