

Biological Sciences

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The Problem of Iodine Deficiency in Children Residing in Makhachkala

Keywords and phrases: children; city; iodine deficiency; goiter; prevention; urinary iodine.

Abstract: Iodine deficiency is an extremely urgent problem in Russia. The aim of this study is to examine the prevalence of iodine deficiency in children in Makhachkala for 2002–2013, and evaluate the adequacy of preventive measures. We examined 722 children (349 girls and 373 boys). The average age was 8.3 ± 0.9 years. The study found that in Makhachkala in 2002, both by the occurrence of goiter (28.4 %) and the median urinary iodine concentration (35.9 mg/l) iodine deficiency of moderate severity was recorded. Over 12 years of preventive measures, these indicators improved: the occurrence of goiter reduced to 15.4 %, median iodine urinary increased to 65.8 mg/l, which corresponded to the light iodine deficiency. Hence, in Makhachkala preventive measures to eliminate iodine deficiency and endemic goiter were not effective enough over the 12 years; prolongation and intensification of prevention is required.

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Results of Prospective Study of Patients with Arterial Hypertension in Railway Workers of Large Industrial Cities in 3 and 6 Months Dynamics (Case Study of Krasnoyarsk)

Keywords and phrases: hypertension; quality of life; cardiovascular disease.

Abstract: The paper presents the data on the dynamics of blood pressure and biochemical parameters in hypertensive patients during the observation period, the dynamics of echocardiographic parameters in patients with hypertension, the dynamics of the quality of life of patients with arterial hypertension. The assessment of compliance of hypertensive patients after 6 months of dynamic observation has been made. Variability of blood pressure in hypertensive patients has been recorded. It was found that railway workers with hypertension are prone to risk factors for cardiovascular disease, adherence to antihypertensive therapy, factors influencing decline in the quality of life; the effectiveness of therapeutic interventions to optimize the prevention of cardiovascular diseases has been discussed.

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Pedagogy and Psychology

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Psychological Impact of Television Advertising on Children's Audience

Keywords and phrases: features of children's psyche; consumer behavior; psychological impact; television advertising.

Abstract: The paper revealed the problem of psychological impact of television advertising on the formation of consumer behavior in children. The author considered the basic psychological mechanisms in advertising, which are directed at the formation of values, attitudes and stereotypes in children's audience. The results of research confirmed a high degree of influence of advertising on unformed psyche of children.

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Common Consolidated Integral Indicator of Professionally Important Qualities as Criteria for Selection of Potential Negotiators for Basic Training Program

Keywords and phrases: selection; professionally important qualities (PIQ); consolidated integral indicator (CII), method of analytic hierarchy (MAH); selection criteria; Harrington desirability scale; number of successful negotiations (NSN); basic and specialized training; control data (CD), ranking by the criteria of training program effectiveness.

Abstract: The specifics of a professional negotiator imposes special requirements to the level of individual, psychological, physical, and personal qualities and requires careful science-based selection for successful completion of programs of basic and specialized training of future professionals. This study allows to draw a conclusion about the possibility to use common CII

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as criteria for the selection of potential negotiators given the PIQ; the above indicator was calculated with regard to the importance of each PIQ in the structure of CCII by the method of analytic hierarchy.

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Modern Methods of Developing Professional Communicative Competence

Keywords and phrases: foreign language; motivation; professional communicative competence; cooperative learning

page 27-30

Abstract: The author reveals modern methods of developing professional communicative competence for students of human sciences through foreign language teaching. The author believes that active learning raises motivation and encourages teachers and students' collaboration.

V.V. Moroz

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Teacher's Creativity as a Prerequisite for University Students' Creativity Development

Keywords and phrases: creative activity, teacher's creativity, students' creativity, creativity development, creative potential, value orientations.

page 31-34

Abstract: Relevant issue of university students' creativity development is reviewed in the paper. Creativity is considered to be a capacity inherent in any person to some extent which can be developed in education. Creativity is viewed as interdisciplinary phenomenon that stimulates a person's competitive advantage. Students' creativity is directly related to a teacher's creativity. Teacher's creative potential is analyzed on the basis of three components' relationship: value, cognition and activity.

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Research into Students' Professional Motivation

Keywords and phrases: professional choice; motive; motivation; self-development; professional competences.

page 35-38

Abstract: The results of professional motivation of students of engineering and economics department of Siberian state university of telecommunication and computer sciences are presented in the article

O.V. Flerov

S.Yu. Vitte Moscow University, Moscow

Linguistic Training as a Part of Educational Process in Contemporary Higher Education

Keywords and phrases: institute; discipline; foreign language; personality; training; profile,

page 39-42

Abstract: The paper reveals the essence of linguistic training as a part of teaching non-linguists. Its most general aspects are envisaged. The author pays attention to its main differences from linguistic education and to its importance for a contemporary specialist both from professional and from personal perspectives.

History, Philosophy and Sociology

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To the Question on Methodological Basis of Sociological Study of Social Relations of Trust

Keywords and phrases: anomie; trust; social order; personal/non-personal trust.

page 43-47

Abstract: This paper discusses some theoretical and methodological bases of the sociological study of social relations of trust in modern Russian society. Particular attention is paid to the managerial aspects of the study of trust, as well as the role and place of trust in the management of social organization and social groups. Trust is considered as a category of social control; paradigms of interdisciplinary approach to the study of this phenomenon are presented. The role of sociological analysis of trust in management, which may be used in the development of specific methods of sociological research, is described.

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From History of Science to History of Culture

Keywords and phrases: historical approach in philosophy of science; cultural history; history of science; ontology; post-positivism.

Abstract: The paper deals with the historical approach to the philosophy of science. The analysis of concepts of post-positivism leads to the conclusion that the history of science is the history of ontology, which is revealed in the history of culture.

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M.I. Kuznetsova

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Eastern Symbolism in Russian Modernist Style

Keywords and phrases: border cultures; Japanese and Chinese symbolism; Russian modernist style.

Abstract: The paper presents the study of the influence of Eastern culture (Japan, China) on Russian culture in the late 19th early 20th centuries. The author focuses on the main causes of the oriental style occurrence in Europe and Russia in Modern age. Features of the Eastern symbolism and philosophy are discussed.

page 52-56

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State Policy in Linguistic Education in the 1990–2000s: Priority Trends

Keywords and phrases: communication; foreign language; international scientific and educational space; linguistic education; policy of developing studying of foreign languages.

Abstract: The paper deals with the problems and necessity of developing Russian linguistic education in conditions of political, economic and social crises, which the country endures. The author discusses the prospects and opportunities which the ability to speak foreign languages gives specialists. The conducted analysis has revealed the fact that foreign language literacy is an integral part of Russia's successful integration in world economic, political and educational spaces.

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Specifics of Adaptation Strategies of Rural Population Residing in Jewish Autonomous Region under Economic Reforms

Keywords and phrases: adaptive potential; identity; rural society; adaptation strategies.

Abstract: Over the last twenty years the crisis of rural society has been considerably escalated. The loss of state regulation in the perestroika period, a severe systemic crisis during the economic downturn, large scale destruction of domestic relations has led to the fact that a significant part of traditional rural attributes have lost their value. The authors trace the process of transformation of social relations in rural areas and examine mechanisms of social and labour adaptation, which are currently being shaped and widely used.

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Philology

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Strategic Performativity in the Speech Genre of Arguing

Keywords and phrases: arguing, strategic performativity; contesting performative strategy; discrediting/rehabilitating tactics.

Abstract: The article studies the speech genre of arguing as a linguistic expression of discrediting/ rehabilitating tactics which in their turn realize the contesting performative strategy, one of the four strategies of strategic performative discourse. The given strategy aims at the addresser's demonstrating doubt about a certain aspect of the addressee's communicative status: about partiality/impartiality or falsity/verity of the provided information (arguing about facts or committed actions), about dominant/ non-dominant status (arguing about prospective actions).

page 67-70

N.I. Tatishcheva

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Correlation between Grammar and Verse in the Poetry of Vladimir Sokolov

Keywords and phrases: poetry of the 20th century; grammar; verse; coefficient of monotone.

page 71-74

Abstract: The work is devoted to the study of correlation of the grammar and the verse in the poetry of Vladimir Sokolov. The author demonstrated the examples of match and mismatch of syntactic and metrical boundaries, calculated the monotone coefficient for random sample of poems and concluded its average value.

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Methods of Studying the Semantic Field of Perception Verbs in Russian and English Languages

Keywords and phrases: verbs of perception; method; paradigmatic level; semantic field; syntagmatic level.

page 75-78

Abstract: The paper deals with theoretic explanation of search methods of research into semantic fields of perception verbs in Russian and English languages; the concept of semantic field has been defined. The specifics of perception lexis have been characterized; the content of the above field and its structure have been analyzed.

Engineering

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Technological Properties of Coated Electrodes Manufactured with Nanopowders of Complex Composition

Keywords and phrases: drop transfer; nanopowder; oscillogram; spraying; fusion welding; welding electrode; experiment.

page 79-82

Abstract: One of the most important characteristics of a welded joint is its strength. The paper discusses the welding characteristics of welding electrodes made with the addition of nanopowder; their comparison with standard electrodes (without the addition of nanopowder) is made. The effect of nanopowder complex structure on the process of electrode metal transfer is studied.

Chemical and Food Technologies

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The Development of Functional Foods Science in European Community. A New Ingredient for Functional Food Production

Keywords and phrases: anti-carcinogenic effect; prebiotics and probiotics; functional foods; oxidative stress.

page 83-88

Abstract: The survey shows the latest trends of the food and pharmaceutical industries in functional foods production. In recent years, international recognition of functional foods has led to a global development of this area, which originated in Japan. National policy of functional foods, in terms of “Food for specific Health Use”, develops different directions of food industry to produce new foodstuffs. In Japan and in other countries, academic and educational institutions work in cooperation in the field of analysis and practical application of functional foods. The emphasis is on the study of the effect of antioxidant and anti-carcinogenic ingredients, as well as prebiotics and probiotics.

Engineering Agro-Industrial Technologies

K.S. Ryspaev, M.K. Ryspaeva

Kostanay Social and Technical University named after academician Z. Aldamzhar, Kostanay

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State University named after A. Baitursynov, Kostanay (Kazakhstan)

Whole Milk Substitute as an Object of Dispersion

Keywords and phrases: milk; calves; milk substitute; livestock; plasma sheath; dispersion; fat molecule; emulsion; centrifugation.

Abstract: Whole milk substitutes (WMS) are widely used in dairy cattle, especially when feeding calves – in the second week of living. The article shows the WMS as an object of dispersion.

Management, Computer Engineering and Information Science

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Realization of Decision Trees in Different Analytical Systems

Keywords and phrases: CART; C 4.5; Data Mining; Deductor; ID3; Random Forest, Rapid Miner; Orange Canvas; decision trees.

Abstract: To date, intellectualization of processing methods and data analysis (Data Mining) are rapidly developing. Decision trees are one of the most popular approaches to solving problems of Data Mining. In this article, we briefly discuss the implementation of the popular decision tree algorithms, their advantages and disadvantages as well as software products for data analysis, which contain several types of algorithms for constructing decision trees.

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Economic Sciences

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Organizational and Economic Mechanisms of Spatial Development of the Region

Keywords and phrases: mechanism of regulation; spatial approach; regional development; Republic of Buryatia.

Abstract: The paper proposes a mechanism of regulation of spatial development of the region; the agriculture potential of the Republic of Buryatia in the implementation of the spatial approach has been estimated.

page 99-103

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Management of Industrial Enterprise Investment Attractiveness: Key Aspects

Keywords and phrases: investment attractiveness; management of industrial enterprise investment attractiveness; management decision making; marketing; competitiveness of enterprise.

Abstract: The paper identifies key and interrelated aspects of management of enterprise investment attractiveness: management decision-making and marketing. The author discusses the process of management of industrial enterprise investment attractiveness from the perspective of the investor and the company-borrower's management.

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Activity of the Russian Sovereign Wealth Funds in 2014

Key words and phrases: balance; deposit; National Welfare Fund; Reserve Fund; sovereign wealth fund.

Abstract: Reserve Fund and National Welfare Fund are important elements of national security. The article considers operation and issues of these funds in 2014.

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Improving Company Competitiveness as a Base of Sustainable Regional Development (Case Study of OAO "NLMK")

page 111-115

Keywords and phrases: company competitive strength; productive forces; region development policy; standards of living; strategic competitiveness of the region; staff potential.

Abstract: Reliable competitive positions are essential requirements for sustainable development of the regional economy. The principle of economic independence of the regions causes to make significant adjustments in their financial and economic situation. Sustainable development of the regional economy is directly dependent on the availability of relevant socio-economic, scientific-technical and human capacity, and it determines the attractiveness of the region for the development of new facilities and reconstruction of the existing ones, and thus, creating new jobs. In turn, the increase in the number of employees determines the socio-economic well-being of the population and the improvement of the financial status of the region.

In the marketplace of the country capital inflows in a particular region are no longer dependent on centrally accepted industry decisions, and are entirely determined by the competitive opportunities of the region and the prospects of their capacity. Business capital flows into those areas and activities which are better for competitive production and profitable business startups. The paper examines the current situation with the economic and social development of Novolipetsk Iron & Steel Corporation and the Lipetsk region in general, to show the correlation of industrial development of the company and a high level of employment and improved life level in the Lipetsk region for the past time.

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The Role of Government in Sustainable Development of Tourism Market in the Region

Keywords and phrases: government regulation; tourism development; regional tourism market; market self-regulation.

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Abstract: The article discusses the role of government in the development of tourism market and the directions of its sustainable development.

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Trade Tax: The Relevance of the Introduction and the Possible Economic Consequences in the Modern World

Keywords and phrases: Chapter 33 of the Tax Code; individual entrepreneur; Tax Code of the Russian Federation (Tax Code); taxpayer; general system of taxation (GST); patent; merchant fees; simplified tax system (STS).

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Abstract: This paper deals with the new Chapter 33 of Tax Code of the Russian Federation, which comes into effect from July 2015. The analysis of the new provisions has been made. The examples of the application of this tax have been given. The questions of the additional tax burden on business, transparency and accessibility of the tax administration have been discussed. The possibility of practical application of innovation complexity has been stated, the gaps in the legislation on the issue have been identified.

Political Science

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Turkey as a Factor of Greece's Economic Diplomacy in the Western Balkans

Keywords and phrases: economic diplomacy; Greece's foreign policy; foreign direct investment; Western Balkans.

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Abstract: Economic diplomacy is an instrument of country's foreign policy and is used in the contemporary international relations along with other classic methods of diplomacy. Despite being a popular subject for academic researches, possible factors of economic diplomacy are still unknown. This paper attempts to clarify political determinants of using economic diplomacy. Political rivalry among nations could be seen as a factor for such instrument of foreign policy. This statement stems from an analysis of Turkish factor of Greek foreign policy in the Western Balkans.

Legal Regulation

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Fair Use of Literary Works in American Journalism: Right or Affirmative Defense?

Keywords and phrases: affirmative defense; copyright; digital rights management; fair use; freedom of speech; journalism; takedown notice

Abstract: Fair use and other copyright exceptions nowadays face a real prospect of extinction due to non-exclusiveness of digital rights management (DRM) and takedown notices based on Digital Millennium Copyright Act (DMCA). That is a huge threat for the freedom of speech and information. Therefore an important question resurfaces: fair use is a right (that must be respected by copyright holders) or a mere affirmative defense in litigation?

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Proceedings of the 5th International Scientific Practical Conference «Prospects and the pace of scientific development»

Social Economic Problems of Society Development

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The Analysis Factors in the Development of Printed Products

Keywords and phrases: establishments engaged in the printing industry in Russia; printing; publishing; printing products.

Abstract: The capacity of the Russian printing market today is estimated at \$ 2.5 billion per year, representing only 1 % of the total annual production of printed products in the world. Companies involved in the printing industry in Russia is not enough. Currently 140 million Russians have about 6 thousand printers, i.e. by 25 thousand inhabitants each. While in Japan, the printing press has less than 3 thousand people, and in Italy, France, Germany, Austria – 3–5 thousand.

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The Mass Media as a Tool of Formation of Professional Structure of Society

Keywords and phrases: mass media; society's professional structure formation; social processes modeling.

Abstract: The paper analyzes the processes of mass media data content impact on social processes taking place within society. The results of the empiric study of information presentation of professional structure of the Russian society in mass media realized by means of content analysis of print media publications are represented.

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Objectives and Main Directions of Innovative Marketing

Keywords and phrases: innovation; innovation; knowledge intensive production; marketing activities.

Abstract: Company innovation is at the forefront of marketing activities. Innovation is extremely important for companies that produce high-tech products. These companies have extremely close links between R & D and marketing. Marketing is transforming ideas coming from consumers. They take an active part in the development of marketing programs for various products.

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Modern Philology Problems

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The Semantic Frame “Human” in Chinese Students’ Mental Lexicon

Keywords and phrases: actual lexicon; frame “Human”; mental lexicon; semantic frame; subframe.

Abstract: The paper deals with the structure of the semantic frame “Human” in Chinese students’ mental lexicon. The data for research is actual lexicon in Chinese, which has been collected from native speakers. The structuring of mental lexicon by semantic frames represents some national conceptions about different things.

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The Image of Faust in the Story “New Faust” by L.S. Petrushevskaya

Keywords and phrases: crisis; Faust; mass literature; postmodernism; simulacrum; theatricality.

Abstract: The purpose of this article to analyze the image of Faust in the story “New Faust” by L.S. Petrushevskaya. The features of perception of the image of Faust in the Russian literature of postmodernism is exemplified by this story. The differences in the perception of the image of Faust in the era of romanticism and postmodernism have been identified.

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