

**Proceedings of IV International Scientific Practical Conference
“Prospects and Pace of Scientific Development ”
(January 23–25, 2014, Prague, Czech Republic)**

History, Philosophy and Sociology

National Consciousness in the System of Moral Education

I.O. Nadtochiy, S.O. Nadtochiy

Voronezh State Forestry Technical University named after G.F. Morozov; Voronezh Institute of High Technologies, Voronezh (Russia)

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.

page 5-7

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.

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

A.S. Zhulayeva, G.M. Lushchayeva

*Siberian State Technological University, Krasnoyarsk
Siberian Federal University Krasnoyarsk (Russia)*

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

page 8-11

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.

Evolution From Marxism to the “New Right”

A.K. Akopyants

Pyatigorsk State Linguistic University, Pyatigorsk (Russia)

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

page 12-15

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.

Philology

The Hermeneutical Aspect of Inner Monologue

M.N. Makeyeva, N.I. Nikulina

Tambov State Technical University, Tambov (Russia)

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.

page 16-23

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.

Management, Computer Engineering and Information Science

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

S.R. Krivko, O.V. Telenkova, E.R. Marchenkova

Russian State University of Tourism and Service, Smolensk (Russia)

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

page 24-26

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.

Access to Documents Based Multilingual Information

Omar Larouk

National School of Information Science and Libraries University of Lyon, (France)

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

page 27-30

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.).

Automation Method of Reconfiguration of Communications Satellite's Onboard Repeater

I.I. Savenko, M.S. Sukhodoyev, N.A. Kosmynina, D.N. Ryzhkov, S.G. Tsapko

Tomsk National Research Polytechnic University, Tomsk

JSC "Information Satellite Systems" named after Academician M.F. Reshetnev, Zheleznogorsk

(Russia)

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

page 31-34

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 transponderr 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.

Quality Control

The QMS Controls at Industrial Enterprise

Qiu Shuwan

Peoples' Friendship University of Russia, Moscow (Russia)

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

page 35-38

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.

Economic Sciences

Property Relations in the Regulation of Interindustry Relationship

V.G. Abbasov, A.Q. Davydov

State University of Economics and Management;

Institute of Economic Reforms under the Ministry of Economy and Industry, Baku, (Azerbaijan)

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.

page 39-42

Types of Advertising and their Effectiveness

Lou Yunzhen

Tambov State Technical University, Tambov (Russia)

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.

page 43-45

On Developing Business Strategy in Food Industry

Song Weihua

(China)

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.

page 46-50

Ways of Stimulating Small Business Development

He Shaolung

Tambov State Technical University, Tambov (Russia)

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.

page 51-55