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BASES OF SOCIAL WELFARE STATE

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POLITICAL VECTORS OF MODERN RUSSIA YOUTH ENCOURAGEMENT TECHNOLOGIES

The article considers the potential ways of encouragement to motivate people to lead an active way of life in various spheres of social development. The particular set of motivation related to the younger generation is emphasized. In addition to the above, the system of youth encouragement is regarded as a subsystem of a bigger formation as political system. The necessity of effective management of the youth motivating processes is proven.

Key words: *the youth, motivation, political system, information environment, creativity index, corporate accountability, technologies.*

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DIFFICULTIES OF ADAPTING THE RUSSIAN SOCIETY INDIVIDUALS TO THE MODERN CONDITIONS

The Individuals of the Russian society proved to be incapable of creative and innovative activity which to a great extent determined the difficulties of their adaptation in the risk society.

Key words: *forced adaptation, risk society, deviant behaviour, social and cultural space.*

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THE MAIN STATE POLICY DIRECTIONS IN THE AREA OF PUBLIC HEALTHCARE

The article is devoted to the main directions of state policy in the field of healthcare: the main goals, objectives and courses; highlights of the problems of implementation and ways of improvement.

Key words: healthcare, state policy, healthcare system, health.

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MEDICAL CARE SYSTEM IN THE USA AND RUSSIA: COMPARATIVE ANALYSIS

This article contains a comparative analysis of Russian and US medical care systems. The comparison of medical care systems shows that US healthcare is characterized by high quality but limited financial access to medical services and low population coverage by governmental medical insurance programs. Russian medical care system is relatively accessible to all citizens but in a minimal volume. Both in the USA and Russia the reforms of health sector take place at the moment. There is tendency towards increasing of the government regulation of medical insurance in the USA. The Russian government, on the contrary, is progressively delegating its authority to other agents.

Key words: healthcare reform, medical care, medical insurance, medical care accessibility.

MANAGEMENT SOCIOLOGY

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TRANSFORMATION OF THE INSTITUTE OF THE STATE PUBLIC SERVICE IN MODERN RUSSIA

In modern Russia one of the most important objectives is the formation of the effective system of public administration. The search for the optimal level of the government involvement in regulation of social relations is the key judicial modernization problem. Thereby the nature of the realization of the government abilities depends significantly on the level of the state public service organization, professional and personal qualities of the public officers.

Key words: management, state public service, institute, dichotomy, bureaucracy, efficiency, democracy, control, construction.

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METHODOLOGICAL MECHANISMS OF ADMINISTRATIVE ELITE FORMATION

The article determines the ways and mechanisms of administrative elite formation in the framework of strategic management and its significance in the process of training of personnel for state and local government.

Key words: strategic management, innovative economy, elite education, concept of participative management, sociocultural environment, elitist education.

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SOCIAL NETWORKING SITES IN THE FUNCTION SYSTEM OF YOUTH POLITICAL FRAMEWORK

Communication sphere of the social development demands multi-structural institutions for its effective function. The social networking could be regarded as one of such institutions. It possesses the ability to engage the maximum number of young people by means of its dynamic and interactive nature.

This article regards the main inclusiveness principles as the indicator of the functioning deliberative democracy in modern society using the example of interaction of social networking with youth political structures. Let us observe how the inclusion of the social networking processes gives opportunities for the effective communication between actors of political activities.

Key words: *youth political structures, social networks, policy, communication, deliberative democracy, Internet, communication society.*

POLITICAL CULTURE AND IDEOLOGY

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CROSS-TEMPORAL ANALYSIS OF POLITICAL CULTURE DEVELOPMENT OF RUSSIAN SOCIETY

The article covers the complicated and contradictory process of the political culture development of Russian society. The peculiarities of the pre-revolutionary, Soviet and modern stages of the said progress are analysed.

Key words: *political culture, political culture dynamics, stages of political culture development, political traditions, stereotypes, norms and values.*

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SOCIAL AND CULTURAL ASPECTS OF POLITICAL CULTURE (Part 2)

The article covers the social and cultural components of political culture.

Key words: *knowledge, language, consciousness, world view, orientations, norms, values, symbols, tradition, morality, ideology, behaviour.*

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LEADERISM AS A KEY ELEMENT OF FASCIST IDEOLOGY (Part 2)

This article covers the phenomenon of leaderism as a key element of the fascism ideology, the core and nature of “fuhrer state” , “fuhrer — nation — masses” system of social relations and their social-psychological features.

Key words: *ideology, totalitarianism, fascism, national socialism, party, leader, fuhrer, state, irrationalism, psychological structure, deformation, collective consciousness, individual consciousness.*

ETHNOPOLITICAL CONFLICT MANAGEMENT AND NATIONAL POLICY

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CONSTITUTIONAL LEGAL SUPPORT OF ETHNICITY SELF-DETERMINATION IN RUSSIAN FEDERATION

This article examines the constitutional and legal equality and self-determination of the ethnicities in Russia whether they satisfy the generally recognised principles of democratic, constitutional and social state.

Key words: *self-determination of nations, federation, multinationality, region, demography, political system, national policy, nation, statehood, ethnic elite.*

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POLITICAL MEDIATORS ETHNOSOCIAL AND INTERCULTURAL LINES OF COMMUNICATION

The existing asymmetric model of the federal structure of Russia as well as the practise of execution ethnic, regional and federative relations within its frame does not allow in full extent to ensure long-term and guaranteed standards of protecting the national unity of the state in political and legal framework. The article regards all the opportunities to assimilate mediative technologies and communications to federal fabric of the state in order to reach compromise political decisions at the level of subordinate entities of the Federation for the further strengthening of the ethnic unity in Russia.

Key words: *communications, political mediation, region, federalism, elite, national security, national unity, heads of subordinate entities of the Federation, scientific and expert community.*

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ETHNIC GROUPS AND NATIONS IN MODERN POLITICAL THEORY: “BICAPITATE” APPROACH

In political science same as in reality the arguments between two scientific school (Primordialism and Constructivism) take place as they understand the essence of ethnic and national differently. The absence of uniform understanding of the notions like “ethnic group”, “nation” and “nationality” not only becomes the stumbling block for the academic community but also might lead to stirring and escalation of the international or interethnic conflicts in the society. Not to mention the fact that ethnic or nationality cards are often played by political forces of various kinds in their own interests that are nowhere near the actual ethnic and national practices and definitely not promoting national solidarity in Russia. The articles covers the problematic aspects of double-pole understanding of ethnic groups and nationalities from the point of view of national solidarity in modern Russia and guaranteeing its integrity and security.

Key words: *Political Science, ethnic groups, nation, Primordialism, Constructivism, national security, integrity.*

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ENERGY PROCESSES IN CENTRAL ASIA: POLITICAL ASPECT

Strategic significance Central Asia and its vast reserves of energy resources inalterably draw attention of the outside world. Russia is traditionally the strongest player in this region. However at the moment China is actively expanding its participation in the power-generating sector of Central Asia, its influence is rapidly increasing challenging Russian positions in the region. In the article Central Asia is regarded as an object of energy resources consolidation and a subject of energy processes.

Key words: *Political Science, energy processes, Central Asia, energy resources, integration, competition.*

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CONFLICT-FREE POLITICAL DEVELOPMENT. THE CASE OF ASIA-PACIFIC REGION

Globalization is the process that covers all the political legislative institutional segments of the world order. It means that the most important factor is maintaining the stable relationships with various actors. At the present moment Asian-Pacific region is regarded as a territory rapidly developing socially and economically. Due to that the Far Eastern Federal District of Russia has opportunities to broaden its options.

This article examines the main pre-emptive characteristics of Russian Far East and Asia-Pacific Region, and analyses the prediction data of the region investment potential along with the possibility of Republic of Bashkortostan engagement as an important actor of the further cooperation. It is of importance that all the presented facts and processes influence directly the conflict-free social and economic development of the region.

Key words: *Asia-Pacific region, political stability, globalization, international relations, regional relations, the Far Eastern Federal District.*

PHILOSOPHY OF RELIGION AND RELIGION STUDIES

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CONCEPT OF RELIGIOUS IDEOLOGY AND VARIETY OF ITS FORMS

In the process of teaching a new course of "Political Ideology" to the students of Political Science Department the author of the article faced the problem of the low level development of theoretical aspects of Religion Ideology in Higher Education. It was decided to the best of the author's ability to try and fill the gap in this academic field.

Key words: *Political Science, religion, religious ideology, form, diversity, social ideal.*

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HUMAN RESOURCE DEVELOPMENT IN RELIGIOUS ORGANIZATIONS BY THE EXAMPLE OF MUSLIM SPIRITUAL BOARD OF THE REPUBLIC OF BASHKORTOSTAN

The article discusses the analysis of the organizational process: human resource development analysis; organizational structure characteristics of the functional department — muhtasibat — personnel are regarded. On the ground of the reached conclusions the following recommendations on human resource development as a factor of religious organizations development were formulated; they are presented by units: administrative, functional, communicative, social and pedagogical.

Key words: *organization, human resources, organizational structure, innovation, muhtasibat.*

THEORY AND METHODOLOGY OF EDUCATION AND UPBRINGING

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THE RATIO OF THE GAME AND VALUE ORIENTATIONS IN THE IMPLEMENTATION OF SOCIAL SUBJECTIVITY IN CONTEMPORARY SOCIETY

The game is assessed from the perspective of humanistic worldview. There is a need for mechanisms for the recovery of humanistic ideals in social institutes, in particular, in the game. The state should be the guarantor.

Key words: *game, humanism, dehumanization, state.*

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GAME AS ADAPTATIONAL INDIVIDUAL POTENTIAL IN DYNAMIC SOCIETY

The game for individuals of modern society is the potential that painlessly adapts to dynamic society.

Key words: *adaptation, risk society, game, individual.*

HISTORIOGRAPHY, SOURCE STUDIES AND HISTORICAL METHODS OF RESEARCH

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REPRESSED NATIONAL PHILOLOGY: INNOCENT VICTIMS OF GREAT PURGE 1937–1938

The article is dedicated to the brief description of Turkmenian linguists and literary figures' lives and work during the 20s–30s of the XX century: Gurban Sähedow (1905–1938), Allaguly Garahanow (1892–1938), Şemseddin Kerimi (1893–1937). They became the innocent victims of the existing order during the Great Purge of 1937–1938.

Key words: *mother tongue and ethnic literature, political prosecution, repression, rehabilitation.*

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«MATERIALS ON THE HISTORY OF THE BASHKIR ASSR» AS A SOURCE OF SOCIO-ECONOMIC STUDY OF THE HISTORY OF WESTERN BASHKIRS IN THE 17–18 CENTURIES

The article characterises one of the important sources of social and economical development of western Bashkirs. The broad range of questions is discussed: the western Bashkirs' transition to farming; the gradual transfer of the large amount of Bashkir land in the hands of landowners and manufacturers; the exploitation of commoners and their further enslavement; interrelations in plural population. The outlined problems allow us to examine the economical interrelations and social structure of the whole Bashkir society.

Key words: *Western Bashkirs, The Kazan Road, volost (district), farming, settlers, social and economic relations.*