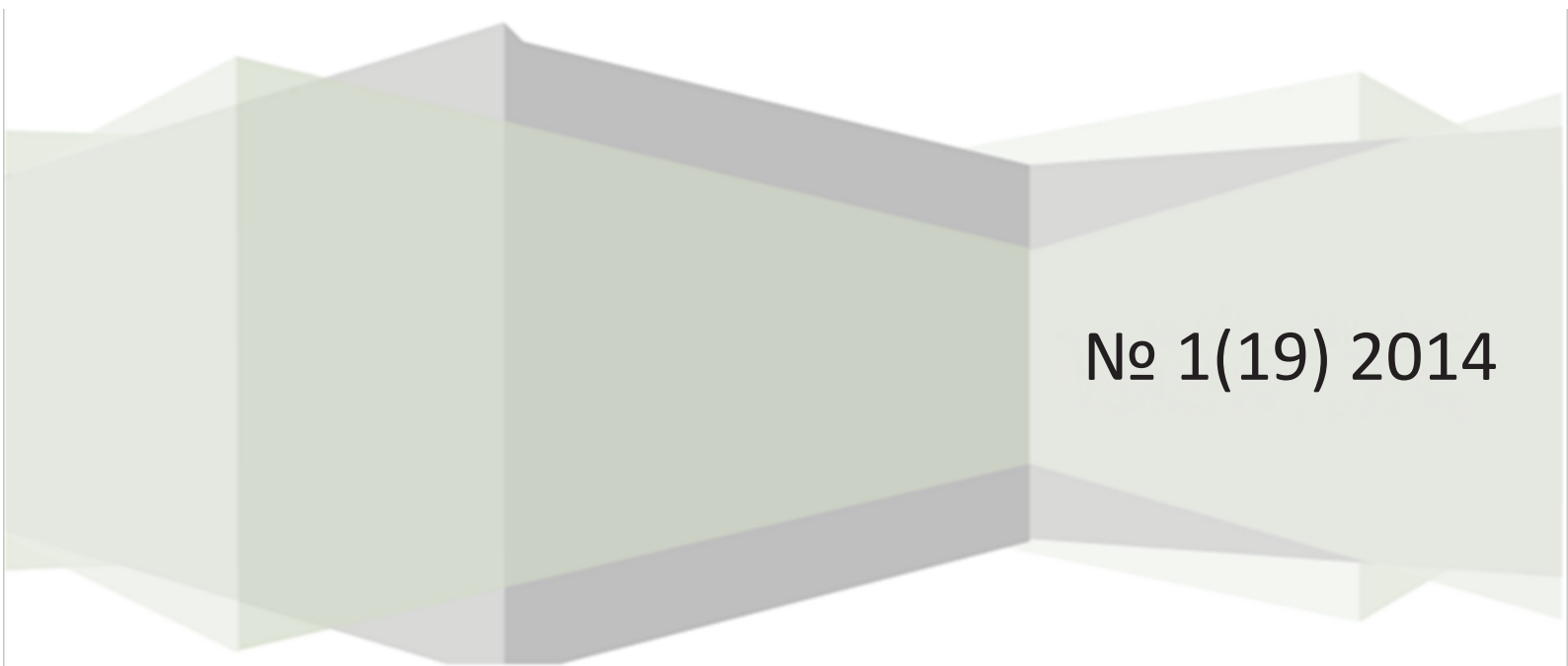


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## National Consciousness in the System of Moral Education

I.O. Nadtochiy, S.O. Nadtochiy

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**Key words and phrases:** applied ethics; conscience; ethics, ethical consciousness of society; law; morality; moral culture of the people; social ethics; professional ethics; professional responsibility.

**Abstract:** The article investigates the role of national consciousness in the system of moral education in modern society and culture. It is shown how important and relevant it is to improve individual ethical culture. The authors substantiate the idea of the role of the national consciousness in the development of moral culture of an individual and society to improve the quality of education and educational process.

The essence of national identity may raise the question of the role and place of the national consciousness in the new concept of philosophical ethics, and how to use its spiritual and moral and value potential in the modern process of education and training [1]. In other words, we raise the question of how the theoretical ethical and philosophical constructs can be used in ethical and educational purposes in the formation of the moral consciousness of today's youth. According to A.A. Guseinov, there are two aspects in teaching of ethics: ethics as a component of professional training and ethics as a tool in the formation of a student as personality [2]. This question ultimately brings us to another problem – whether teaching of ethics at university promotes moral education or should it have only applied nature.

One of the most important and complex issues in contemporary philosophy of education is how to promote the moral development of personality. As the well-known philosopher of education S.I. Gessen said, the advanced civilization does not always boast of good education. Today, modern national education suffers from excesses of “civilization”, namely its technological advances, but it is lacking moral sense.

What is the role of ethics or how can it contribute to education? Education is directly dependent on ethics. However, today it is at obvious disadvantage compared to information aimed at the transfer of knowledge. Ideologically, ‘knowledge’ component of education is dominant today.

Modern philosophy, ethics and educators are seriously concerned with the existing situation. The author of the cultural model, A.P. Valitskaya stated that education system is the essence of the field of humanitarian practice, a derivative of the culture and society that serves its self-preservation, providing state of health of the nation. An educated person is not the one who is trained in technological and operational skills in a particular area of social production. Rather, it is the one who owns the world image, which is related to their abilities, goals and values. This is a man of a native culture, who can adapt to society, and easily orientate in it; it is the one who

can protect themselves from negative impacts of society and creatively act in it [3]. Thus, the question is whether philosophical ethics contributes to the moral development of an individual, which is necessary in the pedagogical process.

It seems that one of the essential points of moral power restoration, which is a part of philosophical ethics, lies in the idea of national consciousness, which could lead to the creation of competitive 'national special education system' (A.P. Valitskaya). The Bologna process, which means going to the unified European educational space, offering the general scheme of levels and criteria for the quality of education does not preclude national identity systems. Moreover, this variety determines wealth, flexibility, openness of non-European space, and in the future of the world educational space. Thus, the educational potential of ethics can be revealed in the following aspects: firstly, through the direct teaching of the basics of national consciousness; secondly, through the identification of the Russian moral dominant of national identity; thirdly, through the production of educational philosophy that will adequately match the training methodology and moral foundations of Russian national identity.

To achieve this one must understand that moral consciousness exists. How to make young people who are generally deprived of any identity get the idea of moral consciousness?

The educator and philosopher of education E.P. Belozertsev, in his book "Education: historical and cultural phenomenon" noted that education has the absolute value. The scientist focuses on the idea that education isn't only about teaching, it has close connection with historical and cultural spheres, and hence it has existential relationship with the whole integrity of the Russian national life. At the same time, the philosophy of education is perceived as 'an organic part of a more general work on the restoration of the national ideology in its present form' [4].

The important concept in determining the national content and the nature of education is philosophy of people. To disclose its deep essence E.P. Belozertsev analyzed the space of Russian literature and philosophy, which have become the spiritual quintessence of national identity, i.e. the philosophy of people.

The author distinguishes three constants of Russian Education – spirituality, openness, conservatism and the three Russian education ideas – the idea of the first Ecumenical predestination, the idea of national home, and the idea of catholicity. All these concepts are interrelated and form a national context of the domestic education [4].

Modern philosopher of ethics V.P. Fetisov focuses on the issues of national identity, its importance for the full development of the nation and its spiritual wellness; he criticizes the state in which these issues are today. It is noteworthy that in his reflections on the essence of national identity V.P. Fetisov is very similar to the spiritual and philosophical views of the Russian philosopher N.F. Fedorov. He sets a challenging question (in terms of the moral consciousness) whether the people who had such a complex and controversial history that caused anger and protest, ignorance and humiliation could be patriots and love Russia. The philosopher's answer is straightforward. Speaking about homeland, he stated that it could be abused, it could be subject to disparaging criticism of its history, but people couldn't betray or abandon it. Even if they are outraged by its past and would like to see it completely different, they are a part of this past. Only rootless people can get separated from their homeland.

Unity with your homeland is the strongest moral factor, which is rooted in the ascetics and activities of those who were not afraid to speak their mind in the hard times, the ideas of love and justice, and the relationship with mental and sensual culture of people and most importantly, this reverence for ancestors. This reveals the deepest connection with the moral philosophy of N.F. Fedorov, who felt sorry for the departed, and which is the basis of the resurrection intentions.

Considering the views of V.P. Fetisov one can notice the significance of national values, a huge number of important and timely thoughts. First of all, the philosopher sees love for the homeland as one of the essential moral values. In his works one can find the integral philosophy of national values, devoid of nationalist pride, since it is not based either on ethnic or

cultural features of a nation, (which is typical of today's pseudo-patriotic ideology), the universal moral sense, common to all people without exception.

This moral universalism based on national identity is an extremely important and significant value and at the same time a way to overcome national exclusiveness and isolation. This philosophical ethics is a good solution to the national question.

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### Национальное самосознание в системе нравственного воспитания

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**Ключевые слова и фразы:** Этика, мораль, право, социальная этика, прикладная этика, профессиональная этика, профессиональный долг, совесть, нравственная культура народа, этическое самосознание общества.

**Аннотация:** Статья посвящена проблемам роли национального самосознания в системе морального воспитания в современном обществе и культуре. Показано, насколько важен и актуален этот процесс для повышения индивидуальной этической культуры. Обосновывается идея роли национального самосознания в развитии нравственной культуры как отдельного человека, так и общества, что будет способствовать повышению качества как воспитательного, так и образовательного процесса.

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## On Developing the New Worldview of the Rural Population of Siberia in the First Decades of Soviet Rule (Gender Aspect)

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**Key words and phrases:** atheism; behavioral patterns; gender; innovations; philosophical and socio-political views; traditions.

**Abstract:** The authors examine the process of forming a new worldview of the rural population of Siberia in the first decades of Soviet authority. The article is devoted to socio-political views of the Siberian peasants; the gender aspects of the history of the Siberian rural areas are explored as well.

Inner spiritual world of the rural population of Siberia was formed from multiple contradictory processes of various scale and intensity. The Revolution of 1917 marked the beginning of the formation of a new spiritual worldview of Russian citizens. More than 900 years in the country spiritual worldview was based on religious faith, especially in the Orthodox. In the post-revolutionary period the foundation of a new state ideology was based on atheism.

Studying the state religion of the Russian peasantry, and giving the characteristic of the Orthodox world of the Russian village in 1920, O.N. Petyukova believes that religiosity of Russian peasantry in 1920s was manifested, at least, in two aspects. The external aspect of the problem was connected with the religious behavior of the population, i.e. with church rituals of the peasantry. The inner aspect of the problem confirmed the presence of the religious consciousness of the population, expressed in the faith in God (in the supernatural force), in the afterlife, a posthumous reward, heaven, hell, faith in Divine Providence, in the mediation of the Church and the saints between God and man. Orthodox religious consciousness implied knowledge and acceptance of dogmatic principles and precepts of Orthodoxy [7, p.25].

Furthermore, mostly traditional and emotional religiosity, especially of peasant women, which received in the research literature the term 'children's religiosity', sometimes, reasoned the very destructive influence of the most primitive propaganda techniques. Not coincidentally, a considerable number of rural residents throughout Siberia were shocked by 'anti-religious disputes', caricatures of priests in periodicals and theatrical productions and the autopsy of 'holy and imperishable relics' of St. Innocent in the monastery of St. Innocent, by the decision of Congress of Soviets of the Irkutsk province in January 1921 [5, p.19].

According to the research conducted by Fedoseyeva, the instructor of Sibzhenotdel, mostly elderly women of the Krasnoyarsk region used to go to church in the early 1920s. Young people didn't get married in the church. Most young women tended not to have their children baptized. However, the elderly population didn't approve of it and there were cases of parents' abuse of young women for not going to church. In the village Ustyug one parent beat his daughter for not saying the prayer. In the same village, another parent, having heard the sermon of the



priest in the church about the parents being responsible for the ungodly children, insisted that his daughter had to go to church. In the village Shilinskoye, when the rare icon was delivered it was hardly accepted by the families and very few people agreed to carry it. But in the same village the church council repaired the church and collected the money from the population. Some peasants were ironical and said the church might be converted into the power station one day [2].

Thus, the destruction of traditional religious beliefs of the rural people (of both sexes) created certain ideological vacuum that was filled with the dogmas of the official ideology. By the Protocol of the Solemn Meeting on the opening of the playground on July 24, 1924 in the village Pirovskoye of the Yenisei district there was 'baptized' a newborn Naidenova, whose name was Rosa, and whose parents were non-party members (the name is associated with the name of Rosa Luxemburg). Holding the baby in the arms, the mother said that she promised to bring up her daughter Rosa so that she could justify the name she had been given [1].

Instead of Christian norms of kindness and mercy the idea of class enmity and hatred was inculcated, instead of divine revelation the cult of the leader was raised, proletarian internationalism was opposed to patriotism, respect for parents was replaced by class instinct, civic duty was replaced by revolutionary expediency, the family values were substituted by the freedom of love.

At the same time I.S. Kuznetsov notes a definite tendency to the revival of religious beliefs that was recognized by the anti-religious meeting at the Party Central Committee in April 1926 [6, p. 83]. Atheism, in fact was a new God-seeking paradise on earth, in the first decades of Soviet rule it was success with the peasants, the belief in the God was transformed into faith in the communist leader.

The war, revolution and famine influenced the evolution of political and social consciousness of peasant men and women.

In the analyzed period, in the Siberian region there were areas and groups where the traditional way of life remained. Caution and distrust of the female population into the 'alien nature' of innovations imposed "from the above" defended their ancestral values from adventurism and excesses of the Bolshevik government. The manifestation of peasants' conservatism was exaggerated by the official authorities. Judging caution and traditionalism as a factor hampering the recovery of the agricultural sector, the government thereby justified their repression and totalitarian increasing pressure on the entire rural population.

Ideological stereotypes of any social or gender layer include the views of its members on the government, i.e. the attitude to the local authorities, and to the government as a whole.

The attitude of peasant men and women of Siberia to the political regime in the country traditionally ranged from calls for anarchy to "subservient" humility and submissiveness to the higher authority.

It is difficult to evaluate the attitude of the peasant women to literacy and teaching rural kids in schools. The archives of 1917–1927 indicate the reluctance of teachers to move to the rural areas that refused to support them. Young people, who had at least primary education, began to move from the village to towns and cities, destroying the social continuity in a peasant family, and making the peasants doubtful about the need of education for members of rural society.

All types of political culture (patriarchal traditional, subservient and activist) were observed in the rural areas. Peasants' attitude to authority depended on the agrarian policy of the government. The majority of peasant families in the region responded to the appropriation of surpluses (1920–1922) with the massive resistance, including armed uprisings. Mitigating tax burden led to the loyalty of the rural population to power.

The mass consciousness of the rural residents was under the influence of rumors and

gossip (especially women, who sometimes spread panic in the minds), different layers of the village used to have confrontation. Thus, the evolution of attitudinal and behavioral stereotypes of the rural population was full of contradictions.

As a rule, manifestation of the traditional worldview in the rural areas was not clear, with some new elements which were neither mature nor complete. Tradition and innovation were inextricably intertwined, but generally by the end of the examined period, the traditional peasant worldview (both males and females) underwent certain changes and deformation, while remaining relatively monolithic, special and unique world of peasant values.

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### К вопросу формирования нового мировоззрения сельского населения Сибири в первые десятилетия советской власти (гендерный аспект)

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**Ключевые слова и фразы:** гендер; атеизм; традиции; новации; мировоззренческие и поведенческие стереотипы; общественно-политические воззрения.

**Аннотация:** Авторы изучают процесс формирования нового мировоззрения сельского населения Сибири в первые десятилетия советской власти. В работе раскрываются общественно-политические воззрения сибирских крестьян, а так же исследуются гендерные аспекты истории сибирской деревни.

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## Evolution From Marxism to the “New Right”

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**Key words and phrases:** Marxism; socialism; social democracy; right-wing ideology; nationalism.

**Abstract:** This article discusses historical, philosophical and political aspects of the evolution of modern ideologies. The article attempts to highlight the problematic aspects of Marxism and to analyze the prospects of this ideology in the modern post-industrial society. In addition, ideas of Marxism are compared with the concepts of social-democracy, and the moderate right and extreme right-wing ideologies.

Marxism or the “New right”? Which of these ideologies can become a part of modern political processes? Which of these philosophies of group interaction or even cultures of management is not completely lost in the course of the historical process and has the right to express itself in the framework of the national state and the global community? Will the moderate right and left save their electoral positions in Europe and other countries of the world? This remains a subject of scientific discussions of historians, philosophers and political scientists.

The first of these radical ideologies is Marxism (in its extreme expression – communism), which still requires rethinking. According to Marx, the state under communism must be «non-political», as politics does not possess “inherent reasonableness”. The place of politics should be taken by science, which will give structure to all administrative and state affairs in the most optimal way [1]. Marxism is the explanation of change of one political system by the means of materialist conception of history. Consciousness is secondary to the matter. The historical process is a struggle of two opposing classes, economic development and relations of production are the pulses of a historical movement. The market is irrational, because everybody produces at their own risk, without considering the needs of others. Capital is the public relation which is definitely unfair. Private property should be destroyed, because it is the reason for exploiting. Working class should be ready to be the engine of the revolution.

Many of Marx’s ideas did not coincide with those of the Marxists and socialists. For example, A.I. Herzen, the Russian philosopher who lived at the same time as K. Marx, saw the perspective in the historical processes that depended on conscious impact of people. Hence is his understanding of need of enlightened masses to be main participants of historical processes. The support of the socialist revolution in the society should be very broad. He anticipated the revolution in Russia, believing that the communist idea is better for Russian communal thinking than for the European bourgeois society [2]. After the failure of the revolution of 1848 – 1849 in Germany, the workers of Europe made a choice not in favor of the struggle, but in favor of specific goals in the form of wages, reduced working hours and the introduction of labor legislation. In fact, in this period, in Europe the idea of social democracy won and Marxist socialism was perceived as the radicalism of the masses.

Radical socialism viewed not only economic, but also spiritually-moral and religious

relations. The Communist ideology created the cult of the worker who was idolized. Soviet thinking was created on the basis of rational thinking in its deterministic form [3]. Not accidentally, attempts to find similarities, for example, of communism and Buddhism or Confucianism, were only of a propagandistic nature and the desire of certain layers of the clergy to survive in the conditions of the totalitarian system in the Soviet Union. At the same time, communism had some common features with the religious principles of the world order, and quite possibly found deep similar narratives with an Orthodox worldview.

What is Marxism in modern, post-industrial society? Each system of socio-economic relations does not only facilitate progress in labor productivity, but also creates a special form of human evolution in its interaction with nature and creates new forms of technologies. History is progress on the path of freedom. Marxist understanding of this freedom becomes financially-economic (proletarian), deterministic which is not quite adequate to modern conditions. Classical Marxism, as a system in the post-industrial society is not viable, but does not exclude the use of the best of its utopian ideas, for example, the dream about "homo creator, the universal and comprehensively developed person with constructive and creative activity" [4]. In modern conditions services and all kinds of virtual phenomena of the market, including those which are called "simulacrum" in a negative way, or brands, in a positive way, go more and more in the forefront of the economic relations. The modern market in the postmodern era is when the product becomes a sign of wealth. Market of simulacrum (s-market) is some late capitalism modification of the normal market, which forms s-needs (requirements in simulacrum). "Mass production and the elite, which promote and advertise s-products, form the spheres of culture and values" [5]. The entire set of industrial relations is expressed in a set of activities on creation of the brand, its high cost of using a form of social hypnosis. In such circumstances, the ideology of Marxism become obsolete, and only its rethinking in the framework of the "new capitalism", based on the idea of "commodity fetishism", which mentioned K. Marx may have some future.

In the new socialism, freedom must be perceived as freedom from oppression of people by the others, and solidarity of labor people (regardless of the orientation of labor) [6]. This idea of social justice, imposed on a capitalist economy and understanding of the necessity of social union to build a society is based on democracy and freedom. A new vision of socialism should not deny any of the forms of ownership. In fact it is the adoption of "good capitalism", which increasingly takes the leftist orientation [7]. In socially differentiated society ideological pluralism, parliamentary struggle, protection of rights and freedoms are the natural parameters of a civilized society. Perhaps this left-center though deprived of "passionate" slogans, far from the classic Marxism, is the most viable form of development of Marxist ideas in the postmodern era. Social-democracy is a movement that was typical of Europe during the cold war as a third way between the classical Western U.S. capitalism and Soviet communism. This is a compromising way, which is more acceptable to the majority.

Historical defeat of Marxism on the background of obvious tilt towards the support of right-wing and right-populist parties is typical in the post-crisis European electoral process. The right managed to rally not only its traditional electorate in the face of the bourgeoisie, the middle class, rural and religious backgrounds, but its traditional left-wing vote, namely employees, and teachers [8, p. 26–27]. Moreover, in the conditions of financial crisis, there is a need for the free market, not compressed regulation, figuratively economy, "which will save itself". Right-wing parties successfully play on the problems of migration and security, using the rhetoric of populist politicians.

In 2012, the authorities of the six most influential EU countries were right-winged. Besides, the Party of European socialists substantially reduced its representation in the European

Parliament and the European Commission. The right-winged turn affected the UK and Poland. A vivid example is Greece, where in the period of the crisis the Left formed a coalition with the right "People's democracy party", and made it possible of the pass in the Parliament of the neo-Nazi "Golden Dawn" party. The Left lost in Spain and Portugal in 2011, Hungary and the Czech Republic, Belgium in 2010, as well as in Northern Europe and in Germany, where the ruling CDU/CSU. The only exception was France which elected F. Hollande.

The interests of the population of post-industrial countries roll the from the right ideas to the "new right" and nationalists. Nationalism can be of two types. There is a "racial nationalism", close to Hitlerism, and at the same time, the French subtype, which was born on the wave of the great revolution and concentrated around patriotism and citizenship [9, p.152]. Conservatism, people, traditions are on the one hand and boiling passion and unchecked power are on the other [10 p. 123].

The question arises: are there any similarities between communism and extreme nationalism? Fascism is a mass movement of the lower middle class, dissatisfied with capitalism, trying to express themselves through the "combination of militarism and regenerative myth" [11, p.75]. Are there any similarities with the radical Marxism here? It is based on the same "wandering idea of crush and cleansing", the attempt to find yourself in the world of simulators. Extreme nationalism is gaining popularity only because the working class is the strongest tool of communism become more less. Objective tendencies of the historical process give rise to the so-called "new right-wing" ideas. But despite the general discontent right-wing parties and the social democrats continue to hold power for the simple reason that the the middle class, proletariat and the petty bourgeoisie are hard at work on the development, enrichment and giving greater attractiveness of brands.

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### Эволюция от марксизма к «новым правым»

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**Ключевые слова и фразы:** марксизм; социализм; социал-демократия; правые; идеология; национализм.

**Аннотация:** В этой статье затрагиваются исторические, философские и политологические аспекты эволюции современных идеологий. В статье предпринята попытка выделить проблемные аспекты марксизма, и проанализировать перспективы данной идеологии в современном постиндустриальном обществе. Кроме того, социалистические идеи близкие к марксизму сопоставляются с концепциями социал-демократии, умеренных правых и крайне правых идеологий.

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UDK 8

## The Hermeneutical Aspect of Inner Monologue

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**Key words and phrases:** hermeneutical act; hermeneutical consequences; hermeneutical tasks; hermeneutical techniques; inner monologue; reader's attitude; short inclusions of internal speech; the technique of accentuating the rhythm; updating technique.

**Abstract:** The hermeneutical aspect of the inner monologue is considered in the article. The authors defined the inner monologue as a separate object of the rhetorical and hermeneutical analysis and investigated the features of its stylistic functioning. The examples of the technique of accentuating the rhythm and the updating technique in interpretation of inner monologues are given.

The hermeneutical approach to the analysis of fiction text includes a number of opportunities for understanding and interpretation of its content. It allows the reader not to be limited barely to interpretation of the author's intension. The reader's identity becomes not less important. For the comprehensive understanding of the content and the idea of a fiction text the person needs to have reading experience to involve it at perception of the text and to be able to draw logical conclusions. Reading fiction satisfies people's need for obtaining esthetic information. The reader needs to be skilled at comprehension of word versatility and have a habit of penetration into the inner world of a character. But only being literary is not enough for solving a semantic mosaic of a narration, one should be aware of hermeneutical techniques [4].

According to E.S. Kubryakova the text of fiction is diverse in its interpretation and represents a sample of a difficult language form which induces a reader to understand it [3]. Stylistic devices as a part of the text stimulate the interpretation process and force the reader to conclude, analyze hidden meanings and possible implications.

While studying the text containing the inner monologue we are interested in hermeneutical consequences caused by its perception rather than the analysis of its structure. The activation of the reader's reaction in the course of understanding the text is the main hermeneutical consequence.

Stylistic functionality of the inner monologue is explained by the general tendency of action development in fiction. Inner monologues influence the reader's perception of the text. They help to investigate the content through the characters' thoughts and contribute to the experience of understanding and interpretation.

The inner monologue has been used in fiction throughout quite a long period of time and, of course, this stylistic device has been developed under the influence of the general tendencies in literature. But its main qualities and functions remain and continue to serve the prime purpose – filling the content with psychological insight. This stylistic device reflects the character's state of mind in the form of a stream of feelings and images. Sometimes there is no logic and semantic



or syntactic orderliness in it. Impressions, associations, thoughts, experience, feelings of a character intertwine and merge into a stream of internal speech.

The inner monologue as a stylistic device represents reproduction of a character's internal speech. It is one of the most efficient and complicated psychological methods in literature. It is a composite element of a stylistically organized text. It has a sufficient variety of forms. Its completeness and semantic integrity contribute to identification of inner monologue as an independent subject of the rhetorical and hermeneutical analysis.

Characters' monologues possess high semantic and emotional potential. If a writer is skilled enough to use rhetorical techniques it allows him to create unique psychologically deep monologues which are capable of revealing feelings and personality features. Authors use inner monologues for realization of the rhetorical program. A large volume is not a necessary feature here. Even some words picked up most precisely in a certain situation are able to produce a great effect.

Typological modifications of inner monologue can be presented as separate elements of stylistic composition of a work or they can be harmoniously involved in the context. Different typological modifications can smoothly intertwine in an intricate pattern of narration. Inner monologue can contain the elements of an internal dialogue. Short inclusions of internal speech can precede the extensional stream of consciousness.

Psychologists claim that a person doesn't talk to anybody more than to oneself. But inner monologues are not limited to a conversation with oneself. They can include retrospective address to an interlocutor or perspective conception of a forthcoming dialogue.

Internal speech imitates oral speech. Thus there is such a variety of syntactic models. Characters' internal speech can be reproduced in the text in the form of a prolonged, consecutive, accurately structured monologue or just by means of separate phrases or even single words. The way of its transfer into the text can vary with extent and form. It also depends on the author's plan, style and even temperament. In classical psychological prose streams of consciousness and inner monologues are used as a form of analysis or deep reflection and consideration.

Inner monologue is a dynamic phenomenon which acquires new outlines in each separate work of fiction. Its borders are flexible and mobile. It changes and develops not only because of the author's specific stylistic features but also under the influence of the age and the area where the context takes place. Literary classics of the 19<sup>th</sup> and the 20<sup>th</sup> centuries wrote prolonged, thorough and substantial inner monologues. The most famous writers like Dostoevsky, Tolstoy, Proust and Joyce resorted to this stylistic device in their works.

Life changing, people have a shift in their consciousness from analytical contemplative perception of the world towards interactive existence. Modern generation prefers action and communication. This tendency is reflected in literature. But it doesn't mean that classical inner monologues are consigned to the past. Processes of human consciousness are connected with external conditions: thoughts, feelings, experience, doubts and impressions. Internal conflicts and introspection are chaotic, barely sensible and sometimes illogical. Inner monologue reproduces thoughts in the text without changing their character. It fills narration with life emotions.

Inner monologues make narration more emotional and less informative. So they leave space for the reader to complete images and to form some personal attitude. The distinctive characteristic of inner monologue is incompleteness: rate of thoughts is accelerated, broken phrases and associative jumps are frequently used. Authors also involve inner dialogues as means of search of truth or as a method of revealing emotional experience or character's doubts. Short inclusions of internal speech are quite common when everything submits to

feelings and impulses. They express instant reactions and sudden thoughts caused by the situation.

Somerset Maugham is well-known as the author of bright and ironic stories and novels. "Theatre" by Somerset Maugham is an example of writing with character. It's not a classical love story. The writer made it exciting by adding the main heroine's thoughts to the narration. The reader is enabled to evaluate people and events through her vision. This stylistic device creates the effect of being plunged into her inner world, which makes it absorbing to read.

"Theatre" is a story about a middle-aged actress Julia Lambert, who is beautiful, talented and successful but unsatisfied for lack of romance. She is a creative person possessing rich inner world. She is eager for tender feelings. And she completely immerses into new relations in spite of all prejudices. The narration abounds in her thoughts. Inner speech reveals her true attitude towards people: sympathy, interest, distrust and contempt. The author's talent makes her feelings alive.

When Julia meets Thomas Fennell for the first time she doesn't show any interest and her initial impression is quite ironic:

*"Poor lamb," she thought, "I suppose this is the most wonderful moment in his whole life. What fun it'll be for him when he tells his people. I expect he'll be a blasted little hero in his office"* [7, p. 2].

She is amused by his behavior and his "tremendous admiration" for her. After some time Julia realizes that Tom is the one who is able to fill the emptiness in her soul:

*"He's really rather sweet"* [7, p.9].

Julia's attitude to the young man develops. She starts feeling doubt and confusion. Her emotions change from curiosity to infatuation:

*"Oh, my good resolutions. My God, I can't have fallen in love with him."*

*"What the devil's the matter with me? God, I can hardly breathe."*

*"I'm a fool. I'm a bloody fool"* [7, p.47].

A person usually speaks to oneself when there is nobody to share thoughts with or if the idea is too straight to be shared. Inner monologue can serve as means of calming, consolation, self-assessment or estimating relations with other people. It supports the integrity of the content and gives the reader freedom to judge about characters and their actions.

Julia Lambert is quite a complex character. Her profession marks her life. She acts every time and everywhere. Her real emotions are hidden under different masks. She can act a part of "a faithful wife" with Michael who has already stopped being dear for her. She shows "a devoted mother" with her son Roger. But her internal speech reveals true emotions. Roger has always been just a pretty little boy who "made a lovely picture". When she endures strong feelings for Tom her thoughts are overflowed with him and Roger's being an interference drives her crazy. She hides her irritation but her thoughts boil with rage. She can only restrain herself:

*"Blast his eyes. No, I mustn't show I mind. Thank God, I can act"* [7, p.56].

*"I must keep my temper. I must keep my temper. Why was I such a fool as to give him a racing punt?"* [7, p.57].

When Roger exposes his disillusionment to his mother, she cannot concentrate on his feelings. She is too indifferent to his problems to take them to heart. It is such an important moment when she can help her son not to lose faith. But she only has "a feeling of acute discomfort" because he is "getting too near the truth for her comfort".

Julia regards her "close friends" Dolly and Charles Tamerley as "Old cow" and "the damned fool", "the bloody fool" or "such an ass". She got used to them. But there is no respect in their relations. She wants to test the power of her charm at her old admirer, Charles, but she fails and becomes utterly furious:

*"The bloody fool. Fancy me being taken in like that. Thank God, I got out of it all right. He's such an ass, I don't suppose he began to see what I was getting at." But that frozen smile disconcerted her. "He may have suspected, he couldn't have been certain, and afterwards he must have been pretty sure he'd made a mistake. My God, the rot I talked. It seemed to go down all right, I must say. Lucky I caught on when I did. In another minute I'd have had me dress off. That wouldn't have been so damned easy to laugh away"* [7, p.99].

Short inclusions of internal speech turn the reader's attention to Julia's sudden reactions. They are mostly spontaneous and demonstrate pure emotions. They precede subsequent thoughts and ideas and contribute to revealing her personal features. In different situations they can demonstrate:

- great insight:

*"By God, it was a put-up job"* [7, p.19].

- irony:

*"God, what a sight I must look now"* [7, p.33].

- mockery:

*"In twenty-four hours the mug'll think he really meant the scene to go like that"* [7, p.114].

- revengefulness:

*"Silly little thing to try to put a spoke in my wheel. I'll let her have her laughs tomorrow"* [7, p.116].

- satisfaction:

*"It was an amusing experience"* [7, p.117].

There is no hermeneutical analysis that can be referred to as final. The result of perception of the text depends on a set of factors including motive of reading, purpose and even the recipient's personal qualities and attitude. When readers make an effort to understand the author's intentions, they are to solve a set of hermeneutical tasks. [4] Reader's attitude and motive of reading play a significant role in understanding the content. Attitude is a psychological component of the reader's purpose. If the purpose is clear the perception is more particular. When the aim is to criticize one can find a lot of imperfections in the character's thoughts: dishonesty, insincerity or egoism.

Julia positions herself as a devoted actress but her acting depends on her mood:

*"What the hell do they want to come to the theatre for on a day like this anyway?"* [7, p.67].

She ignores Evie's opinion though she knows her words are always true:

*"To hell with her. What do I care what she thinks!"* [7, p.68].

Almost all her external emotions are simulated and the phrases are borrowed from different plays:

*"What play did I say that in?"* [7, p.69].

But if the aim of reading is to understand her the reader will be more tolerant. Julia is a woman possessing great talent and charisma. Her witty mind deserves appreciation. Sometimes she presents ideas which are rather philosophic:

*"Strange world we live in," thought Julia. "Actors do their damndest to look like gentlemen and gentlemen do all they can to look like actors"* [7, p.96].

She is not a narrow-minded person. She has her own vision of life:

*"What nonsense that was that Roger talked the other day, and poor Charles, who seemed to take it seriously. He's a silly little prig, that's all. "* She indicated a gesture towards the dance room. The lights had been lowered, and from where she sat it looked more than ever like a scene in a play. *"All the world's a stage, and all the men and women merely players.' But there's the illusion, through that archway; it's we, the actors, who are the reality.*

*That's the answer to Roger. They are our raw material. We are the meaning of their lives.*

*We take their silly little emotions and turn them into art, out of them we create beauty, and their significance is that they form the audience we must have to fulfill ourselves. They are the instruments on which we play, and what is an instrument without somebody to play on it? "*

*The notion exhilarated her, and for a moment or two she savored it with satisfaction. Her brain seemed miraculously lucid [7, p.117].*

She cares about people's attitude. Though she is quite independent she can't help thinking about Roger's words:

*"I never set out to be a raving beauty, but the one thing no one has ever denied me is personality. It's absurd to pretend that because I can play a hundred different parts in a hundred different ways I haven't got an individuality of my own. I can do that because I'm a bloody good actress."*

*She tried to think what happened to her when she went alone into an empty room.*

*"But I never am alone, even in an empty room. There's always Michael, or Evie, or Charles, or the public; not in the flesh, of course, but in the spirit, as it were" [7, p.109].*

Julia's inner monologues characterize her differently: as a personality, as a female character, as an actress and so on. Her thoughts reflect reality as it is.

S.L. Rubenstein came to a conclusion that the existence of a certain attitude respectively changes the perspective in which the reader interprets the subject. It redistributes the importance of various moments and changes accents [6, p. 625]. Attitude is capable to incorporate many signs characterizing the reader: tendencies of choosing the text, ways of reading, unconscious use of certain techniques of understanding, selectivity of perception, nature of significant reactions and estimates. Reader's activity is a creative process. It is organized by rhetoric of the text and based both on the information from the text and on the reader's experience. Marchenko O.I. studied readers' positions in understanding and interpretation of the text and concluded that they realize its idea absolutely individually. It's a distinctive stage of self-determination [5, p. 101].

Readers enrich their experience of perception with specific features of inner monologues and learn to penetrate into characters' inner world. Inner monologues favor the reader's esthetic satisfaction because they deal with emotions. They influence general nature of a work and make it more convincing and true to life. Hermeneutical analysis of such a peculiar element as inner monologue makes us consider each phrase carefully. The analysis of characters' thoughts allows the reader to combine all elements to create a complete image. The complete portrait gets corresponding niche in the system of esthetic values and enriches the reader's experience.

During the hermeneutical act the recipient can involve various techniques of understanding and apply the techniques programmed by the author. Their combination depends on the content of a work. Hermeneutical techniques are quite various today. G.I. Bogin classified hermeneutical techniques by the principle of mechanisms similarity and according to the reasons inducing the recipient to use a certain group of techniques. He came to a conclusion that it is impossible to evaluate the total number of hermeneutical techniques. Absolutely new unexpected aspects of text perception can be determined in each particular act of interpretation [2].

For example, the techniques of updating and accentuating the rhythm of a fiction are frequently used for hermeneutical analysis of inner monologues. Updating includes marking the text of an inner monologue by intonation, phonetically, grammatically and by other means of text formation. Updating involves the use of such language units which are perceived as unusual, lacking automatism, drawing attention. Unexpected means stimulate reflection. They strengthen emotional intensity of the inner monologue thus producing rhetorical effect. The recipient doesn't need to analyze all details of an inner monologue. It becomes pointless since

perception loses integrity. The reader is to catch all links of composition unconsciously. This effect is reached at the expense of certain means of text organization which make the reader active.

The rhythm of narration presupposes the development through repetition of similar phenomena in the text. The rhythm of inner monologue is apparent at all levels of its structure (phonetic, lexical and syntactical). The connection between rhythmic structure of a monologue and its contextual aspect is clearly traced. A. M. Antipova carried out the research into the rhythm nature and proposed the fundamental idea of hierarchy of rhythmic units where smaller rhythmic units enter into bigger ones [1, p. 18]. Within a prolonged inner monologue the rhythm increases by means of phonetic repetitions. Further development is carried out at the expense of repetition of lexical units, then through the repetition of grammatical forms. And at the highest level of rhythmic structure the alternation of negative or interrogative and exclamatory sentences can be presented.

At the level of phonetic organization alliteration (creating special effect by repetition of separate sounds) is particularly effective:

*“Roger says we don’t exist. Why, it’s only we who do exist. They are the shadows and we give them substance. We are the symbols of all this confused, aimless struggling that they call life, and it’s only the symbol which is real. They say acting is only make-believe. That make-believe is the only reality” [7, p.117].*

The repetition of sounds [s] and [z] creates the effect of persistent and irritating vibration. Thus, Julia’s emotions, her annoyance and indignation, are transferred to the reader subconsciously.

At the lexical level all kinds of devices are significant. Julia’s inner speech abounds in informal words and phrases which emphasize her characteristic features of eccentricity, impulsivity and critical attitude: “to hell with her,” “damned easy,” “raving beauty,” “bloody good actress,” “a rotten play,” “to do their damnedest.”

Intended repetitions function as the meaning intensifiers. They build a frame of narration and attract attention to the most important ideas:

*“It’s ridiculous to suppose that I could have got to my position if I hadn’t got sex appeal. What do people come to see an actress for? Because they want to go to bed with her. Do you mean to tell me that I could fill a theatre for three months with a rotten play if I hadn’t got sex appeal? What is sex appeal anyway?”*

*She paused, looking at herself reflectively.*

*“Surely I can act sex appeal. I can act anything” [7, p.102].*

Such an excessive repetition of a phrase shows the state of being offended and extremely annoyed. The reader can judge about Julia’s sensitivity and her being concerned about age and appearance. Repetitions cause the expansion of syntactic structure of the monologue. There are also some interrogative sentences. Within a monologue questions and motivation cannot be directed to an interlocutor. They express emotional reactions and offer a peculiar psychological comment of the character’s attitude. Julia Lambert considers herself to be an attractive woman and a great actress. She is too self-confident to accept the situation when somebody challenges her abilities. She is bursting with indignation.

The monologues display rhythm transition from tension to slowdown and vice versa. Inner monologues contribute to the rhythmic structure of the whole narration. They make it more emotional and convincing. So it’s not the content of a separate monologue but the interaction of several modifications of this stylistic device within a text which provides a work of literature with a unique rhythmic pattern. A set of morphological, lexical, graphic and syntactic means of inner monologue is the main force for realization of its functions. Stylistic functioning of

inner monologue is based on the use of different combinations of means which promote implementation of ideas of a fiction.

Thus the hermeneutical aspect of inner monologue consists in contributing to integral analysis of characters' personalities, creating their psychological and speech portraits and identification of their social and professional status. The rhetorical aspect of inner monologue involves a wide variety of means which stimulate the recipient to understanding the content of a fiction text. Inner monologues are productive at reconstructing historical, regional and political atmosphere through a prism of characters' consciousness. The hermeneutical consequence for the reader here consists in the formation of a character's image or reconstruction of a described situation. Being reflected in personal consciousness of the recipient they obtain a new shade of meaning peculiar to an individual mentality.

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### Герменевтический аспект внутреннего монолога

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**Ключевые слова и фразы:** герменевтический акт; герменевтические последствия; герменевтические задачи; герменевтические техники; внутренний монолог; читательская

установка; вкрапления внутренней речи; техника ритмизации прозаического текста; техника актуализации.

**Аннотация:** В данной работе рассматривается герменевтический аспект внутреннего монолога. Авторы определили внутренний монолог как отдельный объект риторического и герменевтического анализа, исследовали особенности его стилистического функционирования. В статье приводятся примеры таких техник выведения реципиента в рефлексивную позицию как техники актуализации и ритмизации прозаического текста применительно к интерпретации внутренних монологов.

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## State Mechanism of Regulation of the Formation of the Service Sector in a Problem Region

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**Key words and phrases:** development of service sector; integration; management subjects; mechanism of state regulation; quality, regions; state regulation; synergistic effect

**Abstract:** This article discusses the essence and regularities of the mechanism of state regulation of the process of formation of service sectors. The synergistic effect, which is reflected in the indicators of the quality development of the service sectors, has been revealed; the management subjects have been identified.

All problem regions are characterized by the dependence of the development of services on the multi-branch structure, old social and industrial infrastructure and over-concentration of the production.

The decline in production, chronic unemployment, a sharp decline in the income of population, the increases negative tendencies in social, political and demographic spheres are the main indicators of the problem regions.

The experience of the advanced countries, where the market economy has been developing continuously for a long time is not fully suitable for ex-socialist countries.

Modern FRG is an exception. It had to solve a complex task of turning the socialistic economy into capitalistic one after the inclusion of GDR in its structure. So, all the territory of GDR was a depressive region, demanding some special measures. The rest of the European countries of ex-socialistic camp had to solve the same problem after they chose the market way of economic development.

It was more difficult for them to solve these problems as they were deprived of the huge support from the part of West Germany to its east compatriots. Besides, due to the small sizes of the countries, the depressive areas were less allocated in them. So, the tasks of the rise of the economy were set for the country as a whole.

Ukraine is an exception, as it had a huge economic potential and a strongly expressed economic distinctions between its areas in the Soviet period, ranging from well-developed Donetsk-Dnieper economic region and poorly developed Western Ukraine.

Today, the poor western territories of Ukraine have become more backward-looking. Mining and metallurgical regions of eastern Ukraine have the same difficulties as those of Germany and the USA.

Preservation of economic relations with Russia promotes to their survival. It is known that in last decade of the 20<sup>th</sup> century the European countries of the socialistic camp took a way of the development of the market economy.



Ex-socialistic countries had to solve the problems connected with reorganization of the economic system, its reorientation in the market. There was a need for privatization of means of production which represented collective property (state and cooperative).

The problem was that the population had no opportunity to acquire collective property. The liquidation of enterprises with the subsequent distribution of its property among the members of cooperative or citizens, its acquisition by foreign investors, the assignment of the property by the directors of the enterprise were considered as good solutions. It was considered fair to distribute collective property among the citizens or members of cooperative.

K. Albagli gives the Czech Republic and Russia as an example. Unlike the Czech Republic, Russia reached weaker results in privatization which took place from 1992 to 1994 when the property of more than 15,000 state enterprises was transferred to private individuals [1, p. 102].

However, contrary to expectations, redistribution of the property didn't lead to reorganization of the enterprises. It was supposed that operations in the secondary market will promote attraction of foreign investments and the second wave of privatization of the remained state enterprises will be transparent.

During the second wave foreign investors and foreign banks didn't take part in privatization. The participants of privatization having the connection with the authorities were in more favorable conditions.

In the Czech Republic the state assets were dispersed among millions of owners, but soon they were resold and accumulated in investment funds. However, lack of assets of these funds didn't allow a full reorganization of the industry. This problem is characteristic for the Czech economy.

Taking into account the prospect of the accession to the European Union, the countries of the Central Europe reoriented their markets for some years, nevertheless, there were certain regions which lost their presence in the old markets and didn't enter the new ones.

The capacity of the enterprises which were available in the regions couldn't be estimated adequately and realized without considerable investments in reconstruction and without reorientation to the new types of production. Unemployment and marginalization stopped the development of the regional economy for a long time.

The results of the research prove that the sharp decline had its causes: the problems in the sphere of providing with raw materials and materials, the destruction of the system of distribution and deliveries with the socialistic block, the crash of the system of the centralized planning, the disintegration of conglomerates with vertical concentration [1, p. 102].

So, state regulation of the service sector development in the problem regions requires the right mechanisms. Leveling possibilities of most widely applied budgetary mechanisms are various for different directions of financing.

The first direction is the state investments into real sector, which is almost always ineffective. The government can't estimate the risks taken by the owner. The second direction involves the investments of the state into infrastructure that are necessary for the development of the regions. It is the most important factor for the reduction in business expenses, but it is necessary to define priorities. The third direction is the financial help that provides the realization of the social obligations of the state (the salary payments to the state employees and the social transfers to the population, rendering non-market services).

In our opinion, the state regulation of the service sector development in the problem regions of the Russian Federation is aimed at the development of the social sectors of the economy, which provides the equal opportunities for citizens and the development of the human potential.

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### Государственный механизм регулирования процесса формирования сферы услуг в проблемном регионе

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**Ключевые слова и фразы:** формирование сферы услуг; интеграция; субъекты управления; механизм государственного регулирования; качество; регионы; государственное регулирование; синергетический эффект.

**Аннотация:** Раскрывается сущность механизма государственного регулирования процессом формирования сферы услуг. Выявлен синергетический эффект, проявляемый в показателях качества развития сферы услуг, определены субъекты управления.

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## Access to Documents Based Multilingual Information

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**Key words and phrases:** cognition; evaluation; factors affecting; information retrieval; multilingual search engines; queries.

**Abstract:** Following a request from the user, the search engines have a list of references and web pages. The effective selection of relevant documents is very difficult due to the low accuracy in the list. Typically, the user visits the first page referenced in the list, but it does not consult the fiftieth. As it is difficult to assess document relevance language all references obtained, the researcher need tools to filter the list of answers by metadata on content of reference. So, the textual analysis is a part of linguistics and information systems that address the problems faced by users when searching for information on the web and in catalogs (OPAC) libraries. In this article, we describe the problem of language queries when we look for information in an automatic (search engine, database, etc.).

The language information retrieval aims to lift this restriction by allowing the user access to documents written in different languages from queries made in his mother tongue (*e.g. access to information in English from an application in French or Spanish or Russian, etc.*). The system of questions and answers (based on classical documentary) are an important advance in information retrieval systems. They have a complex architecture and rely on more sophisticated research techniques. Their field of research lies at the intersection of two research areas, namely information retrieval and natural language processing. The first question-answering systems have emerged since the 60's by introducing an approach based on dialogue man-machine. The purpose of these systems consisted exclusively to consult databases of a specific field (chemistry, medicine, etc.).

The evaluation tools for multilingual research are a multidisciplinary field of specialist information science in which technical linguistics and translation are essential for many years. Indeed, systems of electronic documentation are based on tools for multilingual access to documents by searching for keywords in documents as unilingual or bilingual bibliographic records. The constitution of monolingual or multilingual indexes has standard tools for filter bibliographic information resulting from processing of textual data (intra-document). Generally, scientists and specialists have insufficient foreign language skills but English benefit of a more widely used because of scientific publications published in that language. This generates questions imperfect or incomplete language to formulate equations. So, the wording in another natural language is the desired solution to extract information relevant documents, even if they are not translated. For scientists monolingual passage by human translators or machines is

possible to formulate questions and understand the results obtained in a language other than their own. This is not the case for the novice user or user public.

We will test the role of connectors (or Boolean operators) associated with the descriptors in a documentary information system during the interrogation. A sample query language composite (combined) is given by  $Q_o$ :

$Q_o = \textit{l'organisation de séjours touristiques et linguistiques en France}$

$Q_o = \textit{the organization of tourist stays and language in France}$

$Q_o$  is a set of words or simple text compounds. This question is written in formal language to be understood by the automated system. We recall that in the Boolean model, a document  $M$  is represented by a set of "keywords" self:  $\langle D_1, D_2, \dots, D_j, \dots, D_p \rangle$ . A query  $Q$  is a logical expression composed of keywords or "descriptors" and logical operators (AND, OR, NOT) (Larouk-1994). If we try to understand the research process,  $\langle a \rangle$  previous phase will be represented by the following question: This question is expressed by combining formal:

$Q_{\text{et}} = \{ \langle D_1 \rangle \text{ et } \langle D_2 \rangle \text{ et } \langle D_3 \rangle \text{ et } \langle D_4 \rangle \text{ et } \langle D_5 \rangle \}$	<in French>
$Q_{\text{and}} = \{ \langle D_1 \rangle \text{ and } \langle D_2 \rangle \text{ and } \langle D_3 \rangle \text{ and } \langle D_4 \rangle \text{ and } \langle D_5 \rangle \}$	<in English>
$Q_{\text{ou}} = \{ \langle D_1 \rangle \text{ ou } \langle D_2 \rangle \text{ ou } \langle D_3 \rangle \text{ ou } \langle D_4 \rangle \text{ ou } \langle D_5 \rangle \}$	<in French>
$Q_{\text{or}} = \{ \langle D_1 \rangle \text{ or } \langle D_2 \rangle \text{ or } \langle D_3 \rangle \text{ or } \langle D_4 \rangle \text{ or } \langle D_5 \rangle \}$	<in English>

A document will be considered "relevant" if the logical expression of the query is satisfied by the set of descriptors  $\{D_i\}_{i=1, \dots, n}$  keywords of the document (i.e., the expression of the conjunction of descriptors of the document).

Otherwise, the document found will be judged "not relevant" to the query. The Boolean model is marked by the characteristic of an assessment of the relevance to "real" or "false". The set theoretic interpretation allows operators to assimilate the logic of the junction connector (AND), union connector (OR) and negation connector (NOT). One might therefore think in terms of sub-assemblies.

The technique of "keywords" is the most widely used search engines (www.Google.fr) querying the database. This analysis technique is based on requests made by the researcher information on documentary language. The words are directly compared to those contained in sections by calculating Boolean discussed above. The interrogation of some bases using inverse files may give different results. In information science and libraries, the concepts of noise and silence are interspersed with relevant answers or non-relevant by a system for querying a database, a library catalogs or search engines. This technique leads to solutions noisy due to generic descriptors that reduce the relevance of documents. One speaks of *silence*, when the answers are not relevant by the system of interrogation, but exist in the database. *Noise* is the set of the documents on a subject, returned by the database that are not relevant. The natural question should be rewritten as follows:

The procedure is done by searching at least one answer corresponding to one of the descriptors. So, the problem is primarily related to the algorithmic analysis of linguistic data that are also related to the ambiguity of language and translation problems.

This technique leads to solutions noisy due to generic descriptors that reduce the relevance of documents. The interrogation of some bases using inverse files may give different results. In information science and libraries, the concepts of noise and silence are interspersed with relevant answers or non-relevant by a system for querying a database or library catalogs.

One speaks of silence, when the answers are not relevant by the system of interrogation, but exist in the database. Noise is the set of the documents on a subject, returned by the databases that are not relevant. The natural question should be rewritten as follows:

Qfrench={<organisation>, <séjours>, <touristiques>, <linguistiques>, <France>}  
 Qenglish={<organization>, <tourist>, <stays>, <visits>, <linguistic>, <France>}  
 Qrussian={<Организация>, <туристического>, <пребывания>, <посещения>, <языковое>, <Франция>}

The procedure is done by searching at least one answer corresponding to one of the descriptors. So, the problem is primarily related to the algorithmic analysis of linguistic data that are also related to the ambiguity of language and translation problems.

Although human interaction with web-related data remains inherently based on language, web development will be increasingly involved in access to knowledge through multiple languages. The interrogation of multilingual document repositories and data related to inter-language knowledge will be based on the use of texts. Multilingualism is a new challenge for the development of Web documentary in all language communities worldwide. Web documentary monolingual or multilingual are able to find a large collection of documents or a Web-specific response to a question.

The number of tools multilingual search will invade every area (search engines, dictionaries, digital documentation, etc.), and the problems of translate will arise more strongly because of the diversity of languages. To analyze the search tools available on the web, we mixed multilingual index that can recognize languages quickly need. Optimizing algorithms N-gram, we reduced problems noise/silence around different multilingual features of these web tools.

The work presented here is in the context of language (documentary linguistic and information retrieval). The study of the linguistic aspect allows studying the mechanisms of research tools in different languages. An analysis of texts (French, English and Russian, etc.) is a part of the language and systems of information processing. Access to digital data through web servers and databases is facilitated by search tools. Following a user query, the search engines have a long list of bibliographic references and web pages. The efficient selection of relevant documents is very difficult given the low accuracy in the list. Typically, the user visits the first page referenced in the list, but it does not consult the fiftieth. As it is difficult to assess to the document with the linguistic relevance of all references obtained, the researcher needs tools to filter the list of responses.

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### Доступ к документам на основе многоязычной информации

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**Ключевые слова и фразы:** запросы; многоязычные поисковые системы; факторы оказывающие влияние; оценка; поиск информации; когнициия.

**Аннотация:** На запросы пользователя поисковые системы выдают список ссылок и веб-страниц. Эффективный выбор соответствующих документов затруднен из-за низкой точности списка. Как правило, пользователь посещает первую страницу, на который дается ссылка, но почти никогда не обращается к пятидесятой странице. Поскольку трудно оценить актуальность всех полученных ссылок, исследователю нужны инструменты для фильтрации ссылок в списке по метаданным в содержании ссылки. Таким образом, анализ текста является частью лингвистики и работы информационных систем, направленных на устранение проблем, с которыми сталкиваются пользователи при поиске информации в Интернете и в каталогах (OPAC) библиотек. В этой статье мы опишем проблему языковых запросов в ходе поиска информации в автоматическом режиме (поисковые системы, базы данных и т.д.).

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## Automation Method of Reconfiguration of Communications Satellite's Onboard Repeater

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**Key words and phrases:** automation; communication reconfiguration; repeater; satellite; transponder.

**Abstract:** The paper discusses the ways to reduce the workload of the operator upon the analysis of the satellite onboard equipment current status. There is a method proposed herein to automatize the communication Satellite transponder reconfiguration. The above method comprises the following: visual display of an interactive mnemonic, containing the current transponder configuration with a capability to control the transponders; generation of a list of commands for controlling the transponder configuration on the basis of the current and expected transponder status; automatic transponder switching as per the parameters specified by the operator taking into consideration the current status of the telemetry data and the minimal number of employed units.

Communication satellites (**CS**) are used to provide radio repeater between the points of the surface of the Earth that has no line of sight. Modern CSs are using antenna subsystem and signal repeater in their payload.

Generally signal repeater represents a panel with active (such as satellites converters, low noise amplifiers, travelling-line tubes etc.) and passive devices (filters, amplifiers etc.) that are connected with switches of different types. Modern payload can consists of about 200 devices. Each device has its own control commands. Therefore, the total number of commands is about 1000 and depends on payload design [1; 2].

Transponder of a board repeater is a transceiver path that consequentially passes through devices from receiving to transmitting antennas. The number of transponders is one of the main characteristics of a CS and it has range from 6 to 50 [3].

Reconfiguration of a board repeater consists of two stages:

- 1) device selection considering final frequency characteristics of a transponder and backup devices using necessity;
- 2) tuning of an active devices (for example, attenuator step, gain, amplification mode etc.).

Control process is a consecutive issue of commands to CS that activates specified devices and functions (Fig. 1). The operator in control center makes a decision about next command. Then this command is sent to CS and executes there. The report about the command execution is receiving through telemetry data from CS.

The decision about next command is a variable process that depends on many factors (for example, CS reaction time, last command successful state, pause between commands, presence of a sequence of commands etc.).

Generally there is special software to control CS automatically:

- special network software (SNS) that controls network communications in control center software and between separate copies of software;
- special ballistic software (SBS) that automate ballistic and navigation calculations;
- special telemetry software (STO) that automate parsing telemetry incoming data;
- special control of CS software (SCCSS) that automate planning and control of CS.

This control has a number of CS control problems:

1. The operator is supposed to analyze telemetry data from CS and make a quick decision in case of incorrect telemetry data or device inoperability. Therefore the number of error commands are grows up.
2. The operator must know a huge number (about 1000 for modern CS) of commands and their transmitting sequences.
3. The repeater must be set up by optimal way using minimal number of switches. It is difficult to do manually due a huge telemetry data and a huge number of devices;
4. The number of possible combinations to connect input and output of a transponder is quite big.

Therefore, there is a task of designing the monitoring and control board repeater software package (MCBRSP). This package must automate the following tasks:

- display board repeater structure;
- display device condition (activity, operability);
- outline active transponders;
- transponder commutation with specified via free devices or deactivating an active transponder;
- list of command formation to activate or deactivate a transponder.

MCBRSP development and implementation will allow actual and planning state of payload displaying in real-time. Also, it will allow forming a list of commands to change it state. There is a list of task to complete to develop MCBRSP:

- develop the universal format of repeater scheme description using specialized data. This format must describe devices view, positions and its connections;
- define the list of initial data (ID) and design the database structure for a list of telemetry data, an available commands and a list of device states storing. Such approach will allow graphical representation and model data division, and using this information again while developing different board repeater schemes;
- develop software module for organize interactions with STO to get current telemetry data using specialized protocol. This module must implement expert system functions for inbound telemetry data analysis.
- develop software module for displaying interactive mnemonic scheme of board repeater with ability of setting transponders characteristics. This module must provide actual state displaying using telemetry data. Also this module must have a mechanism that will allow to switch transponders manually or automatically;
- develop transponder automatic building algorithm;
- develop a manipulated variable generation algorithm for switching board repeater scheme from actual to estimate states.

The proposed method of automation of a CS board repeater reconfiguration process will allow getting graphical information about actual devices state and making a control decision





Fig. 1. Sending sequence of commands to CS

quickly. This will reduce time for CS board repeater reconfiguration. Also this method will allow to make a CS board repeater reconfiguration automatically on operator or SCCSS requests.

Thereby, this method will decrease the operator's load significantly, increase control quality and extend life of board devices.

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### Метод автоматизации процесса реконфигурации бортового ретранслятора спутника связи

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**Ключевые слова и фразы:** автоматизация; связь реконфигурация; ретранслятор; спутник; транспондер.

**Аннотация:** Актуальность работы обусловлена необходимостью снизить нагрузку,

накладываемую на оператора при анализе текущего состояния бортовой аппаратуры космического аппарата. Предложен метод автоматизации процесса реконфигурации бортового ретранслятора спутника связи, содержащий следующие компоненты: визуальное отображение интерактивной мнемосхемы, содержащей текущую конфигурацию ретранслятора с возможностью управления транспондерами; формирование списка команд для управления конфигурацией ретранслятора на основании текущего и ожидаемого состояний ретранслятора; автоматическая коммутация транспондера по заданным оператором параметрам с учетом текущего состояния телеметрической информации и минимального количества используемых устройств.

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## The QMS Controls at Industrial Enterprise

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**Key words and phrases:** audit; company; control of manufacturing processes; evaluation; quality management system (QMS); quality control service.

**Abstract:** Successful operation of a company requires systematic transparent management system. Success can be achieved by the implementation and maintenance of a quality management system designed to continually improve performance while addressing the needs of all interested parties. In this article, the emphasis will be put on this aspect, which is important in the implementation of quality management system at any enterprise.

The company's management should initially provide a commitment to develop and implement a quality management system, as well as the continuous improvement of its effectiveness by developing a quality policy, ensuring the development of quality objectives, analysis, providing the necessary resources [1].

Quality control service of the company is created and developed simultaneously with its formation and expansion. Specifications and technical documentation of product quality control are designed.

When assessing the quality control systems one should ask four basic questions for each process being evaluated:

- Has the process been identified and determined correctly?
- Has the responsibility been shared?
- Have the procedures been introduced and maintained in operation?
- Is the process effective enough to achieve the required results?

Cumulative answers to the above questions can determine the results of evaluation. Monitoring of quality management system can vary in scope and include activities such as auditing (checking) and the analysis of quality management system, as well as self-evaluation.

The elements of the quality management system are the system of quality assurance and quality control system.

Quality Assurance is a part of quality management, focused on building confidence that the relevant quality requirement will be fulfilled and comprises all factors and activities aimed at achieving a given level of product quality.

Quality control system is a part of quality management focused on the implementation of quality requirements. The quality control system of the enterprise includes: control of materials and components, process controls, product control, the system of investigations of consumer complaints (reclamations). Upon investigation corrective and preventive actions to avoid repeated claims are developed.

Audit of company quality management system

Auditing is a systematic, documented process for obtaining independent evidence of checks and their objective evaluation to determine the extent to which the agreed audit criteria is met.

As part of QMS auditing is associated with three main objectives:

1. Activities related to quality must comply with the planned requirements (basis is the standard).
2. Requirements should contribute to achieving the goals.
3. Requirements should be executed.

There are three types of auditing within QMS: system auditing, methodological auditing, product auditing.

The role of system audit is to check all quality management activities through internal audits at regular intervals. This is done in order to determine the optimal level of purposeful and active efforts to prevent inconsistencies.

Internal system audit is a tool for monitoring QMS performed in the following areas:

- Verification of the purposefulness, relevance and effectiveness of all measures of quality management system.
- Verification of the completeness of documentation on quality management activities.
- Investigation of the fulfillment of the ISO 9000, 14000 requirements.

At the same time there are proposals on measures aimed at correcting and improving product quality.

Methodical audit is conducted to validate processes, including the production, or their methods. In particular, this applies to the ways in which the product quality can't be determined throughout the processes, such as welding, soldering, etc.

Product audit is checking product compliance with the given requirements. This involves checking the quality of the constituent elements of the finished goods in conjunction with the tests.

Internal audit plays a special role for businesses, as it aims at QMS assessment for compliance with the requirements of ISO 9000. In this connection it is necessary to determine whether the quality controls meet certain requirements, quality goals are achieved, the legislative and legal norms are met. It is important to obtain confirmation of both compliance and non-compliance with the requirements of QMS.

The audit report shall contain:

1. Details of the audit plan, accurate employee data conducted the audit, the name of the representative from the authorized organization, the timing of the audit and the exact name of the organization conducted the audit.
2. The exact name of the documents under which the audit was implemented.
3. Detection of inconsistencies and deviations.
4. Opinion of the audit team on whether the auditable organization meets the requirements of the applicable standard for quality management and related documents.
5. Opinion of the audit team whether the QMS is capable of performing the quality objectives.

The audit report is a confidential document passed to the head of the company, as well as responsible persons of the checked units, so there should be the list of persons allowed to work with the audit report.

According to audit results corrective measures to improve the quality management system are taken.

For each company there is a requirement for its products, which are developed on the basis of the following elements:

- the requirements set by the consumer;

- legal requirements related to the product;
- requirements not stated by the consumer but necessary for a particular use;
- any other requirements specified by the company.

An important aspect in the implementation of the quality management system is to monitor information related to compliance with the requirements of consumers. As a result, methods for obtaining and using this information should be established.

It is necessary to analyze the system at certain time intervals. This must be done to understand the continuing suitability of the system, its adequacy and effectiveness. The analysis comprises the assessment of the possibility of improvement and the need for change in the quality management system, including policies and objectives in the field of quality [3].

Output data for analysis should include the following information:

- results of quality checks;
- feedback from customers;
- process performance and product conformity;
- status of preventive and corrective actions;
- follow-up actions from previous management reviews;
- changes that could affect the quality management system;
- recommendations for improvement.

Output analysis shall include any decisions and actions related to:

- improving the quality management system and its processes;
- improving product related to customer requirements;
- resource needs [1].

In conclusion, we note that QMS managers have the main responsibilities for implementing, maintaining and improving the quality management system. The manager must perform a series of events with the objectives to create an environment for employees in which they could be fully involved in achieving the objectives of the enterprise. There are many obstacles that hinder the implementation of quality management systems on the market. In most cases, the main problems include unprofessional managers, reluctance and lack of understanding of the need for system implementation, as well as many other factors that are beyond the scope of this article.

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### Средства контроля СМК на промышленном предприятии

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**Ключевые слова и фразы:** аудит; контроль производственных процессов; системы менеджмента качества (СМК); служба контроля качества; оценка; предприятие.

**Аннотация:** Для успешного функционирования предприятия необходимо управлять им систематически, притом, что управление должно быть прозрачным. Успех может быть достигнут в результате внедрения и поддержания в рабочем состоянии системы контроля менеджмента качества, разработанной для постоянного улучшения деятельности с учетом потребностей всех заинтересованных сторон. В данной статье будет вестись упор именно на этот аспект, который немаловажен при внедрении системы менеджмента качества на любом предприятии.

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## Property Relations in the Regulation of Interindustry Relationship

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**Key words and phrases:** privatization of property; corporatisation; interbranch relations; ownership; property management.

**Abstract:** The article reveals the discussion on generalization of scientific and theoretical basis. The functional role is proved in the regulation of property category interbranch relations in agriculture system. Priorities of the formation forms of business management and priorities for the use of economic mechanisms regulation of interbranch relations, based on the economic substance of the property are defined. In order to achieve effective results of co-operation and concentration of production area, defined the direction of development cooperative patterns of ownership.

In order to improve and change in economic relations, the formation and development of various forms of economic activity in the industries and in infrastructure, development of new proprietary relations in land and property in accordance with the requirements of the economy the relevant laws are passed. These laws specifically describes the conditions of privatization processing enterprises through corporatization and preferential term transmission control package stock producers of raw materials. Despite all the activities carried out, have not yet achieved the desired results in an economic complex, which has a complicated production and economic structure and communication. Not enough full use of the advantages of private property and market relations self-regulatory capacity, adversely affecting the strategy and tactics of the reforms, causes mistrust positive changes.

When adopting laws on privatization of property, when there were not identified municipalities and objects related to municipal property, including processing plants, their privatization was carried out according to the rules of state property privatization. Law on the transfer of property owned by the municipality was adopted when the agrarian reforms were being finalized plus the in the law have not been defined names processing enterprises that have local significance. And when a law was passed on municipal property, then processing enterprises of small and mid-level managers who have local significance have been privatized. At this time, as a result of privatization of the processing enterprises whose controlling stake not belongs to producers of agricultural raw materials, which is represented in the social structure of the property is not in favor of agriculture, thereby weakening the role of agriculture in the social structure of the property. One of the reasons of negative outcomes in the social structure of ownership in the reform process appears insufficiently grounded in scientific and theoretical

value of the property at reforming agrarian relations and to prepared imperfect normative base. And the most important manifestation in unprincipled economic sense of ownership of the reform process. The property, which has a very rich socio-economic and socio-political meaning, form social relationships between individual sectors and most importantly the appropriation of revenues from sales of products resulting from the joint industrial activity. This assignment is carried out at all stages of social and production process, including production, distribution, exchange and consumption.

On account of the formation of the property on the basis of all economic relations, the manufacturing process, which has property, defines the relationship between production and sales entities. These relationships cause qualification processes of regional relations. And it says that the means of production used cars, technology seeds, fertilizers and other resources at the stage of production and mining production starring should express respect to assignments in the production process, partition, exchange and consumption. The main reason impracticable purposeful activity interbranch complexes and subcomplexes of complex economic systems in the process of privatization was the predominance of legal ownership over the economic values. As a result, the changes are not recorded until the end of the effects of property rights, suffered economic failure of economic relationships that were formed and operating on the basis of mutual interests. Changes in terms of possession of the property now should not be the primary goal, should pay great attention to the change of ownership, which plays a role in the system of economic relations. In every society, the rights of subjects of property, re-emerging from the real economic relations should be protected under relevant laws.

In modern conditions, the development of inter-branch relations, requires the establishment of the basic forms of property derivatives, their interoperability and mutual orientation. Despite the completion of the privatization process of land and property, agriculture is no significant shift in the concentration and co-production. All arguments made lead to the conclusion that the development of industry systems with complex socio-economic sense, the change of ownership may not represent the ultimate goal. Despite the privatization of the means of production, only a part of the privatized property involved in the production process. Still not effectively organized definition of government and public socio-economic areas using property laws. American economists S. Fischer, R. Dorunbush, R. Schmalensee [3] believes that if the means of production belong to the owners, then the economy can be called capitalist if the means of production belong to the state, then the economy can be called socialist. In our opinion, in determining the socio-economic structure, limited only by the principle of the dominant organization of certain forms of ownership of the means of production, is purely formal. If the property will be treated with the criterion, whereas countries such as the USA, Germany, Holland, Israel, etc. be questionable is their belonging to a capitalist society. So, in Holland agricultural lands are mostly state-owned, in Israel the same 7 % agricultural land owned by private interests. In modern conditions unacceptable division of society on socialist and capitalist systems, on the basis of the Vested Property entrepreneurs or state. At this time, belonging to the subject property is not relevant, important, how to use this property, which economic, social and relevant consequences are derived from the management of this property. In reality, ownership, as the economic and legal category in the face of public authorities, businesses and groups belong to definite subjects. From a legal standpoint, interbranch relations are derivative of property belonging to the category of private property. By property type derivative nature of the formation of industrial relations and the principles of distribution of the results of production activities, types of derivatives are fundamentally different in comparison with the main types of property.

Despite a sufficient level of knowledge and understanding about the indispensability of



the role of private property in enhancing the productive labor and the development of market relations have started to worsen the border between the management sphere of material production and the sphere of property management. Given the manufacturing industries belonging to the existing forms of agricultural property are formed depending on the length of the production cycle, the complexity of interbranch relations stages of production, principles and mechanisms for joint management. Economists – scientists who have studied the formation of entrepreneurship and ownership in the agricultural sector, and particular we, came to the conclusion that economic management mechanisms not fully provide incentives producers.

Study and evaluation of the crucial role of categories of property in the definition of scientific and theoretical foundations of economic thought, has been investigated for several centuries before in the Islamic world than in Western countries. In the Islamic world have been investigated and substantiated the principles of the use of property academic economists [2]. Assignment and use of property, rights of inheritance, their effective use, and finally, their integrity is the main important factor. In certain historical epochs land was seen as the main source to meet the needs, used in the form of individual and collective appropriation. Formation of collective forms of appropriation based on the principles of collective farming. Collective management based on the concentration of land, machinery and equipment, draft animals, seeds intellectual capacity and other resources, which are the objects of property.

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### Научно-теоретические аспекты отношения собственности в регулировании межотраслевых связей

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**Ключевые слова и фразы:** приватизация собственности; акционирования; межотраслевые отношения; формы собственности; управления собственностью.

**Аннотация:** В статье обсуждаются вопросы обобщения научно-теоретических основ обоснования функциональной роли категории собственности в регулировании межотраслевых связей в системе агропромышленного комплекса. Определены приоритеты формирования хозяйственных форм управления и приоритеты использования экономических механизмов регулирования межотраслевых связей, исходя из экономической сущности собственности. В целях достижения эффективных результатов в сфере кооперирования и концентрации производства определены направления развития кооперативных форм собственности.

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UDK 659

## Types of Advertising and their Effectiveness

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**Key words and phrases:** marketing; performance evaluation; raising effectiveness; types of advertising.

**Abstract:** The paper discusses types of advertising and their effectiveness. Advertisers choose from a selection of more than two dozens of different types according to their clients' preferences.

Advertising informs, reminds and persuades. Informative advertising brings information about a product, service or manufacturer to the user.

This type of advertising contains the maximum information and resembles a small article. It is used when a company enters a new market or a new product is launched. Promotional text should be bright and accessible and highlight the benefits of new products.

Persuasive advertising increases the desire of a potential client to make the desired action, and creates preferences.

It is used for rapid sales growth. By the amount of text this kind of advertising is much less informing and it needs a slogan. It raises direct consumer motivation. To be most effective, it must take into account psychological characteristics of the target audience.

Reminding advertising stimulated repeated purchases. Its stimulating function is used at the stage of saturating the market with products and helps to maintain the reached positions.

The main difference of advertising from all other similar elements of marketing communications company policy is that, firstly, advertising solves long-term objectives, and, secondly, its main purpose – to inform consumers about the product and stimulate demand.

Advertising has always been commercial in nature (except for social and political advertising) and it is one of the most effective tools in the competition.

However, to get the maximum benefit from advertising, the advertiser should consider carefully and plan promotions and campaigns, as well as adhere to a variety of different rules.

### *Evaluating the effectiveness of advertising.*

The problem today is that consumers know perfectly well what advertising is and what for it is used by advertisers. Therefore, advertising should not be pushy. Its mission is to inform consumers about the product or brand and encourage them to buy it. Thus, the evaluation determines the effectiveness of advertising.

It has long been observed that almost every market can be changed by clever marketing and advertising. For example, through advertising one can fight the negative demand, turning it into a positive one, or smooth out fluctuations in seasonal demand.

### *Improving the effectiveness of advertising.*

Advertising has to be aimed at the target segment. Moreover, analyzing the operations of large foreign companies one can identify some general rules that help to improve the effectiveness of your advertising, as well as avoid many mistakes often committed:

1. Precise positioning. In advertising, one need to tell the consumer how your product is different from the products of competitors. It can be anything: price, environmental friendliness,

some unusual property, high quality, etc.

2. Clear benefits. Advertising must promise consumers that the purchase of your goods is beneficial to them. We need to show the benefits of the advertised product. On the basis of the benefits the consumer should gradually have a preference to your product.

3. Original ideas. At the heart of any advertising must be an original idea. It should be easy to understand by your target audience.

4. Creating an image. Advertising shapes a vivid image of your product or company in the consumer's mind. This image raises awareness of the company, as well as develops a preference for your product.

5. Originality. In any case your advertisement should not repeat elements and ideas of old commercials and images. On the contrary, it must be new, bright and creative; otherwise it will be lost on the background of other advertisements and will lose any influence on people.

6. Catchiness. Advertising that does not attract attention, simply has no right to exist, because if it does not catch the consumers' eyes, they don't know what it's about and what is advertised. Catchiness can be achieved through some artistic techniques, color combinations, as well as using bright intriguing title or slogan.

7. Focus on the main thing. There is no need to make advertising too complicated; you need to focus on something specific to the consumer, the most important thing. This "most important thing" should be based on the motives of the target audience.

Good advertising is able to answer many of the consumers' questions: it should be informative, and therefore it does not need to tell consumers what they already know, it should tell them about something new. This information should be delivered in a simple and understandable form; an effective advertising must have some elements of visualization.

Also, you should choose wisely advertising media so that to conform to the target audience. The information that you provide in advertising must be truthful and qualitative. You mustn't lie to consumers as you risk losing a potential customer.

And the last thing to remember when developing an advertising campaign – you mustn't praise yourself. The company that claims that its product is the best is not perceived by consumers as trustworthy.

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### Форма и эффективность видов рекламы

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**Ключевые слова и фразы:** форма; вид рекламы; реклама; оценка эффективности; повышение эффективности

**Аннотация:** В наше высокотехнологичное время видов и типов рекламы насчитывается более двух десятков. Рекламодатель вправе выбирать то, что по вкусу ему и его компании. Благодаря широкому выбору средств распространения рекламы каждое предприятие, организация, союзы и фонды считают долгом рассказать о своей деятельности.

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UDK 338

## On Developing Business Strategy in Food Industry

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**Key words and phrases:** business; food Industry.

**Abstract:** The article investigates the characteristics of business development in the food industry. The author attempts to identify the factors that reduce the effectiveness of small businesses. On the basis of statistical data trends in the data business structures are examined. Based on the conducted analysis the problems of small businesses in the food industry and their solutions have been found.

The results of the analysis of business strategy development in food industry bring to the conclusion that it is a mature industry characterized by:

- decrease in the growth rate;
- low growth rate in industry profitability;
- increased competition;
- high level of product differentiation;
- difficulty in finding new areas of product application, including its modifications;
- decrease in R&D;
- loyal customers having high demands to the quality of merchandise.

The typical Russian problems include lack of financing and poor credit tools to regulate and support small businesses, imperfection of legal base, contradictions in tax legislation, excessive bureaucracy, insufficient understanding of the nature of entrepreneurship and confused legal documents regulating social and labor relations in the Russian Federation, underdeveloped system of information support of small enterprises, low level of logistical support enterprises.

The main task of a mature industry enterprises is to maintain existing sales by, firstly, the implementation strategy of expanding the boundaries of the market, which is expressed in expanding the market mainly due to more intensive distribution of goods in cities and regions, finding new uses for products. Secondly, entrepreneurs in the food industry use different pricing strategies:

- differential pricing (including consumer groups, market positioning, time of purchase, the options of products and their modifications);
- establishment of preferential prices (in order to encourage regular customers, undermine weaker competitors, as well as the need to free storage space from stale goods);
- establishing psychological price (rounded);
- establishing competitive prices (if a competitor lowers prices, the company lowers the price to the same or even lower levels, or changes prices and focuses on the product quality and additional services). Thirdly, entrepreneurs strive to reduce costs through modernization of production, the search of cheap raw materials and labor.

Entrepreneurs in the food industry aspire to increase the product differentiation, but manufacturers of the products pay less attention to aesthetic properties; due to stable demand

for their products they do not need to solve the problem of increasing its sales by giving products more aesthetic characteristics (which may also affect its rise in price).

In order to establish closer ties with the regular consumers some entrepreneurs use personal sales (in particular, customer orders).

Also, entrepreneurs in the food industry aggressively promote sales using both pricing (direct price reductions, discounts, etc.) and non-pricing methods (the lottery, contests, tastings, distribution of souvenirs with company name, etc.).

Some assistance to entrepreneurs in this sector is provided by regional authorities. For example, they provide financial assistance to the food industry in terms of stimulating the renewal of fixed assets due to subsidies from the regional budget of interest rates on loans and financial lease contracts (leasing), obtained from Russian credit institutions and leasing companies. Also, the work continues on the development of business strategies.

According to the author, the main dangers in a mature industry in the formation of business strategy are as follows:

- incorrect assessment of the industry and development of the strategy for a growing industry;

- neglect of the need to maintain regular customers;
- underestimation of strategies for improving the product;
- inadequate response to pricing strategies of competitors;
- underestimation of international competition;
- lack of resources to make the necessary investments;
- lack of skills to maintain their own distribution channels;
- attachment to traditional practices (inability to perceive the changes).

In addition to external factors influencing the development of small enterprises certain industry there are problems within the organization related, in particular, to the development and implementation of the strategy:

- unsystematic character of the development and implementation of the strategic plan;
- lack of alignment of strategic and operational plans;
- delay in selection of the final version;
- adoption of several parallel strategies, not enough connected with each other, do not take into account the existing experience;
- discrepancy of the selected strategy for the structure of certain businesses;
- high risk;
- lack of experience and skills of the strategy;
- weakness of information systems;
- lack of psychological preparedness of personnel of small businesses to the perception of the strategy that leads to its rejection;
- disorganization and inconsistency of actions to implement the strategy;
- low level of control over the strategically important indicators to evaluate the effectiveness of the strategy.

The variety of the mentioned problems shows how complicated the process of strategy development and implementation of business development is.

Lack of investment in the processing sector remains one of the most important problems of the strategy of business development in the food industry. Renewal of production assets and the introduction of new technologies in the meat, fish and other food industries require huge investments. A significant proportion of all investments are in mining and export-oriented industries. As a result, the majority of small and medium producers of goods and services are simply unable to compete with foreign companies (despite the low level of consumer demand).

Factors hindering the development of the food industry also include the inadequate level of capacity utilization, lack of working capital to improve production technology and technical upgrading.

Negative impact on the food industry has also increased competition from foreign and Russian manufacturers; there is a rise in prices for raw materials and other components. State of the internal environment factors also influence the level of effectiveness of the strategy of business development in the food industry. The factors hampering the development of business strategies include: the low level of financial management and business ethics entrepreneurs, content and level of economic education.

The large number of problems, of course, suggests that conditions necessary for the successful development of small business in the food industry have not been created yet.

Improving the performance of entrepreneurs in the food industry can be achieved by working in the following areas:

- Improvement of infrastructure support and development of small business by creating business incubators, which will lead to increased business activity of the population; development of domestic markets; the fullest use of resources; increasing the viability of small businesses; employment growth and standards of living; expansion of the tax base.

- Improvement of financial support for small business by leasing operations to activate investment in production;

- Improvement of financial condition of the immediate producers;

- Improvement of the competitiveness of small businesses, especially in the production sector;

- Preferential increase in the share of production of small businesses in the total number of businesses.

- Improvement of exhibition and fair support of small businesses through the competition on the Internet that will help: raise public awareness of the development of small business sector and offered their products and services; create a positive image of entrepreneurship; promote products on the domestic and foreign markets; create a competitive environment; meet the needs of domestic and foreign businessmen in cooperation and development of new business relations.

- In case of lack of resources for self-sustainable business development of existing and new businesses the author sees in cooperation with large companies in the form of franchising. It will bring tangible benefits to small firms, for example, access to resources, technology, knowledge, work on well-known and stable market, the ability to obtain various forms of assistance from the large firm.

It seems reasonable to predict the further business development in the food industry. The implementation of proposed measures will enable to improve the operations of small businesses of food industry and ensure their competitiveness.

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### Формирование стратегии развития предпринимательской деятельности пищевой промышленности

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**Ключевые слова и фразы:** предпринимательство; пищевая промышленность.

**Аннотация:** Статья посвящена исследованию особенностей развития предпринимательства в пищевой промышленности, выявлению факторов, снижающих эффективность деятельности малых предприятий. На основе статистических данных изучены тенденции развития данных предпринимательских структур. На основе проведенного анализа выявлены проблемы развития предпринимательства в пищевой промышленности и пути их решения.

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UDK 334

## Ways of Stimulating Small Business Development

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**Key words and phrases:** measures of effective incentives; small businesses; the Federal Law No 217-FZ; state support.

**Abstract:** We consider the Federal Law, the system of state support and measures to stimulate the development of small business. The effective measures to stimulate the development of small business in the Russian Federation have been explained. The article can be useful for professionals, entrepreneurs, and future entrepreneurs.

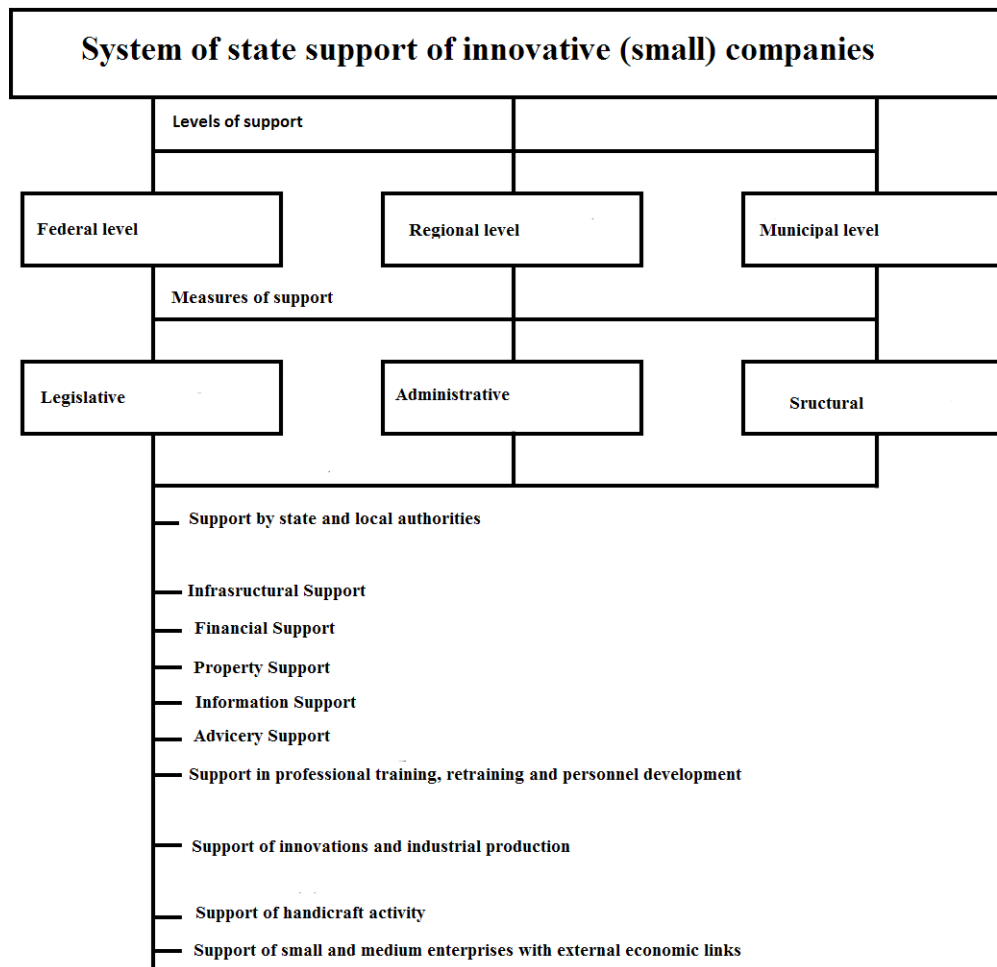
Measures of effective stimulation of small innovative enterprises at the national level are stipulated in the Federal Law № 209 of 24 July, 2007 “On the development of small and medium enterprises in the Russian Federation”.

This law establishes two criteria for inclusion of businesses into small and medium-sized enterprises: the average number of employees and sales of goods (works, services) , excluding VAT, or book value of assets for the preceding calendar year should not exceed the limits set by the Russian government to each category of small and medium-sized businesses .

State support of innovative (small) companies is a three-tier system (Fig. 1). It includes government regulations, administrative staff, infrastructure and innovative forms of support to small businesses.

State support to innovative (small) companies at the federal level is carried out within the following legal documents:

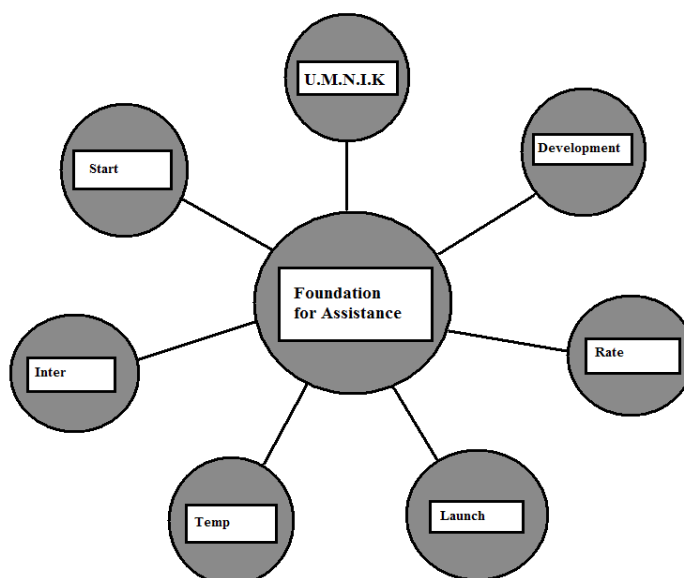
- Federal Law of August 23, 1996 № 127 – FZ “On Science and Governmental Science and Technology Policy” (as amended on July 21, 2011);
- Federal Law of June 11, 2003 № 74 – FZ “On peasant (farmer) economy”;
- Federal Law of July, 2006 № 135 – FZ “On Protection of Competition”;
- Federal Law of July 24, 2007 № 209 – FZ “On the development of small and medium enterprises in the Russian Federation”;
- Federal Law of July 22, 2008 № 159 – FZ “On Specifics of alienation of immovable property owned by the state of the Russian Federation or municipal property leased by small and medium enterprises, and on Amendments to Certain Legislative Acts of the Russian Federation”;
- Federal Law of December 26, 2008 № 294 – FZ “On protection of legal entities and individual entrepreneurs in the implementation of state control (supervision) and municipal control”;
- Federal Law of August 02, 2009 № 217 – FZ “On Amendments to Certain Legislative Acts of the Russian Federation on the establishment of budget scientific and educational institutions, business entities with a view to practical application ( implementation ) of the results of intellectual activity”;



**Fig. 1.** System of state support of Russian innovative (small) enterprises

- Presidential Decree of October 18, 2007 № 1381 “On the Day of Russian business”;
- Presidential Decree of May 15, 2008 № 797 “On urgent measures to eliminate administrative barriers to entrepreneurial activity”;
- Government Decree of November 04, 2006, № 642 “On the list of goods, works and services for state and municipal needs, placing orders for which takes place at small businesses”;
- Government Decree of July 22, 2008 № 556 “On limiting values of the proceeds from the sale of goods (works, services) for each category of small and medium enterprises”;
- Government Decree of February 27, 2009 № 178 “On the distribution and provision of subsidies from the federal budget of the Russian Federation for the state support of small and medium-sized businesses, including peasant (farmer) economy”;
- Government Decree of July 16, 2009 № 584 “On the order of notification of commencement of certain types of business”;
- Government Decree of June 30, 2010 № 489 “On approval of rules of training bodies of state control (supervision) bodies and municipal control of annual plans for scheduled inspections of legal entities and individual entrepreneurs”;
- Government Decree of August 21, 2010 № 645 “On property support to small and medium-sized enterprises in the provision of federal property”.

State aid system of support of innovative (small) enterprises includes government agencies



**Fig. 2.** Programs of Foundation for Assistance to Small Innovative Enterprises in Science and Technology

responsible for the development of small businesses at the federal level, which include the federal executive bodies:

- Ministry of Education and Science of the Russian Federation;
- Ministry of Economic Development of the Russian Federation;
- Federal Agency for Youth Affairs;
- Ministry of Communications and Mass Communications of the Russian Federation;
- Ministry of Industry and Trade of the Russian Federation;
- Ministry of Regional Development of the Russian Federation.

The elements of public infrastructure for support of innovative (small) companies include:

- Foundation for Assistance to Small Innovative Enterprises in Science and Technology (hereinafter – the Foundation);
- Russian Foundation for Technological Development;
- Russian Foundation for Basic Research;
- State Corporation “Bank for Development and Foreign Economic Affairs (“Vnesheconombank”);
- State Corporation “Russian Corporation of Nanotechnologies” (RUSNANO);
- Innovation Center “Skolkovo”;
- JSC “Russian Venture Business Structure”.

The most developed support structure is that of the Foundation for Assistance to Small Innovative Enterprises in Science and Technology. Support Foundation is administered by seven different programs represented in Fig. 2.

By the Federal Law of July 7, 2007 No 209 – FZ “On the development of small and medium enterprises in the Russian Federation” various forms of support for innovative (small) companies were established.

Conditions and procedures to support small and medium-sized enterprises are established by federal, regional and municipal development programs for innovative (small) companies.

State authorities of the Russian Federation, local authorities may, in addition to established forms of support, independently provide other forms of support from the budgets of subjects of

the Russian Federation, local budgets.

To sum up, the measures implemented to support innovative (small) enterprises in Russia have been analyzed.

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### **Меры эффективного стимулирования развития малого предпринимательства в Российской Федерации**

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(Россия)*

**Ключевые слова и фразы:** меры эффективного стимулирования; малое предпринимательство; Федеральный Закон № 217 – ФЗ; государственная поддержка.

**Аннотация:** Рассматриваются Федеральные Законы, система государственной поддержки и меры стимулирования развития малого предпринимательства. Объясняется эффективные меры для стимулирования развития малого предпринимательства в Российской Федерации. Статья может быть полезна специалистам, работающим в области становление предпринимательства, будущим предпринимателем по своим бизнесом и всем желающим достичь успеха в предпринимательской деятельности.

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