**Annotations and key words   
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**PHILOSOPHY**

Andrey G. Ivanov, Irina P. Polyakova Social mythology in the space of everyday life and mass media

*Annotation:* The article gives the definition of contemporary social mythology. When considering social mythology, there are two closely related levels — «archaic» and «instrumental» («conjunctural»). For a better understanding of the social myth essence and the mechanism of its broadcast in the media environment, we need to consider it from the perspective of three subjects: living by the myth («mythical»); maker of the myth (mythmaker); critic of the myth (mythologist). The existence of the selected subjects of the myth allows us to speak about the multiplicity of its functions. Social mythology is characterized by the process of mythmaking (imprinting of social life in the form of myths, constructing of mythological stories) and mythologizing (adding mythological imagery to the social reality). Currently, the media environment is, on the one hand, a manifestation of the basic characteristics of a social myth, and on the other hand, an additional link in the process of social myth impact on society. The mass media immerse a person in a specific reality, comparable to a mythological reality with its illusions, stereotypes, and claim to show certain values intruding into everyday life. The space of everyday life is the place where functions of social mythology are mixing, the sacred and the profane intersect. The prevalence of myths in everyday life and the media environment makes adjustments in the mechanism of work of social myth and in the ratio of mythmaking and mythologizing processes. The transformation of the «sacred – profane» ratio under the influence of the communication space development is a matter of particular interest. All this leads to the fact that it becomes problematic to highlight the constructive functions of myth per se. The functioning of myth in the social media environment gives additional features to public life, including such its dimension as everyday life.

*Key words*: social myth, social mythology, media environment, communication space, everyday life, mythmaking and mythologizing, the subject of myth, the sacred and the profane.

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Anastasia O. Lyovkina, Vadim E. Lyovkin The role of humanistic values in self-identification of the actors of innovation development in society

*Annotation:* This article deals with the problem of human self-identification in its direct connection with the opportunities of innovation development in society and main actors of innovation development (inventor, investor and society) in modern cultural context. Under the term self-identification, we mean the process of the subject’s (personal, group, social) self-determination, which implies activation of the volitional «self», during which they feel as the subjects of creative activity with free will and answer the questions: «Who am I?», «What is the territory (the space) of my responsibility?», «What is significant for me?», «What is the purpose of my existence?», «What is the sense of my actions?», «How I position myself in relations with other people?». The article shows that the result of self-identification (particular self-identity) plays a fundamental role in realizing the innovation development of society, which we distinguish from the innovation development of particular communities or groups. In the context of humanistic approach, inadequate self-identification is the subject’s self-identification with something that does not represent one, particularly, with spontaneously arising wishes, belonging to a special group or territory, imposed ideas about oneself, with the role of being under control or even being «human capital». The authors consider humanistic values to be compulsory condition of providing adequate self-identification, which leads to cooperation of all social subjects. The article recommends a number of semantic sets which allow one to activate the process of correct (adequate to real conditions) personal self-identification. These sets are formulated in the form of «self-expressions» which allow one to use them both in independent and group trainings and also in developing mass technologies stimulating the processes of personal matureness awakening.

*Key words:* humanistic values, self-identification, innovation development, critical thinking, investor, modernity.

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Yana E. Tsyrlina, Oleg S. Myshkin TEMPUS (NON) FUGIT. Different approaches to the problem of time in modern continental philosophy (by the example of j.-f. Lyotard) and in whitehead’s process philosophy

*Annotation:* The article attempts to discover some reasons for difficulties related to the analysis of temporality which became one of the main themes of Western philosophy in the times of Augustin Aurelius and remain to be that in modern Continental philosophy. The attempt to reveal the historical roots of those difficulties is made based on postphenomenological description of inability to represent and thematize time as «the absolute present» proposed by J.-F. Lyotard and also on the heuristic possibilities of A.N. Whitehead’s process philosophy. The scheme of description of time proposed by Whitehead in such works as «Process and Reality» and «Adventure of Ideas» and then developed by such his followers and commentators as K. Robinson, S. Shaviro, L.S. Ford and I. Stengers is superimposed on the categorial apparatus of modern Continental philosophy. As a result, the inadequacy of its categorial apparatus for interpretation of time has been revealed in the context of Whitehead’s critique of traditional (Newtonian) scientific notions of time as the «mistake of simple location», and his critique of more typical misconceptions that took their place in the process of construction of different ontological systems (for example «the fallacy of misplaced concreteness»). Because Continental philosophy is focused on a consistent solution of problems associated with the features of the functioning of consciousness, it became unable to achieve the goal of non-subjective interpretation of temporality. In particular, we analyze the result of the subject’s deconstruction and of desubstantiolisation of reality (object, or things in themselves) in phenomenological and post-phenomenological tradition. Then we shortly illustrate Whitehead’s model of time based upon reinterpretation of the notion of time in Classical Modern ontology and physical science, which is suggested as an alternative for the analysis of the problems of temporality.

*Key words*: temporality, phenomenology, modern ontology, essence, substance, subject, actual entities, prehension, experience.

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Yulia V. Maslyanka The system of education in the conditions of the value-semantic crisis: philosophical analysis

*Annotation:* The author of this article investigates the overriding problems of the institution of personal education, both in Russia and in the global world. The article shows that in the conditions of social transformations the traditional dichotomy of «knowledge – value» is actualized. The controversy is escalating between positivism and scientism, on the one hand, and the integral philosophical approach to reality, on the other hand. At the same time, the requirement of «scientific objectivity» does not mean a neutral attitude to knowledge, equalizing the mythological, religious and scientific worldview, materialism and idealism. Particular attention is paid to the educational aspect of the educational process. It is shown that the deep crisis of our time is a consequence of the degeneration of the bourgeois mode of production, which dominates in global society, and the abstract-universal system of values and meanings inherent in it. It is replaced by a new specifically universal system of values, not just denying traditional and bourgeois values but incorporating them into itself, filling it with a new, truly universal content. In this context, the participants of the educational process, teachers and students, face the difficult task of preserving and deepening the centuries-old tradition of education-upbringing as the fundamental value of our culture. Here we can distinguish two main areas of application of our efforts. First, it is the preservation and development of fundamental science as the basis of social progress and prosperity, especially in the post-industrial era. Second, it is the restoration and development of the system of educating young people, the formation of a modern, world-view-oriented, sensible and responsible attitude to nature, society, and our own life, meeting the demands of the «knowledge society».

*Key words*: education system, personality education, knowledge, values, value-semantic crisis, postmodernism, traditional society, post-bourgeois system of values.

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Tatiana G. Chernova Freedom and responsibility as intrinsic forces of a person

*Annotation:* The author analyzes the problem of freedom and responsibility as intrinsic forces of a person, expressing one’s productive mode of being. Freedom is implanted in a human being as their internal activity, i.e. determination to go beyond the borders of the acquired and learned, to broaden relative independence from circumstances, to overcome historical limits. Ontological [background](https://clck.yandex.ru/redir/nWO_r1F33ck?data=NnBZTWRhdFZKOHRaTENSMFc4S0VQRHRlX21MUWRUS19nX29OWF9kWTZTTlBZUzBpWEFQUk53aUhPXzk3bmxidUtCZDBUNHlaZWJLakZwUFJZS1hWSjhDUElHOHNvT3p2dWlKVTc1bFJocWloV01VT3pxa1RMeWZvTHBSUDhYVmZQRloxVVJCVlV1Y205eGxJOWVCblRsWnh6RHJqZ293N1JzSDh5SEYzRDk4b2dUUmsxdjNMU09OOVl6QzNFMkduRmVkcU1IQWRKQ2NHSDBfczFmVUZoVlRWLUlEcVFIOFE&b64e=2&sign=c15687aed8a869504863745330bf9412&keyno=17)s of freedom are contained in self-organization of matter transferring itself from one level to another. A human, as a being having universal and general content, bearing in himself the main richness of content of all previous development steps, accumulates in himself a creative power of the world — to be the cause of himself. A human transforms the deep levels of the organization of matter, which is an external aspect of human existence, but for matter in general it is an internal aspect of its development. Through the person, matter goes deep into itself, in the essence, and through steps of his (person’s) development comes to new higher levels, while the person develops his own life, his essence through transformation of the nature. Since in the development of the world it is possible to find orientation towards manifestation of the person, and in human history — orientation to deepening into the essence, the person bears responsibility for the course of events.

*Key words*: freedom, responsibility, intrinsic forces, continuum, essence of the person.

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Konstantin А. Ilinykh Contradiction between planning and neoliberalism in contemporary society

*Annotation:* The economic system develops through crises. After the Great Depression, capitalist and socialist countries applied state planning methods of economic development. Indicative and strategic planning was utilized by capitalist countries; directive planning based on the principle of democratic centralism was employed by socialist countries. In capitalist countries, the public sector was increasing, methods of corporate planning were developing; a contract system was formed so that government could directly intervene in market process. The 1970s energy crisis terminated the Keynesian method of economic regulation in capitalist countries; socialist countries began moving towards the market economy by shock therapy or state planning. Dominance of the neoliberal paradigm marked an end to government intervention in the market economy and state planning programs. The 2008 financial crisis challenged neoliberalism and deprived it of some influential advocates: Jeffrey Sachs, Paul Krugman and George Soros. Prolongation of economic recovery has led to neoconservative reaction across the globe. The analysis of the period when capitalist and socialist countries’ economies were regulated by state planning as well as comparison of this period achievements (economic miracles of the golden age of capitalism, USSR planning experience) with neoliberalism achievements demonstrates comparatively poor performance of neoliberalism from both economic and humanitarian perspectives. The reason for the ineffectiveness of neoliberalism is hidden deep in the fundamental principles of capitalism derived by Marx. Development of machines eventually leads to automation of production, which diminishes labor measured by labor time, or abstract labor. Since abstract labor is a substance of exchange value, market relations and capitalist mode of production itself deteriorate. Abstract labor erosion is a sign of the crisis of capitalism as a system. The 20th century demonstrates that planning is a practical alternative to the market. However, to avoid mistakes of the past, government functions should be delegated to civil society by developing direct democracy.

*Key words:* planning, planning, neoliberalism, economic miracles, golden age of capitalism, USSR planning experience, neoconservative reaction, abstract labor, exchange value.

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**PSYCHOLOGY**

Inna B. Avakyan Assessment of the readiness of university and college professors to apply innovative technologies

*Annotation:* The article contains the results of the research on the acute problem of the development of teachers’ readiness for the application of innovative technologies as an important aspect of innovative readiness in the conditions of the socio-psychological climate of academic staff of higher educational institutions. The main goal of the study is to assess readiness of a professor to apply innovative technologies in the context of the socio-psychological climate of academic staff of higher educational institutions. In the process of research, a set of methods that enrich and supplement each other was used, including mathematical and statistical methods for processing data. The psychodiagnostic toolkit included 15 methods, including those developed by the author. The respondents were university and college professors of nine higher educational institutions of Russia. The conducted research made it possible to identify the existence of a favorable socio-psychological climate amidst the faculty members of higher educational institutions, which creates opportunity, in conditions of active interaction and the atmosphere of creative search, to develop readiness for the acquirement, introduction of innovations in the educational process of the university, as well as a different level of innovative readiness of the academic staff i.e. internal readiness to introduce innovative technologies (the need for self-expression, self-fulfillment, self-actualization, novelty, risk, overcoming routine, a sense of one’s own willingness to participate in innovation processes), the presence of obstacles in the process of introducing and disseminating innovative technologies. The study of the internal readiness of pedagogical collectives for innovation, the degree of predominance of innovators, leaders in the departments of the university, psychological barriers in innovation, the influence of innovative technologies on the quality of educational activity made it possible to reveal high, normal, optimal levels of innovative readiness of the professors. In the situation of the elevated uncertainty in the system of higher professional education, the problem of the readiness of the teacher of higher education to apply innovative technologies in the context of optimizing the socio-psychological climate of the faculty members acquires special significance and urgency, since it is the main and necessary factor in the development of the innovative potential of the contemporary educational institutions. The results of the research presented in this article testify to the need for further research and scientific developments in the field of educational psychology.

*Key words:* teacher’s readiness for innovation, innovative activity, interactive forms of education, active teaching methods, need for novelty, teaching staff, socio-psychological climate.

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Dmitry L. Shkarin Level analysis of АSMR technology and ascertaining its place in the contemporary social context

*Annotation:* The article considers the new media technology of ASMR, widely spread in the Internet environment after 2010. The author gives a brief description of the phenomenon and defines the key concepts that characterize this technology. There is a description of the discussions on ASMR and the main controversial topics surrounding this phenomenon, including the sexual and addictive background of the technology. The author carries out a level analysis of the ASMR technology: psychophysiological mechanisms of influence, psychological meanings and values, the social significance of the phenomenon in the modern media context. The author concludes from the analysis that the effect of the technology can be regarded as a kind of synesthesia effect, in that version of it where the links between exteroceptions and interreceptions overlap. Then the author analyzes the semantic and value fields actualized by the ASMR. Having consistently considered the content of the most frequent tools used in ASMR, the author comes to conclusion that as a result of the impact the semantic fields related to the early experience of staying in a safe, comfortable social environment are restored. The next step in the analysis is the consideration of ASMR technology in the light of the social and philosophical issues of inter-subjectivity. It is emphasized that the recipient of media influence experiences the feeling of deficit of recognition, necessary for the full-fledged acquisition of a personal identity. In analyzing the social significance of the technology, the author concludes that the ASMR is an alternative response to the aggressive external media environment that is observed in the modern media. The author gives positive recommendations suggesting using the findings of the ASMR technology by modern media technology to create a more environmentally friendly psycho-sensory habitat in modern society. The author highlights a big responsibility of the media for the psychological well-being of the society.

*Key words:* ASMR, Internet technologies, media impact, mass media, braingasm, altered state of consciousness, identity, self-identity, psycho-sensory influence, trance, suggestion, hypnosis, information technologies.

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Dmitriy R. Mikov, Anna M. Kulesh, Sergey V. Muravyev, Vera G. Cherkasova, Pavel N. Chainikov, Natalya V. Solomatina Features of the burnout syndrome in health care workers of a multi-speciality hospital

*Annotation:* Features of professional activity of medical workers predispose to the development of the syndrome of emotional burnout. Despite sufficient knowledge about clinical manifestations of burnout from the standpoint of reproductive age and professional affiliation, there remain poorly investigated aspects, such as incidence and patterns of development of burnout in medical personnel of a separate medical institution as a closed social group. The purpose of the study: to investigate the incidence and severity of symptoms of the syndrome of emotional burnout among health care workers of a multi-speciality hospital. Materials and methods: the method of anonymous questionnaire survey based on the method of V.V. Boyko was used to study the incidence and characteristics of symptoms of the emotional burnout syndrome in three phases: «stress», «resistant», «exhaustion» among 84 medical workers of both sexes holding the positions of doctors (26 people), medium (47 subjects) and junior (11 respondents) medical staff. The results of the study indicate that about half of all the subjects are experiencing symptoms of burnout, while more than a third of emotional burnout is under current development. The authors of the article developed a model of successive formation of phases of emotional burnout among health care workers. The presented data show the high incidence among health care workers of a multi-speciality hospital of the syndrome of emotional burnout, which is coming out with self-dissatisfaction and experiencing traumatic situations, inappropriate emotional response and reduction of professional duties. Concerning doctors, typical signs of emotional burnout appear to be developing anxiety and depression, among junior staff — emotional deficits and the feeling of being encaged. The data presented indicate the necessity to intensify the identification and development of methods of correction of the emotional burnout syndrome among health care workers.

*Key words:* burnout syndrome, medical workers, multi-speciality hospital.

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Alexandra A. Gayvoronskaya, Irina M. Osipenko Types of sensitivity to justice in women having malignancies of the reproductive system

*Annotation:* This research is devoted to studying the types of sensitivity to justice of women having malignancies of the reproductive system. The authors believe that such emotional experience of injustice can cause a post-traumatic stress and start the mechanisms promoting the development of malignancies in women. Different types of experience of unfair situations, namely the victim, the violator, the beneficiary and the observer choose different behavioral strategies of an exit from traumatic experience after suffering injustice. In this work, the following techniques have been used: M. Smitt’s Justice Sensitivity Inventory adapted by S.K. Nartov-Bochaver and N.B. Astanina, a questionnaire allowing us to study social and demographic features of the respondents, the abridged multiple-factor questionnaire for investigating the personality «Mini-Mult», the test questionnaire of the self-attitude (V.V. Stolin, S.R. Panteleev). These techniques allow the authors to reveal personal features and the prevailing type of sensitivity to justice (the victim, the witness, the beneficiary and the violator) in women having malignancies of the reproductive system. According to the research results, more than a half of the sample group (women having malignancies of the reproductive system) demonstrate the «victim»-type sensitivity to justice. They are characterized by destruction of the self-concept, violation of the motivational sphere, difficulty in awareness of the requirements, uncertainty in decision-making, denial of responsibility for their life. This group shows behavior, relations, views and attitudes peculiar to the victim personality. The respondents with the «observer»-type sensitivity to justice do not show desire (readiness) to work on the current situation, they are indifferent. Concurrently, in case there is some work on restoration of the self-image, acceptance of oneself and development of internal stability, it is random and unsystematic. The respondents with the «violator»-type sensitivity have an unstable mood, show aggression, are inclined to conflicts, neglect social norms, and are characterized by obtusion of emotional experiences. The group with the «beneficiary»-type sensitivity to justice is characterized by the increased self-concern, show constant search for exterior support and more marked adaptation mechanisms of the personality.

*Key words:* Psycho-Oncology, justice, sensitivity to justice, the victim, the observer, the beneficiary, the violator, personal features, experience, the self-attitude.

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**SOCIOLOGY**

Veronika V. Romanenko, Olga I. Borodkina Social tension and social risks in the context of international labor migration

*Annotation:* The socio-economic development of modern Russia is largely determined by migration processes. St. Petersburg is one of the largest centers of attraction for labor migrants from near and far abroad. Because of migration in conditions of turbulent development of the economic and social spheres, unequal distribution of benefits and shortage of resources, new challenges and risks arise for the host society. The presence of risks, as well as their perception and assessment by members of the society, underlies the development of social tension and can increase the level of conflict between different groups of population. The aim of the study is to identify and describe risks for the host community in the context of migration in St. Petersburg. The analysis of theoretical concepts of social risk and social tension made it possible to identify approaches being the most relevant and meeting research goals and also to supplement them in terms of international migration processes and to formulate the authors’ understanding of the grounds for social tension. The article presents the authors’ concept of social risks due to international migration for the host community, which is based on the study of subjective risk assessment by members of this community (public opinion of St. Petersburg residents), as well as on the analysis of objective characteristics of risks. The research methods included telephone interviewing (standardized interview), analysis of the federal and departmental statistics, and expert opinions. The study identified and described the main social migration-related risks that can increase social tension. These risks require special attention and further scientific reflection while developing the migration policy of St. Petersburg as well as in elaborating measures to reduce social tensions in society as a whole.

*Key words:* international migration, social risks, social tension, labor migrants, host community, public opinion.

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Zinaida P. Zamaraeva, Kseniya A. Voronova The phenomenon of poverty in sociology: factor and resource analysis

*Annotation:* The authors of the article prove the urgency of the problem of poverty in contemporary Russia. Russia’s transition to new socio-economic and political relations in the 1990s led to the crisis and deterioration in the living standards of the country’s population. Sociological and statistical data show an expansion of the poor stratum and the increase of the gap between the upper and lower strata in Russian society over the past five years. The growth of poverty leads to serious social consequences: unfulfilled basic needs, reducing opportunities for vertical mobility and self-realization of individuals, the emergence of the phenomenon of «working poor», disruption in the processes of reproduction of the population and socialization of children in the family, the social vulnerability of single mothers, the lack of prestige of large families, deteriorating health, and crime. Analysis of the main theoretical and methodological approaches to the definition of poverty makes it possible to identify the causes and factors of poverty in the works of Plato, Aristotle, T. Malthus, G. Spencer, K. Marx, M. Weber, T. Parsons, L. Warner, K. Davis, W. Moore, O. Lewis, A. Sen, P. Townsend, P. Bourdieu, W. Beck, D. Bella, E. Toffler, M. Castells. The main factors of poverty are economic, political, vocational qualification, status, stratification, value-normative, socio-psychological, communicative, competence, institutional, adaptive, demographic, physical, production, environmental and climate. The analysis of resources, which is not enough for the poor population, makes it possible to identify such groups of resources as traditional and modern, external and internal, group and individual ones.

*Key words:* poverty, approaches to determine poverty, resource approach, causes of poverty, poverty factors.

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Igor A. Germanov, Elena B. Plotnikova, Daria A. Bulgakova Structural social capital of workers of russian industrial enterprises: an empirical evaluation

*Annotation:* This article presents the author’s concept of researching social networks of workers, which constitute the structural basis of an organization’s social capital. The authors of the article have conducted sociological research at large industrial enterprises in Perm and give an overall description of social relationships between employees, as well as analyze the interactions that arise while overcoming difficulties conjointly, and characterize the size and composition of the networks of instrumental support. The structure of production collectives is presented in terms of the position of workers in the processes of aid exchange and analysis of its links with the socio-demographic characteristics of workers. The research results indicate that the principles of relationships established in organizations contribute to the development of social ties between workers. Social networks are used by workers to solve the problems that accompany the production process. The workers included in the network have the opportunity to replenish resources that are lacking at the individual level. The authors managed to distinguish four groups of workers, differing in their participation in resource exchange processes. The percentage of workers who lend support to their colleagues is less than in the early 1990s, but employees involved in the networks of instrumental support still constitute the majority. The composition of networks of instrumental support indicate that they are generating both «bonding» and «bridging» social capital. The high level of managers’ participation in the networks contributes to the formation and development of the «linking» social capital.

*Key words:* social capital, social networks, industrial workers.

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Irina V. Lisovskaya Overcoming the stigma? Resocialization of troubled adolescents and urban environment

*Annotation:* The article deals with the problems of resocialization of adolescents in difficult life situations, who are studying in specialized open-type educational institutions. The method of semi-structured interview with biographical elements was used for collecting the empirical material. The research is based on 7 interviews with teenagers and 3 interviews with teachers. The article considers the process of communication between a troubled adolescent and socium. The experience of adolescents is individualized and presented in the form of a life story. Biographical analysis and the method of categorization are used as the main approach, the elements of analysis being speech codes, categories and meanings from narrative interviews placed in a special sociocultural dimension (close contact of the urban environment and the environment of the specialized institution). This strategy eminently represents the life path and difficulties faced by young people that helped them to form individual categories-characteristics of surrounding objects. The author’s aim is to analyze how everyday practices of communication of adolescents change during the period of training in the institution. The author considered in the article how the process of resocialization of «difficult» adolescents in the conditions of a city and a special institution is proceeding, what are the main barriers and what is the impact of stigma.

*Key words:* specialized open-type educational institution, adolescent, difficult life situation, categorization analysis, resocialization, stigma.

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Konstantin A. Galkin Career strategies of young rural doctors of the Leningrad region: a narrative analysis

*Annotation:* Population health is one of the most significant human resources which largely determine the progress in the competition, productivity and agricultural economic activity. It has a huge social and economic growth effect in general. It also plays a huge role in village areas which come second in terms of importance after all cities and towns. Over the last decade, there has been a growing research interest in career strategies in medicine among young medical professionals. However, there is little empirical research on young rural doctors’ career strategies in Russia. This study is in line with medical professions studies and rural studies. Young physicians have different career orientations towards learning and practicing medicine. Some of them need more support for their professional development. The study employs the biographical interview method, which allows us to consider the formation of career strategies of young doctors from various conceptual perspectives, such as everyday practices, interactions in work environment, and communication with rural community. The main analytical method was a thematic analysis of young doctors’ narrative stories. Based on those interviews, the article aims to find answers to the following questions: «How to preserve professionalism while working in rural areas?» and «How to devise a career strategy when you enter a rural community?» The empirical base of the study are 40 interviews with young rural doctors from the Leningrad region. When analysing the narrative interviews, two main strategies in forming a young doctor’s career have been found: rural career (focused on life and work in the countryside) and moving strategy (focused on moving from rural to urban areas). Each career type has its own way of positioning oneself as a doctor in a rural community. The received data allows for investigating the career strategies of young doctors based on the thematic analysis of narrative interviews and it can be used to improve the process of young doctors’ integration into working in villages. Our analysis takes account of the strategies young rural doctors use to make a career, their feeling of belonging or non-belonging to the rural community, and different views on rurality. The topics of discussion deal with career choice, working experiences and career opportunities. The study contributes to rural professions studies and medical studies.

*Key words:* young rural doctors, careers of young rural doctors, professional identity of young rural doctors, careers of rural professionals, career strategies of Russian rural doctors.

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