

CONTENTS

NATIONAL INTERESTS AND ETHNOPOLITICAL PROCESSES UNDER GLOBALIZATION

MANOYLO Andrey Viktorovich,

*Doctor of Political Science, Professor of Politology Department
of Lomonosov Moscow State University*

HYBRID WAR AND COLOUR REVOLUTIONS IN WORLD POLITICS

The article is about the role of hybrid wars and colour revolutions in nowadays world politics. The hybrid wars are regarded as a new form of armed warfare in which the use of the armed force as such is not obligatory any more for defeating the enemy: in hybrid war "the hard power" is used combined with non-combatant methods of battling the enemy like information and psychological war, soft and smart power, economic pressure, isolation and blockade, traditional diplomacy. Colour revolutions are regarded in the article as technologies of staging coup d'etat by means of mass civil disobedience escalating into controlled civil riots. It is determined that colour revolutions are not the elements of hybrid wars; these are different, incompatible means of engaging the enemy. However it is the colour revolutions that dismantle political regimes and enable external aggression that evolves into a hybrid war. The author of the article also addresses the modern technologies of controlled chaos which performs a service function in colour revolutions.

Key words: *international relations, global politics, diplomacy, conflicts, colour revolutions, hybrid wars, war, information warfare, controlled chaos, national interests, values, security.*

NIGMATULLINA Tanzilya Altafovna,

*Doctor of Political Science, Assistant Professor, Director
of the Bashkir Institute of Social Technologies (branch)
of the Academy of Labour and Social Relations, Ufa*

CIVIL EDUCATION OF YOUTH AS ONE OF THE MODEL OF SUSTAINABLE WORLD DEVELOPMENT

The article is about the value of human rights in modern society. The author examines the state of the civic education in Russia and abroad, offers the technologies of civic and legal culture development among young people, formation of social responsibility and leadership skills as necessary conditions for cultivation of democracy and civic society.

Key words: *civic society, enlightenment, youth, democracy, ideology, moral and spiritual values, human rights,*

GAIDUK Vadim Vitalyevich,

*Doctor of Political Science, Candidate of Juridical Sciences,
Professor, Head of the Political Science Chair,
Bashkir State University, Ufa*

POLITICAL IMAGE-MAKING AS A NEW POLITICAL TOOL

The image characteristics presented by the candidates, current politicians and incumbents show their effectiveness and validity under different conditions (positive and negative) of pre-election campaign, the implementation of the strategic situation of the programme and specific political decisions. At the same time the effectiveness of the political leader may depend not only on quantitative and qualitative indicators characterizing the political and administrative actions, but also on the formed image construct concealing the real impact of the politician.

In this article, we follow the main functional features which one can rely on in their study of the political leaders' image positions.

Key words: *political image-making, political leader, incumbent, candidate, PR, communication, influence.*

OLSHEVSKY Valery Georgievich,

*Candidate of Economic Sciences, Assistant Professor, Professor
of Social Sciences Chair, Military Academy of the Republic of Belarus,
Professor of Russian Academy of Natural History, Minsk*

SOCIAL AND HUMANITARIAN WORLDVIEW: METHODOLOGICAL AND WORLDVIEW ASPECTS OF MILITARY SECTOR AND MILITARY ACTIVITY

The necessity of rethinking of the military sector role in the system of social and humanitarian sciences is established in the article. Based on system view of society the objective causality of the "presence" of the military component in economic, social, political and spiritual life is stated. The following is concluded: the military sector satisfies not only the need for external and partially internal security but also no less important demand for nation's self-respect and the respect by the world community.

Key words: *military sector, social and humanitarian science, economic theory, production and non-production spheres, system of national accounts, ideology of national security.*

KHALANSKY Igor Viktorovich,

*Candidate of Historical Sciences, Assistant Professor,
Head of the Political Science Chair,
Kyrgyz Russian Slavic University, Bishkek*

THE MAIN ASPECTS OF KYRGYZ AND RUSSIAN RELATIONS AT THE PRESENT STAGE

The article is about the most important aspects of the Kyrgyz and Russian relation development in the second decade of the XXI century.

Key words: *the Kyrgyz Republic, the Russian Federation, Kyrgyz-Russian relations, strategic partnership.*

GOLOVKO Yulia Markovna,

*Candidate of Historical Sciences,
Doctoral Candidate of the National and Federal Relations Chair,
Russian Presidential Academy of National Economy
and Public Administration, Moscow*

MEANS OF SOCIAL MOBILITY AND THE RECRUITMENT OF YOUTH POLITICAL ELITE

The possibility for the development of the political youth elites and their recruitment includes the possibility of using them as a basis for new administrative layer capable of leading large governmental, public and business structures. Modern society requires the systematic work with young people that is why the government authorities are keen to integrate the systematic work in this field; but there are still the problems that must be solved. One of the main ones is the mistrust towards the youth elites and their actions.

The author of the article is interested in determining the development stages of the such social category as "youth elite" in post-soviet and modern Russia. The prospects of the means of social mobility for young people recruitment for administrative jobs are also examined in the article.

Key words: *youth, youth policy, youth political elites, means of social mobility, personnel policy, leadership, national youth policy, political regionalistics and ethnopolitics.*

SHAYKHUTDINOVA Aigul Airatovna,

*Postgraduate of the Politology, Philosophy and Sociology Chair,
Bashkir Presidential Academy Of Civil Service and Administration, Ufa*

POLITICAL DISCOURSE ON CIVIL SOCIETY: COMMUNICATION AND MODERNIZATION.

Political discourse is meaningful phenomenon in political science that specifies the practical activities. The particularly crucial issue of the civil society subject matter are communicative cooperation and political modernization as these elements reflex the general development of the civil self-management institutions.

The article is about main theoretical concepts supporting the development and functioning of the civil society within the framework of the communicative cooperation and the basics of political modernization of Russia today.

Key words: *civic society, political discourse, political science, social institutions, political modernization, communication impact, political theory.*

BUTCHANIN Anton Mikhailovich,

*Degree Seeking Applicant of the Constitutional Law Chair,
the Russian Presidential Academy of National Economy
and Public Administration, Moscow*

FEDERAL STRUCTURE OF RUSSIA AND INTEGRATION OF THE CRIMEA: LEGITIMACY ISSUES

Current state and development trends of the internal Russian federative relations are by far among the most important questions of the day. These issues emerged full blown in 2014 after the establishment of the twenty-second Republic of Crimea and the third city of federal significance — Sevastopol. The integration of two new subjects of the Russian Federation significantly influenced the internal federative framework of the Russian Federation making our country unique in the international legal system. Neither Kosovo nor Abkhazia can be 100% identical to the case. The present article deals with the main constitutional and legal characteristics of the Crimean Peninsula's affiliation to Russia, its integration into Russian legal and constitutional framework and main regulatory and theoretical constructions legitimizing the process. The main stand on the present issue of the international law and community the is also regarded here.

Key words: *federalism, subjects of the Russian Federation, the Republic of Crimea, the city with federal status, Sevastopol, federal state, federal relations, nationalities policy, national security, national interests, inter-ethnic relations, legitimacy, referendum, political regionalistics, ethnopolitics.*

SOCIAL AND ECONOMIC COUNTRY DEVELOPMENT

ZULKARNAY Ildar Uzbekovich,

*Doctor of Economics, Head of the Laboratory of Research
on the Regional Social And Economic Problems,
Bashkir State University, Ufa*

PROBLEMS OF FORESTRY DEVELOPMENT IN THE REPUBLIC OF BASHKORTOSTAN IN THE CONTEXT OF ALL-RUSSIA PROBLEMS IN THIS INDUSTRY

The article discusses the problems of forestry development in the Republic of Bashkortostan including the issues of added-value wood processing in the context of the problems that exist in the Russian Federation. It is shown that the problems are not specific but systematic and are caused by the drawbacks of legal and institutional environment in the forestry industry. In particular, the lacks of the Forest Code of the Russian Federation and other legislative acts are indicated. Some ways of solving the discussed problems are given.

Key words: *forestry, added-value wood processing, investment project, Forestry Code, lack of legislation.*

LARTSEVA Svetlana Aleksandrovna,

*Candidate of Economic Sciences, Assistant Professor,
Head of Academic Department of the Bashkir Academy
of State Service And Governance, Ufa*

CONDITIONS OF PERSONAL SUBSIDIARY PLOT FORMATION IN RUSSIA

The article is about the sector of personal subsidiary plots and the historical, economic and legal conditions of their formation and functioning in Russia. It is noted that the personal subsidiary plot employs the particular sphere of rural population's life.

Key words: *personal subsidiary plot, historical and legal conditions of personal subsidiary plot formation, personal subsidiary plot's government support.*

SMOTROVA Inna Aleksandrovna,

*Master's Degree Student of the Higher School of Business,
Southern Federal University, Rostov-on-Don*

RUBAN Dmitry Aleksandrovitch,

*Philosophiae Doctor, Candidate of Geological-Mineralogical Sciences,
Assistant Professor of the Higher School of Business,
Southern Federal University, Philosophiae Doctor, Rostov-on-Don*

TOURISM IMAGE OF THE REPUBLIC OF ADYGEA IN THE E-SPACE AND PERSPECTIVES OF ITS OPTIMIZATION

Modern tourism image of the Republic of Adygea in the e-space has been studied by the content-analysis of the representative set of the web-pages of tourism sphere organizations. It has been established that Adygea is promoted as a mountain region with good hotel sector. This image is incomplete because it does not reflect the full spectrum of tourist resources. The optimization of the image is possible with support of administrative bodies and professional associations of tourism industry workers.

Key words: *Adygea, hotel sector, nature tourism, tourism image, e-resource.*

KALIMULLINA Elsa Ramisovna,

*Candidate of Social Sciences, Assistant Professor
of the Ufa State University of Economics and Service*

ISMAGILOVA Tagira Valinurovna,

*Candidate of Economic Sciences, Assistant Professor
of the Bashkir Institute of Social Technologies (branch)
of the Academy of Labour and Social Relations, Ufa*

REGIONAL FINANCES AND THEIR INFLUENCE ON THE GOVERNMENT SOCIAL POLICY

At the present time the role of the regional finances is increasing due to which the government actively implement the social policy. The author of the article regards the formation of the consistent approach upon implementing the regional policy, the strengthening of the financial self-sufficiency and the elucidation of the investment potential of the subjects of the Russian Federation.

Key words: *financial system, social policy, investment fund, investment projects, income, expenses.*

SHESTAKOVITCH Anna Gennadievna,

*Senior Teacher of the Economics and Management Chair,
Ufa State University of Economics and Service*

ISHMUKHAMETOV Nail Salavatovich,

*Candidate of Economic Sciences, Assistant Professor
of the General Research Theory of the Regional Social
and Economic Problems Chair, Bashkir State University, Ufa*

PROBLEMS OF INNOVATIVE ENTREPRENEURSHIP AND RUSSIA'S DEPENDENCE ON NATURAL RESOURCES

The article is about the problem of innovative entrepreneurship in connection with the problems of the dependence of Russian economy on natural resources' and ways to overcome it.

Key words: *innovation, entrepreneurship, energy resources, intellectual capital.*

BEZZUBKO Boris Igorevich,

*Lecturer of the Donbass National Academy
of Civil Engineering and Architectur, Ukraine, Kramatorsk*

CREATING SOCIAL MECHANISMS FOR STRATEGIC PLANNING OF SOCIO-ECONOMIC DEVELOPMENT OF TERRITORIES

The subject of this article is the essence of the social mechanism of the strategic planning of socio-economic development of territories. The aim of the research is to develop ways to improve the social mechanism by means of solving the following problems: raising awareness, strengthening the dialogue between the authorities and the citizens.

Key words: *social mechanism, strategic planning, social and economic development.*

KOZHINA Tatyana Pavlovna,
*Junior Researcher of the Laboratory for Studies
of the Social Processes and Public Administration Efficiency,
the Institute of Socio-Economic Development of Territories
of Russian Academy of Sciences, Vologda*

NONPROFIT ORGANIZATIONS IN A RUSSIAN REGION (USING THE EXAMPLE OF THE VOLOGDA REGION)

The author of the article examines the non-profit organizations of the Vologda region and the dynamics of the population's attitude towards them in the first half of 2010-ies. The particularities of institutional trust in the world, country and the region are noted; the reasons for low trust in public institutions are highlighted. The socially active groups of the population are pointed out. The necessity of the increase of the government support of the socially oriented NPOs is substantiated in connection with the problems they face in their activities.

Key words: socially orientated non-profit organizations (NPOs), non-governmental organizations, institutional trust, authorities, social activism.

ALMIKHAMETOVA Aigul Rashitovna,
Postgraduate of Bashkir State University, Ufa

INTERNAL LABOUR MIGRATION AS INSTRUMENT OF LABOUR FORCE MOBILITY DEVELOPMENT

The author of the article examines the issues of the labour force mobility development via internal migration. The areal labour mobility of the people living in the Extreme North of Russia is under analysis.

Key words: Labour force, labour mobility, labour migration, labour market.

THE SYSTEM OF HIGHER EDUCATION: FORMATION OF PROFESSIONAL COMPETENCE

VELTS Rakhil Yakovlevna,

*Candidate of Philological Sciences, Assistant Professor, Head of the Chair
of the Bashkir Institute of Social Technologies (branch)
of the Academy of Labour and Social Relations, Ufa*

CULTURE OF COMMUNICATION AS AN INSTRUMENT OF SOCIALIZATION AND PROFESSIONAL PERSONALITY DEVELOPMENT

The article covers the communicative personal qualities and their influence on personal and career advancement. The author analyses the state of the oral communication culture in modern society corroborating their conclusions with the opinion poll findings conducted among young people. The author also lists the linguistic and communicative competence necessary to young professional.

Key words: *culture, language behaviour, communication, communication skills, competence, socialization, professionalism.*

ISLAKAEVA Guzel Razimovna,

*Candidate of Economic Sciences, Research Employee
of the Research Laboratory of Regional Social and Economic Problems
Bashkir State University, Ufa*

THE ISSUES OF THE PERSONNEL TRAINING FOR THE HIGHER EDUCATION IN RUSSIAN FOREST MANAGEMENT

The article is about the issues of the personnel training for the higher education in Russian forest management. The personnel training in Forest Management has been analysed in order to identify the capacity of the workforce necessary for the development of the woodworking industry in Russia. Besides, the level of the labour force supply in this field has been considered. It was uncovered that the personnel training in the Forest Management Education of Russia is provided primary for the timber trade, not for the woodworking industry. There are few educational centres in Russia. They are specialised in personnel training for the Forestry Department that leads to reducing the possibilities for the development of science and training quality. The measures for the salvation of the above described problem are proposed.

Key words: *higher education, institutions of higher education, forest management, woodworking, forest resources, region, highly-qualified personnel, educational programmes, Federal State Educational Standards.*

AKHMETOVA Zamfira Mullakhanovna,

*Senior Teacher of the Economics, Informatics and Audit Chair
of the Bashkir Institute of Social Technologies (branch)
of the Academy of Labour and Social Relations, Ufa*

BYSTROV Aleksandr Ilyich,

*Candidate of Technical Sciences,
Assistant Professor of the Economics, Informatics and Audit Chair
of the Bashkir Institute of Social Technologies (branch)
of the Academy of Labour and Social Relations, Ufa*

ROMANKO Vladimir Georgievich,

*Candidate of Pedagogical Sciences,
Assistant Professor of the Information Technologies Chair
of the Ufa Institute (branch) of Plekhanov Russian University
of Economics*

THREE-LEVEL TESTING METHOD

The article describes the algorithm and the programme of the three-level testing. The author talks about the application of the programme in more extensive assessment of students' knowledge in accordance with three levels: expertise, knowledge and skills. The example of the three-level testing in mathematics is given. The results are analysed and the recommendations for application of the method in other disciplines are given.

Key words: *Multilayer testing, algorithm, programme, testing procedure, competencies, knowledge evaluation.*

IDEOLOGIES AND POLITICAL INSTRUMENTARIUM

TERNOVAYA Lyudmila Olegovna,
*Doctor of Historical Science, Professor,
Professor the Sociology and Management Chair,
the Moscow State Automobile and Road Technical University (MADI)*

STUDY OF GEOPOLITICS BY THE METHODS OF GENEALOGY

With different approaches to the establishment of international relations the first approach is still the one that takes into account the name and origin of the partner. The breadth of scientific opportunities of anthroponimics allows us to use its materials and findings for the analysis of the individuals and clans' roles in providing the geopolitical interests of their countries.

Key words: geopolitics, genealogy, anthroponimics, surname, personal name.

SOYEGOV Muradgeldi,
*Doctor of Political Science, Professor,
Member of the Academy of Sciences of Turkmenistan,
Senior Research Employee of the National Institute of Manuscripts
of the Academy of Sciences of Turkmenistan, Ashgabat*

ON "PUBLIC ISLAM" DEVELOPED AMONG TURKMEN IN THE EARLY MIDDLE AGES UNDER THE INFLUENCE OF ANCIENT TENGRISM AND ITS MODERN STATE

Using the example of the Turkmen language and folklore it is attempted to present a new view on the formation of a so-called «national Islam» which differs from the orthodox Islam in a lot of parameters. According to the author, these differences reflect those traces and influences of ancient tengrism which have remained till now in Islam spread among the Turkmen.

Key words: primary religion, Islam acceptance, preservation of ancient traditions.

SULEYMANOV Timur Fuatovich,

*Candidate of Philosophical Sciences, Assistant Professor
of the Social, Humanitarian and Economic Disciplines Chair,
Ufa Transport Institution (branch) of the Samara State Water Transport University*

KASHAPOV Ural Abubakirovich,

*Candidate of Historical Sciences, Senior Teacher of the Physical Education,
Health and Safety Faculty, Ufa State Academy of Arts
named after Zagir Ismagilovi*

ABDRAFIKOVA Larisa Viacheslavovna,

*Higher Category Teacher of History and Social Studies,
Secondary General School № 27, Ufa*

ANARCHISM AND CONVENTIONALISM (Part II)

The article deals with the main ideas and views of theorists of anarchism as a political doctrine, including new forms of the social organization based on the social contract and consent, i. e. conventional right.

Key words: *anarchism, anarchy, violence, state, right, property, power, etatism, conventionalism, justice, freedom.*

BRESLER Mikhail Grigorievich,

*Candidate of Philosophical Sciences, Assistant Professor
of the Commerce and Entrepreneurship Chair,
Bashkir State University, Ufa*

TRANSFORMATION OF THE SOCIAL AND POLITICAL COMMUNICATION IN THE BEGINNING OF THE XXI CENTURY: SOCIAL AND PHILOSOPHICAL ANALISYS

The transition over to the new stage of the civilization development — the information-oriented society is characterized with transformation of the social space, institutions and social organization, transformation of the interpersonal and intergroup communication. Regarding the information as a lead resource characteristic to information-oriented society changes the structure of the communication relations and leads to the conjoining of mass and network communication. In addition, such strategy as "propaganda" becomes of high importance under the conditions of a permanent crisis of the information-oriented society. The classical strategy undergoes certain changes under current conditions. New methods of creating and distributing a message in mass and social media appear. It is also essential to predict the message perception by various civil communities depending on their values. The article contains the methods of message creating and distributing within the strategy of "propaganda" developed on the basis of the author's personal experience analysis as well as the analysis of the mass media and social media information.

Key words: *information-oriented society, social networking website, propaganda, social media, simulacrum, crisis, online community.*

ANGELI Sofia Sergeevna,
*Director of the Bashkir Institute of Social Technologies (branch)
of the Academy of Labour and Social Relations, Ufa,
Postgraduate of the 3rd year, Bashkir State University, Ufa*

THE BASIS OF BRAND NAMING IN MODERN MARKETING

The article is about the analysis of brand naming from the point of linguistic philosophy and philosophy of name. The connections between the notions of name and symbol from the perspective of marketing and philosophy are indicated.

Key words: *brand naming, branding, the philosophy of name, symbol, image, marketing, language.*