

REGIONAL DEVELOPMENTS IN THE INTERNATIONAL CONTEXT: PAST AND PRESENT

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THE IMPACT OF FICTIONAL REGIONS IN THE GEOPOLITICAL REALITY

Communication between man and space are varied. They depend on the historical and cultural experience of the people, involvement of people in economic activities, the need to protect the territory, sometimes at the cost of his own life. These connections are also determined by the size territory, the traditions of its description and interpretation. It is especially the understanding of man's place in a particular region form the vision of influence the spatial factors at the destiny of man. The significant role in this process plays not only the real geopolitical regions, but also fictional territories. In these descriptions clearly accentuated those aspects of life that form the basis of the geopolitical picture of the world.

Key words: region, sociology of the imagination, utopia, geopolitics, alternative history.

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POLICY OF THE COORDINATION OF INTERESTS IN ITALY AND RUSSIA: COMPARATIVE ANALYSIS

In article the comparative analysis of the political institutes providing representation and coordination of group interests in Italy and Russia is carried out. The author comes to a conclusion that a priority purpose for both countries is overcoming shadow and corruption practice of interaction between the government and pressure groups by realizing of complex policy of interests coordination. The institutionalization of social partnership and streamlining of lobbying are main directions of this policy.

Key words: coordination of interests, social partnership lobbyism, corporatism, Russian policy, Italian policy, policy of interests coordination.

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THE ROLE OF INTERNATIONAL NON-GOVERNMENTAL ORGANIZATIONS IN MODERN POLITICAL PROCESSES

Modern political and social interaction presumes participation of international non-governmental organizations as well as national governments. INGOs due to their activity usually in a very specific area may possess relevant information for decision making process. To make the activity of the INGOs more efficient co-operation with the national governments is needed. But the issue is that the INGOs that work specifically in Russia get financial aid from governmental structures of Western countries, and their policy considers implementation of Western democratic patterns of interaction in non-Western country. Thus, author asserts that the democracy differs from society to society and whilst implementing democratic institutions national history and culture is to be considered.

Key words: *international non-governmental organizations, democracy, globalization, national interests, global governance.*

REGIONAL ELITES AND IDEOLOGY

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DEPARTMENT OF YOUTH TALENTS IN THE CIVIL SERVICE

An integral component of an effective civil service professional staff are capable to become a basis in government, having the skills to make effective decisions under conditions of uncertainty. Quality implementation of public functions involves the need to attract young talented professionals who possess the highest level of competence for the job, as well as the motivation to get the intended result.

Key words: *political science, political management, design, youth talent, youth potential, public service, efficiency, theory of youth development.*

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THE ROLE OF THE SYMBOL IN THE PROCESS OF FORMATION THE IMAGE OF THE STATE

The article deals with the importance of symbol in image communication. The author analyses the concept of political symbol and myth, which are the basis of the state image. Forming the image of the state, it is necessary to take into account the symbols that reflect its core values. Considering the image of the state as part of the brand, you can create foreign audience perception of the state identity, thus making it attractive for investment, tourism and cultural exchanges. It is necessary to realize that the mission of Russia is in linking the East and the West and forming common Eurasian economic space.

Key words: *symbol, communication, image, myth, image space, brand.*

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VERBAL COMMUNICATION AS A WAY OF FOSTERING PUBLIC AWARENESS

The article deals with issues related to the process of manipulating with the mass consciousness in the information society, also with technology and management techniques of public opinion in the various spheres of human life.

Key words: *speech, communicative culture, media, manipulation, strategy, psychology of the masses.*

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DYNAMICS IDEOLOGICAL ASSUMPTIONS OF THE LEFT FORCES IN MODERN RUSSIA

The article deals with a complex and contradictory process of ideological transformation of installations of the left movement in modern Russia. It is noted that in the ideology of the Russian left parties observed the transition to the reformist social-democratic position, and the main goal proclaimed national unity, state revival of Russia, opposition to the geopolitical expansion of the West.

Key words: *left movement, ideological tenets, political tradition, patriotism, left, left conservatism.*

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IMPLEMENTATION OF THE PRINCIPLES "RUSSIAN DREAM" FOR YOUTH OR IS THERE A NEED TO PARTICIPATE IN THE PROTESTS?

Social movements — one of the forms and the driving forces of the historical process. But at the same time, this process is itself a macrosocial movement in which current policy is playing an increasing role. Therefore, all levels and forms of mass social movements — local, national and transnational — can be both agents and contractors of the global political process. The protest movement in this sense — is no exception. This article discusses the basic fundamental principles of the protest movement in Russia, which directly affect the youth consciousness. In this connection, it will debunk the myth that the Russian government and civil society are antagonists.

Key words: *young people, the state, civil society, protest, "color revolutions" political regionalism and ethnic policies.*

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MATERIAL AND OVER THE MATERIAL RISK FACTORS OF REGIONAL ETHNO-POLITICAL CONFLICTS

In modern society, along with the processes of globalization and urbanization are growing risks of regional conflicts. At the heart of any regional conflict are factors caused material economic, political and social causes of the unequal distribution of the share of public goods between the social groups in the region. At the same time for conflict are crucial over the material factors that can be used as a regional elites and external forces to destabilize the regional space.

Key words: *region, risk, federalism, conflict, consensus, ethnicity, religious denomination.*

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**PARTY AS A MECHANISM OF RECRUITING
THE RULING ELITE AND LEADERS IN DEMOCRATIC
POLITICAL SYSTEMS AND REGIMES
WITH COMPETITIVE ELECTIONS**

The classification models of parties as a mechanism of recruitment of the ruling elites and leaders of different political systems and regimes, marked factors structured the emergence of various models of parties as a mechanism of recruitment of the ruling elites and leaders in a democratic political systems and regimes are identified common signs parties as a mechanism of recruitment of the ruling elites and leaders in democratic political systems and regimes with multiparty and competitive elections.

Key words: *parties, recruitment, ruling elites, leaders, models of parties, factors of formation of models, a mechanisms of recruitment.*

SOCIO-ECONOMIC TRENDS DEVELOPMENT OF REGIONS OF RUSSIA

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ECONOMY AND PUBLIC POLICY IN RUSSIA: WHAT YEAR THIRTY FOR US? THE QUESTION OF STRATEGY 2030

Current national policies Russia often replete with thoughts of the victorious decisions on various issues: the military-industrial complex, diplomatic relations, but the inner circle of questions is quite extensive. Socio-economic sphere is a serious blow as the internal inconsistency in the vision of the future of the Russian economy and the external environment. The need for radical changes inscribed serious problem field, besides the long-term economic planning process in Russia is seriously criticized for the inability to implement many of the provisions: no exception was Strategy 2010, 2020. This article discusses the communications agenda of the development strategy in 2030, as the information field can express different opinions and attitudes of political actors to accept a document. In our field of vision will define the future of political relations in the context of strategic planning.

Key words: *Strategy 2030, Strategy 2020, the government's economic policy, political communication, communication mainstream, deliberative democracy, the theory of rational choice, neoinstitutionalism.*

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TOURISM IN THE REPUBLIC OF BASHKORTOSTAN IN THE NORTH-EASTERN REGION): HISTORICAL AND GEOGRAPHICAL ASPECTS

The article discusses topical problems of tourism development in the North-Eastern region the Republic of Bashkortostan. The region has a high touristic potential. A promising direction for this area is the development of ecological, cultural tourism, because of the identity nature and rich cultural and historical heritage.

Key words: *tourism, economic development, regional development, tourist facilities, tourist market, tourist zoning.*

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THE RUSSIAN INTEGRATION POLICY INTO THE ASIA-PACIFIC REGION THROUGH THE SOUTH RUSSIAN FAR EAST AGRICULTURAL SECTOR

In connection with the adoption of retaliatory measures taken by the government of the Russian Federation in 2014 for to restrict the import of agricultural products from most Western countries to Russia, the matter of import substitution in the country became an issue in the political agenda. However, the agricultural enterprises existing in the Central part of Russia and using their infrastructure capabilities and vacant market conditions are able to increase food production, whereas the agro-industrial complex in the Far East requires additional development and funding. Meanwhile, one of the distinct advantages of the Far East and its southern outskirts, the Primorye Territory, is a border-straddling position and direct outputs on foreign investors and long-term foreign relations with the Asian-Oceania countries. The article analyzes the main factors contributing the development of agro-industrial complex of the Primorye as the most competitive industry in the Asia Pacific Region. At the same time, the author specified cardinal problems of the Primorye agrarian business at the present stage and methods of their solution.

Key words: *agriculture, sanctions, Asia-Pasific, Primorsky region, Russian Far East, agricultural policy, investment, import substitution, cross-border cooperation, economic integration.*

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THE QUESTION OF IMPROVING THE EFFICIENCY OF AGRICULTURAL PRODUCERS ON THE BASIS OF REGIONAL MORTGAGE OPERATIONS

This article discusses the problem of increasing the efficiency of agricultural producers to ensure food security. The aim of the study was to examine the issues of supporting the growth of agricultural production, improvement of mortgage operations at the regional level. Analysis of the problems of attracting financial resources and the need to modernize fixed assets of agricultural producers has allowed to develop a mechanism of mortgage transactions in the example of the grain.

Key words: *modernization, agriculture, contract, production growth, a double warehouse certificate, a subject of the Russian Federation.*

REGIONAL MANAGEMENT

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REGIONAL LAW: TRANSFORMATION AND DEVELOPMENT (THE REPUBLIC OF BASHKORTOSTAN)

This article discusses the conceptual basis of the regional law and justified by the agreed concept of sovereignty in the cooperative federalism.

Key words: *sovereignty, regional law, the constitution, the region, the subject of the Russian Federation.*

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THE INFLUENCE OF DISCRETE FACTORS ON THE FORMATION OF EFFECTIVE MANAGEMENT SYSTEM OF THE MUNICIPALITY

This paper investigates the influence of discrete factors on the formation of effective management system of the municipality. The analysis of the socio-economic condition of the municipality. Formulated the main directions of socio-economic development of the territory.

Key words: *discrete factors, an effective management system, a municipality socio-economic development of the territory, the municipality.*

THEORY AND METHOD OF REGIONAL STUDIES

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METHODOLOGICAL RECOMMENDATIONS ACCORDING TO EFFICIENCY OF THE STATE NATIONAL POLICY IN THE RUSSIAN FEDERATION SUBJECTS

Evaluating the effectiveness of State ethnic policy is particular laborious process to determine the quality and level of implementation of national relations in a specific community, public management conform to ethno-cultural interests and needs of a multi-ethnic society. That is not just a set of scientific operations, and serial line State and the scientific community at the present stage of development of the national and federal relations. This article attempts to methodological supplement on this issue, proposed criteria for evaluating the effectiveness of national policies at the level of the constituent entities of the Russian Federation.

Key words: *political science, indexes the effectiveness evaluation, the State national policy, methodological recommendations, region, subject of the Federation, federalism, public management, policy processes.*

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TECHNIQUE OF CONTROL REGIONS USING RATINGS (THE REPUBLIC OF BASHKORTOSTAN)

The article discusses the technique of regional administration as a system consisting of a set of standard subsystems, using the rating system. It is assumed that every activity in each region aims to increase its ranking. Produced asymptotic System evaluation and assessment of the effectiveness of using regions of their rating.

Key words: *management of the region, ranking control system, asymptotic estimate.*