

IDEOLOGY AND POLITICAL INSTRUMENTATION

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THE PROBLEM OF THE POLARITY OF THE WORLD ORDER: POLITICAL ASPECT

The object of research in this article is the world order as a phenomenon of modern international political life. As a subject, the conceptual foundations of the dynamics of the world order are defined. The purpose of the study was to reveal the essence and content of such a concept as the polarity of the world order, which was achieved by solving problems associated with the alienation of a unipolar, bipolar and multipolar world, as well as identifying the main factors of world order transformation and modern prospects for its development. The author determines that the conceptualization of the world order in any case touches upon the existence of a stable or unstable balance of international relations, the interests of states and the political and legal regulation of its implementation in the conditions of a transforming world community. It is concluded that the external and internal interests of states are a constant factor in the actualization of the dominant function of a certain state in world politics. This allows us to explain the high level of dynamics of world order processes reflecting the whole range of interstate interactions.

Key words: *world order, unipolar world, bipolar world, multipolar world, hierarchy, sustainable development.*

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PECULIARITIES OF FORMATION POLITICAL PREFERENCES OF STUDENT YOUTH OF A SMALL CITY HIGH SCHOOL ON THE EVE OF THE PRESIDENTIAL ELECTION CAMPAIGN 2018

In article problems of political knowledge and preferences of the young personality and her place in political life of society in the context of a campaign for an election of the president of the Russian Federation 2018 as the event defining development of the country on the near-term outlook are investigated. The purpose of the present article — to investigate political views and preferences of students of higher education institution of the small city, to reveal features of their formation. In

a research the attention is focused on certain contradictions of the social status of the modern students influencing the system of their political values and model of political behavior.

Key words: Tyumen state university, Ishim teacher training college of P.P. Yershov, political preferences, campaign for presidential elections, political life, socialization, status of the personality.

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A REFLECTION OF THE INTERESTS AND NEEDS OF THE YOUTH IN PROGRAMS OF POLITICAL PARTIES OF RUSSIA (on the example of parties with a regional office in the Republic of Bashkortostan)

The article deals with the overview of the political programs of political parties in order to clarify the question of how these parties reflect the interests and needs of youth in modern Russia. The object of analysis is the programs of political parties not represented in the lower chamber of parliament. The author argues the position on the insufficient reflection of the interests and needs of youth in the programs of Russian political parties and the inability of parties to become agents of this category of citizens in the bodies of state power and local self-government.

Key words: youth, political party, parties` youth policy, party program, regional branch of the party, youth interests, youth needs.

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INFORMATIONAL WAR: REFERENDUM AS AN INFORMATIONAL OPERATION

Informational war and informational operations, as well as the concept of referendum have been defined thoroughly by the use of various russian and international authors. The improvements and inhibitions of referendums have been discussed in great depth, as well. Referendum have been discussed as being a contemporary type of informational operations. Referendums as informational operations have been discussed in the auspices of the case studies of Crimea in 2014 and Catalonia in the past few years. A huge emphasis is placed upon the importance of a politically educated mass, so as referendums may be of any value be it as being a natural extension of democracy or a tool of informational operations during an informational war. Also a referendum keeps being objectively viewed as an educational tool.

Key words: informational war, informational operations, referenda, Crimea, Catalonia, educational tool.

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THE IMPERATIVE MANDATE AS AN INSTRUMENT FOR OVERCOMING LEGAL NIHILISM AMONG CIVIL SERVANTS

The article conducts a scientific study of legal nihilism among state and municipal employees, the nature of the imperative mandate, its influence on the unlawful conduct of state and municipal employees. The imperative mandate is an institution of direct democracy that is able to effectively counteract legal nihilism among state and municipal employees. Legal nihilism hinders the normal functioning of the state apparatus, generates accompanying negative phenomena, such as corruption, the growth of crime and the general disintegration of society. That is why it is important to strengthen control mechanisms for the activities of government officials — in the form of special "orders" of voters to their future representatives. Despite the fact that in modern legal systems of developed countries there is no imperative mandate, its implementation is able to prove its effectiveness. At the same time, such implementation should be smooth — the population should be prepared for such innovations. The scientific value of this article is explained by the fact that it gives an insight into the history of the imperative mandate as a legal instrument, explains the mechanism of its action, shows the attitude towards it in countries with different legal systems. The author analyzes this institution from different positions, revealing the advantages of the use of the imperative mandate and the conditions of its effectiveness. The author concludes that the imperative mandate can be an effective tool for overcoming legal nihilism among civil servants. But the condition of this effectiveness is only an imperative mandate as a manifestation of direct democracy, that is, it must come directly from the voters, who must give specific instructions to elected officials — actions that the latter must take in fulfilment of their electoral promises.

Key words: legal nihilism, imperative mandate, legal nihilism among civil servants, legal culture, nihilism.

PHILOSOPHY AND HISTORIOGRAPHY

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STRATEGY OF RUSSIAN EDUCATION EXPORT IN ASIA PACIFIC COUNTRIES

In the conditions of growing globalization, the competition between the countries on the world educational market is increasingly intensified. As part of the ongoing "Turn to the East" policy, Russia is pursuing an active course in promoting national education in the countries of the Asia-Pacific region.

Key words: *export of education, export strategy, APR, internationalization, FEFU, Eastern Economic Forum.*

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CREDIT BEHAVIOR OF POPULATION: IMPROVEMENT AND INFLUENCE ON THE BANKING SYSTEM

The subject of the study is the credit behavior of borrowers; object — the banking system of the Russian Federation. The purpose of the study is to identify areas for improving the credit behavior of borrowers and the development of the lending market. The objectives of the study: the study of the content of the concept of "credit behavior", the importance for credit institutions of regulating the credit behavior of borrowers. The novelty of the study: a new interpretation of the concept of "credit behavior" is given; identified and disclosed areas for improving the assessment and regulation of credit behavior of borrowers, as well as the development of the lending market. Conclusions: the need for credit institutions to regulate the credit behavior of borrowers certainly contributes to reducing the amount of overdue loans and improving the quality of the loan portfolio and the clientele of banking and non-banking institutions.

Key words: *credit, credit behavior, credit culture, creditworthiness, creditor, credit organization.*

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GUIDEBOOKS MEANS OF ACCOMMODATION: CURRENT STATE, PROBLEMS AND PROSPECTS OF DEVELOPMENT

The article raises the problem of development of small means of accommodation in Ufa. Evaluates the current status, problems and prospects. Small accommodation facilities occupy a special niche in the hospitality industry. The article made a detailed system analysis of the activities of the hotels. As a result of this research practical recommendations improving the quality of service in small hotels in Ufa.

Key words: *hospitality industry, hotel, hotel, quality service, services, small hotel, hotel services, hotel services, hospitality, small business.*

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THE ROLE OF TECHNOLOGICAL SPECIALIZATION IN THE USE OF THE MAIN PRODUCTION FUNDS (on the example of the building complex of the Republic of Bashkortostan in the 1960–1970-e years)

In the article the questions of specialization and the structure of production assets in the BASSR construction complex are considered, emphasis is placed on the fact that specialization of production creates prerequisites for improving its technology and organization as a result of concentration of workers on one type of product or one type of work. At the same time, specialization creates conditions for the creation of more efficient, highly specialized machines, the most rapid growth in the skills of personnel, and the improvement of product quality. The theoretical basis for constructing the technological structure of the main production assets is the position of the classics on the division of the means of labor into conditions and tools of labor and the aggregate of machines for a machine-engine, transmission mechanism and a working machine.

Key words: *specialization of production, technological specialization, general construction organizations, contractor organizations, basic production assets, construction and installation works.*

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THE FINANCIAL POTENTIAL OF THE LARGEST ORGANIZATIONS IN THE OIL AND GAS SECTOR OF RUSSIA

The article examines the role of the financial potential of the largest oil and gas companies as an instrument for ensuring the financial development of the Russian raw materials economy. The author offers interpretation of the definition of "financial potential" of oil and gas companies; gives an assessment of the dynamics, composition, structure of financial flows of oil and gas companies and organizations of the electric power industry; reveals cause-effect relationships of the decline in profitability of large Russian oil and gas companies on the size of assets, equity, income tax, and the

analytical relationship between dividend payments and net profit. The figures of operating of oil and gas complex and electricity companies has been analysed (net profit, taxes, fixed capital, intake of which are reflected in assets, etc) that a part of "gross value added" indicator and suggest ways to tackle the problems of render development of oil and gas complex of Russia.

Key words: *finance, financial potential, organisations, oil and gas sector, Russia, oil and gas companies, energetic resources.*

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RADICALISM OF THE RUSSIAN POLITICAL CULTURE AS A FACTOR OF DEVELOPMENT OF THE POLITICAL PROCESS

The article analyzes the relationship between the radical style and traditions of political thinking and political activity and the nature of the development of the Russian political process.

Key words: *political culture, political process, radicalism, style of political thinking and behavior.*

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REALIZATION OF THE URBAN REFORM OF 1870 IN SCIENTIFIC DISCOURSE AT THE END OF THE XX — BEGINNING OF THE XXI CENTURY

The article is devoted to the understanding of the process of implementation of the city reform of Alexander II as a research problem. The author substantiates the need for the use of modern methodologies (systematic approach), which allow considering the function of the municipality as a multi-level system, structurally including political, social and economic components. An attempt is made to build a research model for the analysis of the implementation of urban reform in 1870.

Key words: *research model, urban reform, institutions of urban self-government, municipality, city Council, government, state management.*

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ACTUALITY OF PHILOSOPHICAL KNOWLEDGE ON THE MODERN STAGE OF DEVELOPMENT OF EDUCATION

there is the relevance of philosophical science as the basis of humanitarian education is justified in this article. The author analyzes the importance of philosophical science for the formation of the worldview of man, its role in the upbringing of the younger generation at the present stage. Some elements of philosophical science, such as functions and categories, and their role in modern scientific space are considered.

Key words: *philosophy, categories of philosophy, functions of philosophy, world view, humanitarian education.*