

## ABSTRACTS

### Section 1. Economy, Management, Law

**E.V. Trusevich, I.G. Akchurina**

PRODUCT POLICY OF AN ENTERPRISE  
AS A MARKETING MIX ELEMENT

*The proposed article considers the marketing mix key element – a product, the existing approaches to its formation and also the most significant market factors influencing on the product policy development and implementation.*

Product, product policy, brand, brand name, marketing activity, product life cycle.

**L.N. Rodikova, E.B. Frank, A.S. Ortman,  
S.I. Vasil'yev**

ECONOMIC JUSTIFICATION FOR THE  
PREPARATION OF SEASONALLY FROZEN  
SOILS BY CARBAMIDE CELLULAR  
PLASTICS APPLICATION

*Economic aspects of soil warming in winter conditions using different methods and heat-insulating components on the basis of carbamide cellular plastics are considered in the article. The procedure with sample calculation of the excavation economic efficiency heat-insulated with carbamide foam-insulant for preparatory excavation by excavators of the 4<sup>th</sup> and 5<sup>th</sup> size groups has been given. In operating costs estimating, materials costs for maintenance and routine repair, costs for hydraulic fluid, lubricants, cost for the high-wear parts replacement, relocation, overhaul, and depreciation cost have been taken into*

*consideration. Based on the calculations technique and optimum alternative choice, the C++ program has been developed. It realizes the possibility of the optimal solution selection applicable to any computer supplied with MS Office program. Besides, a large data base on the technical-and-economic characteristics of earth-moving machines employed has been formed.*

Economic efficiency, thermo-insulating material, excavation, earth-moving machines, carbamide foam insulant, frozen soil, operational costs, optimum alternative, programming language.

**M.I. Cherutova, A.M. Patrusova, E.V.  
Trapeznikova**

CENTRE FOR INNOVATION MANAGE-  
MENT TECHNIQUES

*The article considers such terms as: innovation, innovation theory, innovation management techniques, innovation environment. The urgency of functioning, tasks and kinds of activity of the Centre for Innovation Management Techniques of Bratsk State University have been determined.*

Innovation, innovation theory, innovation management techniques, innovation environment.

### Section 2. History, Political Science

**D.V. Golovonenko, E.N. Lozovaya**

SCHOOLS FOR WORKING YOUTH IN  
EASTERN SIBERIA IN 1950S-1980S (BASED  
ON THE MATERIALS OF IRKUTSK  
REGION AND THE REPUBLIC OF  
BURYATIYA)

*The article is devoted to the working youth's education in the new developing region. The author studies the history of establishing and*

*developing of teaching and educational institutions network on the territory of Eastern Siberia, analyses the youth outreach forms and marks out the educational process peculiarities in the schools for working youth in Irkutsk region and the Republic of Buryatiya as well.*

School for working youth, work collective, industrial training, evening classes and extramural education, youth.

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**V.A. Kudashkin, N.N. Vitkovskaya,  
M.M. Zherebtsov**

REPRESSIONS IN A VILLAGE: THE KULAKS EXTERMINATION AS A RESULT OF THE SOVIET GOVERNMENT POLICY IN 1920S-1930S (BASED ON THE MATERIALS OF EAST SIBERIAN TERRITORY)

*The article is based on the archival documents and historical researches dealing with the dispossession of the kulaks under the conditions of the Soviet system formation. The process of peasants' opposition to the Soviets is covered. Based on the present-day declassified statistical data, the figures and scale of peasant tragedy are represented, and the attempt to assess these events from the present-day methodological viewpoints is undertaken.*

Dispossession of the kulaks, repressions and terror in a village.

**V.A. Kudashkin, N.N. Vitkovskaya,  
M.M. Zherebtsov**

SOVIET GOVERNMENT ACTIVITIES TO SETTLE THE FOOD PROBLEM IN 1920S-1930S (BASED ON THE MATERIALS OF EAST SIBERIAN TERRITORY)

*The agriculture development of the Siberian villages in the second half of 1920s- beginning of 1930s is given in the article using the archival documents that haven't been published before. The emphasis is upon the New Economic Policy and nation-wide collectivization results in the villages of East Siberian territory. Applying the new methods, approaches and historical records, the attempt to represent the nation-wide collectivization events has been made, Bratsk farm households taken as an example.*

New Economic Policy, collectivization, grain procurements, Siberian village.

**A.R. Kudryashova**  
INFORMAL POLITICAL GROUPS AND MOVEMENTS IN THE NORTH OF IRKUTSK REGION (1985-1991)

*New towns appeared by the end of 1980s in the process of immense industrial developing of*

*Eastern Siberia turned out to be in difficult conditions: the export and raw materials orientation of the factories located there became stronger, so all the changes in the world economic conjuncture and the transformation of property relations exerted influence on their social-economic and political life. The preconditions for population's civil initiatives and independent actions appeared under such conditions. The informal political groups to support perestroika came into existence in the north of Irkutsk region, the population of new towns showed interest in establishing new political parties, the politicization of labour movement took place. The independent movements and societies appeared during perestroika turned into a major factor to regulate social and political situation. They contributed to the origination of a multi-party system, forming of civil society elements and the law-governed state in present-day Russia.*

Informal groups, social and political independent actions, new Northern towns, perestroika, ecological movement, political opposition, labour movement, independent trade-unions.

**V.V. Nikulenkov**  
BODIES OF STATE POWER AND THE KRASNOYARSK TERRITORY MASS MEDIA IN THE END OF 1990S: THE CONFLICT OF INTERESTS AND LAW

*By the end of 1990s in this country on the whole and in Krasnoyarsk territory in particular the cases of journalists' rights and liberties violation still occurred, and their professional activity ran the real danger. It was provoked by the conflict of law, mentality, amenability and the new possibilities of glasnost'. Such a situation to the same extent was triggered off by both the contributors of the democratic mass media and the administrative and managerial model of the country's government inherited from the CPSU.*

Mass media, communicativeness, power, society, elections, press, rating.

**M.D. Sever'yanov, R.S. Akbulatov**  
IMPLEMENTATION OF THE KRASNOYARSK REGION RESIDENTS' PENSION

RIGHTS UNDER THE MARKET ECONOMY TRANSITION

*The economy of Krasnoyarsk Territory in the 1990s took shape as a result of reforms to create the institutional framework and mechanism of the multisectoral market economy in all its areas - production, distribution system and finance, social policy, foreign economic relations. The economic activity restructuring of the enterprises was carried out under the influence of the market conditions, and the related limitations of the demand and budgetary financing, production demonopolization, transfer of a number of managerial functions of the federal subjects to the Federation and the local authorities. However, the situation in the economy of the region remained difficult, companies' performance was unstable. They curtailed production and supply. Primarily, it was a characteristic of the light and food industries and the durables production. The critical situation prevailed in the social sphere and, in particular, in the population's employment, income and social guarantees.*

Krasnoyarsk Territory, privatization, the USSR, liberalization, policy of "shock therapy", social security, pension provision.

*M.D. Sever'yanov, R.S. Akbulatov*  
MAIN STAGES OF THE LIBERAL-LEGAL FRAMEWORK FOR PENSION PROVISION IN THE RUSSIAN FEDERATION

*Pension provision is a vital sphere of the entire population of any country. Its qualitative and quantitative characteristics indicate the level of social, economic, legal and cultural development of the state and society. The issue of the pension system organization determines to a considerable degree the order in the country, the degree of harmony in the society, the stability and dynamics of economic and social development. The pension systems formation, establishment and development depend on the role assigned to the protection of the elderly population income by the society, and the amount of resources it is ready to grant. This approach allows us to uncover the economic essence of the Social Protection institution. The pension legislation is one of the most important branches of the law controlling the activity of people, society and the state. Its legal space involves the majority of workers and members of their families.*

Administrative reform, the Soviet Union, Constitution, pension provision, income, pension, pension reform, market economy, insurance principle.

### *Section 3. Psychology, Pedagogics, Philology*

*E.V. Lodkina, L.A. Shevchenko*  
SOCIO-PSYCHOLOGICAL ASPECTS OF A CONTEMPORARY WOMAN'S SELF-REALIZATION

*Based on the results of social studies, the socio-psychological aspects of contemporary women's self-realization in modern society are revealed. The self-realization model is developed, its forms and types are classified.*

Person's socio-psychological aspects, woman's self-realization.

*N.M. Tatarnikova*  
GENRE ROLE IN THE FUNCTIONAL STYLE STRUCTURE THROUGH THE GENRE FEATURES PRISM

*The article reveals the correlation of the functional style and the genre representing the style based on the materials of interrogation records. The genre qualitative peculiarities influence (the genre features) on its place in the style structure is determined.*

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Verbal genre, functional style, official style, genre model, style feature, genre feature, dominant.

**T.N. Chekmareva**

PSYCHOEDUCATIONAL BASIC FOUNDATIONS OF TOLERANCE UNDER THE PRESENT-DAY CONDITIONS OF RUSSIAN EDUCATION

*The views of genesis and the semantic field of tolerance have been analyzed. The correlation of*

*the terms "tolerability" and "tolerance" have been considered. The psychoeducational basic foundations of tolerance under the present-day educational conditions and Russian education, in particular, have been discovered. The author's approach to study the problems of formation and characterizing tolerance as a concept: psychological specificity, conditions, tolerance limits and functions in education has been proposed.*

Tolerance, tolerability, acceptance, understanding, recognition, cognition, mature personality's position.

#### **Section 4. Sociology, Philosophy, Cultural Science**

**V. L. Kurguzov**

MENTALITY AND IDENTITY AS AXIOLOGICAL GROUNDS FOR CULTURAL POTENTIAL AND SYSTEM ANALYSIS OBJECTS (CONTINUATION)

*To theoretically comprehend the cultural potential phenomenon, the analysis of its requisites and mentality and identity as its value grounds*

*is of great importance. Besides, by mentality itself we mean common spiritual mood, relatively comprehensive system of ideas, beliefs, and feelings of any social community that create the picture of the world and join the cultural tradition unity.*

Humanity, cultural potential, globalization, ethnic cultures, civilization, Russia, the East, the West, mankind's future.