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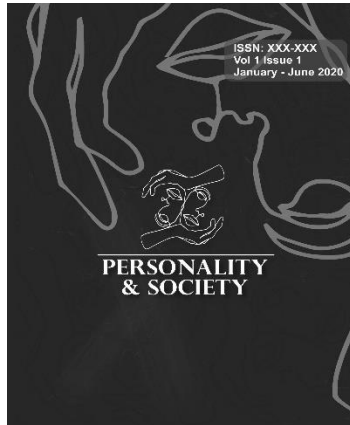
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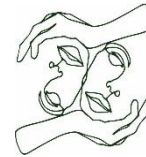
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New management technologies and digital business transformation.

Новые управленческие технологии и цифровая трансформация бизнеса Nuevas tecnologías de gestión y transformación empresarial digital.

Vladimir V. Godin¹, Andrey Dashkov², Alla V. Blinnikova², Anna Terekhova², Olga Danilina²

Abstract

The article considers the main roles of information technologies in the company: auxiliary, restructuring, and digital transformation. The restructuring role of information technologies is characterized by the formation of the electronic economy, the consumer economy, the emergence of strategic alliances, value-added communities and meta-markets, and other forms of economic and business organization with appropriate management. Information technologies of digital transformation provided the creation of an economy in the form of a cyber-physical system instead of interaction between the virtual and real parts of the world, which took the form of a platform economy, digital enterprises, industry 4.0, and similar phenomena. As a result of the transformative effects of information technologies on companies and the business environment, management tasks and technologies changed. The article analyzes the evolution of changes in companies, business environment and management. We consider disruptive technologies such as blockchain, Big Data, knowledge management, Agile, Scrum, Teaming, design thinking and their impact on company management.

Keywords: Roles of information technologies in the company, digital transformation of companies, tasks and new management technologies.

Аннотация

В статье рассматриваются основные роли информационных технологий в деятельности компании: вспомогательная, реструктуризации и цифровой трансформации. Реструктурирующая роль информационных технологий характеризуется формированием электронной экономики, потребительской экономики, появлением стратегических альянсов, сообществ с добавленной стоимостью и мета-рынков, а также других форм организации экономики и бизнеса с соответствующим управлением. Информационные технологии цифровой трансформации обеспечили создание экономики в виде киберфизической системы взамен взаимодействия виртуальной и реальной частей мира, которое приняло форму платформенной экономики, цифровых предприятий, индустрии 4.0 и тому подобных явлений. В результате трансформационного воздействия информационных технологий на компании и бизнес-среду изменились задачи управления и технологии. В статье анализируется эволюция изменений в компаниях, бизнес-среде и менеджменте. Мы рассматриваем «подрывные» технологии, такие как блокчейн, Big Data, управление знаниями, Agile, Scrum, Teaming, дизайнерское мышление и их влияние на управление компаний.

Ключевые слова: роль информационных технологий в компании, цифровая трансформация компаний, задачи и новые технологии управления.

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El artículo considera los roles principales de las tecnologías de la información en la empresa: auxiliar, reestructuración y transformación digital. La función de reestructuración de las tecnologías de la información se caracteriza por la formación de la economía electrónica, la economía del consumidor, el surgimiento de alianzas estratégicas, comunidades de valor agregado y metamercados, y otras formas de organización económica y empresarial con una gestión adecuada. Las tecnologías de la información de la transformación digital proporcionaron la creación de una economía en forma de un sistema ciberfísico en lugar de la interacción entre las partes virtuales y reales del mundo, que tomó la forma de una economía de plataforma, empresas digitales, industria 4.0 y similares. fenómenos. Como resultado de los efectos transformadores de las tecnologías de la información en las empresas y el entorno empresarial, las tareas de gestión y las tecnologías cambiaron. El artículo analiza la evolución de los cambios en las empresas, el entorno empresarial y la gestión. Consideramos tecnologías disruptivas como blockchain, Big Data, gestión del conocimiento, Agile, Scrum, Teaming, pensamiento de diseño y su impacto en la gestión de la empresa.

Palabras claves: Roles de las tecnologías de la información en la empresa, transformación digital de empresas, tareas y nuevas tecnologías de gestión.

Introduction

The transformative impact of information technology on companies and management

The information nature of management is especially evident in modern conditions—a drastic reduction in the duration of business processes, business virtualization, real-time decision-making, and much more. The nature of management and the role of information technologies (it) and information systems (is) in companies of any form and sphere of business are changing.

In fact, at the moment we can observe the transformative impact of it and IP on companies and their management in three forms: it and IP play a supporting role, restructuring, and the role of digital transformation technologies. In the first case, it and IP, without changing the nature of employees' actions, strengthen them technologically, replacing part of their actions with the actions of technologies and systems. In practice, this means transforming the daily activities of employees (their routine loops) through automation and Informatization. The management system, in this case, makes it possible to calculate faster, speed up reporting, and improve decision-making. There are no fundamental changes in the company's strategy or business model.

The further development of it and the IP based on it creates a different role for them in terms of their impact on business restructuring. At this stage, companies' strategies and business models are being transformed. First, this was manifested in the emergence of the electronic economy, with its business models (B2B, B2C, C2C, G2C, etc.), in the further formation of the concepts of the information economy (Gates B., 1999), information economy (Castells M., 2001), knowledge economy, etc. new questions arose Before the management of companies: how to assess the potential of electronic business for a particular company; what factors and the nature of the problems determine the decision to enter or not enter e-Commerce; at what point to do it; as a result, change the strategy, business model, organizational structure of the company; in what sequence to make changes and how to get the maximum benefits from e-Commerce.

Along with changes in business models, there has been a change in perceptions of the required business models. There was a request for the formation of a business as a project implemented by a network of enterprises: a network enterprise (Castells M., 2001), a value-added community (Means, G. Schneider D., 2000), and meta-markets (Means, G. Schneider D., 2000). And to manage the development of value-added communities as an environment for implementing effective innovations, with shared services and supporting processes, with the transition from improving individual companies to optimizing the company network. Another form of business model transformation is the strategic alliances of companies that combine all the resources of these companies to optimize costs and results based on IP. This is especially evident in the emergence of strategic alliances among passenger airlines.

At the same stage, there was a change in business priorities – after the era of production and the era of quality, business was forced to recognize the formation of the consumer era. For the company's management, this meant moving from mass production to flexible production, with the production of products with unique properties in a mass

production environment, and ensuring the ability of manufacturers to combine individual customer preferences with an efficient production and planning system.

The emergence of a number of technologies that are commonly referred to as basic digital transformation technologies - the Internet, social networks and social resources, mobile devices, cloud computing, big Data Analytics, the Internet of Things, and then the formation and development of artificial intelligence and machine learning technologies, blockchain, digital counterpart, virtual and augmented reality, human-machine interaction, and so on - provided a transformative role for it and shaped the digital economy. In this economy, "as a production complex, a production system that creates products, services, provides life and convenience for people, the population, the so-called cyberphysical system acts in which there is an integral interaction between the virtual and real parts of the world" (Rifkin J., 2011). Features of this economy: digital enterprises, often with completely deserted value chains; "smart" automation (artificial intelligence technologies, machine learning solutions, and embedded solutions); flexible workforce (with the ability to solve special tasks, "fast learning", "ability to accelerate"); platform economy (platforms and ecosystems for organizations), connecting consumers to the development of new products at the earliest stage and accelerating feedback; and much more. New forms of implementation of the functions of States, organizations of industries and companies have emerged: smart power supply networks and grid energy; smart homes, districts, cities; shared consumption; productive economy; waste-free economy; integrated health care; etc.

At the moment, technologies in the field of data processing (artificial intelligence, foggy computing, supercomputer technologies, identification technologies, modeling, blockchain technologies, neural networks, etc.), communicating robots, additive technologies and additive manufacturing, and the Internet of things have formed the fourth industrial revolution. Currently, we are witnessing the continued development of the technological foundations and dominant technologies of "Industry 4.0". First of all, these are new automation based on computer-integrated systems, cyber-physical systems, M2M (machine – to-machine) communications technologies of the industrial Internet of things, new design principles (oriented services, modularity, parametric design, personalized products, etc.), interoperability and decentralization, virtualization, real-time data accumulation and analysis, etc.

The development and application of all these technologies has a powerful transformative effect on business: reducing the time from an idea to its implementation in the market; competition in the speed of changing business models; providing flexibility and creating unique products in mass production; switching to unpopulated production and mass introduction of robotic technologies; widespread use of cloud services; data analysis and evaluation based on Big Data technologies; creating a "maker economy" based on 3D printers; creating a Smart Factory; end-to-end automation and integration "from equipment to Ministry"; etc. all these together form a new industrial platform in the economy.

The processes described above, on the one hand, form a new image of management - using data and making decisions in real time, applying the results of big data analysis in management, building a business on the basis of digital ecosystems, and on the other - put forward qualitatively different management tasks at all levels of economic management. We are talking about new industrial structuring (new organizational forms, digital collaboration, digital integration of producers and consumers, etc.); formation of the appropriate infrastructure (management of suppliers of key production technologies, suppliers of infrastructure solutions and services (telecommunications and cloud services, data accumulation and analysis, etc.), promotion of industrial consumers); creation of a new type of digital production enterprises; formation of market mechanisms for encouraging innovation; solving problems of intellectual property management; etc.

Modern economic transformations need to assess the risks and consequences for society. It is obvious that changing technological patterns leads to the formation of a different social structure of society and this requires special research. Another significant challenge is the task of education-the formation of generations of "digital natives" of the new economy, combining managerial, engineering and other competencies with digital skills. Lack of qualified personnel is one of the significant risks. In addition, the new environment requires other concepts of human labor.

Changes in companies that occur and should occur in companies are strategic, not tactical. You need to ensure a continuous change management process, with a choice between a leadership strategy or a follow-the-leader strategy. These changes are manifested differently in companies of different sizes. In small and medium-sized businesses, the initiator of changes is the owner or Manager. In fact, the change agent is the project Manager. In a large business, you need to change the corporate culture and support the ability to change.

In fact the company's digital leadership includes three components:

- 1) strategy-digital business transformation;
- 2) organization – management of the company digital business;
- 3) innovation – strategic digital excellence.

With this in mind, digital transformation is a company's transition to a digital enterprise by changing the organization's strategy, business model, and culture. Implementation of IT and IP that expand the boundaries and capabilities of the company and allow you to form your own ecosystem (building your own ecosystem or fitting into existing ones). Management tasks are to ensure the company's digital transformation (defining and realizing the value of digital business transformation, creating a new business model, providing digital leadership in the company, training employees and searching for talent, and transforming the IT infrastructure into new tasks).

Sum up. The emergence and development of end-to-end technologies and accelerating globalization are radically changing approaches to value creation and destroying seemingly immutable economic laws. The world is going through a transition from an economy where demand creates supply to an economy where supply creates demand. The one who can make the best offer with the highest consumer value gets a win in the face of loyal consumers. Technologies allow you to personalize the offer as much as possible, taking into account the characteristics of individual consumption. Change is necessary for survival and growth. In parallel with the process of transformation of companies under the influence of IT and IP, management tasks changed. At present, we are seeing an increasing penetration and interweaving of digital technologies and management technologies. They enrich and complement each other, creating not only a "new" economy, but also a "new" management.

The question is, have new forms and technologies of management appeared to solve new problems? Are there disruptive technologies for management? We present a number of technologies that play a disruptive role for management and the emerging properties of management. Next, consider the impact of these technologies on the properties of management.

Blockchain-disruptive management technology

Modern companies can be considered as systems built on information interaction with the environment - other companies, trade unions, the state and on information interaction of elements of the company itself (divisions). This means that companies in the course of their operations form networks for the exchange of information and assets (tangible or intangible resources). Companies document this interaction using various documents (for example, contracts) that are stored by the parties to the interaction and by intermediaries. The possibility of fraud, opacity, corruption, errors, high costs and risks, and much more – determine the vulnerability and inefficiency of such a system. A decentralized distributed database with a cryptographic key, built on blockchain technology, solves all these problems, because it allows you to get rid of intermediaries in agreements between companies and people.

The media hype around blockchain technology currently focuses on its financial applications, primarily in the field of cryptocurrencies (cryptocurrencies and ICOS themselves). But this is only one of the decentralized applications of the blockchain. Another decentralized application is DAOs-decentralized autonomous organizations-decentralized Autonomous organizations (a platform on the blockchain for deploying business as a closed decentralized solution for creating virtual enterprises with their own financial services).

Along with decentralized applications, private blockchain systems (various blockchain-based systems developed and supported by organizations to solve their tasks) and blockchain services (public services built on the blockchain) are being developed.

At the moment, it is possible to fix the construction of the blockchain economy. At the state level, this means reducing the importance of paper documents confirming the facts of committing any actions, creating various registers, increasing transparency and reducing the possibility of fraud, reducing the need for regulatory authorities, auditors, etc.

In business, Blockchain is a platform for effective organizational transformation models. In the financial sphere, the use of blockchain is a reaction to the complexity and increase in the scale of operations, high load and increase in

the number of failures. Blockchain allows you to get rid of centralization and intermediaries, reduce costs, and speed up processing. In other areas of business-digital identification, digital assets, smart contracts, a huge number of other applications. Surveys of companies show that the main benefits of the technology are expected to reduce operating costs (73% of respondents), reducing the time of calculations (69%), reducing risks (57%), increase the possibility of obtaining additional income (51%) (<https://fastsalttimes.com/sections/obzor/1503.html>).

Undoubtedly, the use of blockchain technology leads to the transformation of business strategy, business models and operations of companies. It forms a different management. At the same time, the emergence of blockchain technology was accompanied by the expectation of creating a new fair society and transparent business conditions without intermediaries, without risk, without fraud. This technology called for the choice of "public versus corporate", "self-regulating community "versus " centralization". However, blockchain is only a technology that should be needed by society and business. Its applicability is based on the network properties of organizations that use this technology, the need for a mechanism for reaching a consensus of network participants to confirm transactions, the ability to scale prototypes, the correct formulation of application goals, and so on.

Management and Big Data

One of the most powerful in terms of impact on company management was the Big Data technology group. Big Data refers to a set of approaches, tools and methods for processing structured and unstructured data, characterized by a large volume and a significant variety, to obtain human-perceived results that are effective in the conditions of continuous growth of this data.

The emergence of an increasing number of data sources, the ability to store and process virtually unlimited amounts of data of any structure, as well as the development of data analysis methods and machine learning, predetermined the emergence of Big Data technologies, and later, Data-driven companies. What happened in the field of management in these data-oriented companies?

First, the transformation of the strategy: how to start working with big data, what specific problem in the company is related to big data, and how to solve it.

Second, the transformation of the company's business practices: Analytics - the main tool for managing the company; restructuring of business processes for Big Data; regulation of procedures for collecting, transmitting, storing and integrating data; investment in data accumulation, extracting information from accumulated data, creating special tools for Analytics; implementation of Analytics aimed at the future: "Why?", "Who?" and "what next?"; implementation of forecast scenarios and models; changing the decision-making process.

A significant step in the company's transformation is the selection of staff with analytical thinking, training in information analysis skills, and the formation of a special corporate culture (there is no authority authority, making decisions based on data analysis, cultivating research thinking, and data is the task of all employees).

Third, the implementation of changes in the organizational structure is the creation of departments that deal with Big Data.

It is not a trivial task of managing Data-driven companies to take into account and assess risks in the field of ethical problems of applying the results of big data analysis technologies.

Knowledge management and management

The transformation of the commodity economy into the knowledge economy, when knowledge for most industries becomes a key competence and is a factor in the innovative development of organizations, has been realized. Knowledge in such an economic system acts as a resource, commodity, and capital. There are three driving forces in the knowledge economy: knowledge itself (intellectual capital) as a strategic factor; rapid and continuous changes in everything that create uncertainty for companies; and the globalization of all economic activities, leading to global competition and business interdependence.

The knowledge economy required a revision of the principles of building economic and managerial relations in organizations, which resulted in the formation of a new type of management – knowledge management. The initial positions of knowledge management are ideas that emphasize the special role of a person, his intelligence and knowledge. In such management, it is recognized that the organization's values are not only its assets, goods/services produced, but also the competence of employees, the degree of commitment of consumers, culture, know-how and other components of the concept of "intellectual capital". Note that in knowledge management, priority is given to knowledge, considered, on the one hand, as the most important type of resource, and on the other - as the most valuable end product of a modern organization. Therefore, management issues increasingly involve the management of intellectual capital and information.

An important condition for the transition to knowledge management is the infrastructure that companies must create, consisting of knowledge bases and data and knowledge repositories; data and text mining tools; document, content, and email management tools; external information flow management tools; team work tools; integrated knowledge management tools - knowledge management platforms and corporate knowledge portals; decision support tools-systems that support discussion groups, expert systems, and others.

Agile, Scrum and other innovations as new management technologies

As a reaction to the transformation of companies and the business environment, a number of innovations have appeared and are being successfully applied, which can be attributed to new management technologies: Agile, Scrum, Teaming, and design thinking.

In February 2001, 17 programmers released an Agile Manifesto containing the basic principles of agile software development:

- 1) people and interaction are more important than processes and tools;
- 2) a working product is more important than comprehensive documentation;
- 3) cooperation with the customer is more important than agreeing on the terms of the contract;
- 4) being ready for change is more important than following the original plan.

The principles underlying the Agile approach have formed a new view of management, in which the customer's needs and ensuring its competitive advantage are paramount; encouraging changes; constant collaboration with the customer of motivated professionals in the right conditions; a working product is the main indicator of progress; constant attention to technical excellence and design quality; minimizing unnecessary work; self-organizing teams.

Scrum is a flexible method for developing a product in a complex, volatile, and uncertain environment. Main ideas of the method:

- 1) you need a person who has the most complete understanding of the product;
- 2) the project team must be Autonomous, and for this to include all the necessary specialists
- 3) team activities should be divided into short segments-sprints - with clear goals;
- 4) the team's activities must be constantly improved.

Teaming is an approach to organizing the activities of large groups of people based on the principle of psychological security and constant training in order to achieve increasingly complex and ambitious goals. It ensures coordination and collaboration without creating stable and inflexible organizational structures. This innovation in management arose in a situation where team work skills are even more relevant than before for survival in the era of digital transformation. It has become necessary to move away from hierarchical systems and Directive management style to open flat structures that allow, first, to reduce the gap between the adoption and implementation of innovations (this is the goal of the design thinking concept); second, to involve all team members in the development of the company; third, to eliminate the fear of mistakes and establish open competition from different points of view; and fourth, to coordinate actions for making common decisions (Edmondson C. Amy, 2013). The transition from "work teams" to "teaming" due to rapid change under the influence of technology, increasing uncertainty and complexity, speed decision task as a result of outsourcing, the instability of teams, and with constant experimentation and research. Often, the solution of such tasks is beyond the power of a single leader and there is a need for shared leadership. When the Manager gives instructions rather than controls, when he encourages flexibility rather than requiring compliance, then the organization

reaches a new level, thus laying a solid Foundation for more effective work and the success of the company as a whole. The slogan of teams in the era of digital transformation: "Change people... or change people".

Design thinking and a new look for the Manager

Digital transformation can go in three directions:

- 1) changing the customer experience by better understanding the unique and individual experience of each customer,
- 2) automation/digitalization/reengineering of internal business processes,
- 3) changing the business model.

For the successful implementation of any of the directions, you can not do without design thinking – "a new approach to the design of innovative solutions focused on the person, based on the tools used by designers and used to integrate people's needs, technological capabilities and requirements for business success" (Brown, 2009). In fact, this is a new round of development of the concept of consumer orientation to create value together with the consumer laid down by K. K. Prahalad, M. S. Krishnan V. ramaswami (Pralhad C. K., Krishnan M. S., 2008), (Pralhad C. K., Ramaswamy V., 2004). Design thinking becomes popular when the speed of change introduced by end-to-end technologies has become so great that there is almost no time left for full-scale marketing research. Design thinking methods allow you to quickly understand the current situation, generate ideas for new products or modify existing ones, and conduct rapid prototyping and testing of proposed solutions with minimal costs.

Thus, if we want to follow existing patterns, we don't need design thinking. Design thinking is necessary to quickly create a unique product; that is, the antonym of the benchmarking method, i.e., the method of comparison with the best samples.

The first stage of design thinking is empathy. It is important to understand the real behavior of people, the reasons why they behave this way, and not otherwise, their motivation, worldview, and as a result, their values and needs. It is empathy that becomes the key to opening up opportunities, as it reveals consumer problems that require solutions. The following steps, if the consumer has been correctly understood, will lead to the promotion of creative ideas and finding possible solutions to be prototyped and tested.

Design thinking becomes a mandatory tool for a modern Manager when performing digital transformation as a way to quickly test hypotheses and find solutions to consumer problems.

Conclusion

Future: consequences of new management technologies

At the present stage, information technologies have provided the peak of revolutionary changes in business and society. The new technological structure of the economy, based on cyber-physical systems in which people and robots will work at the same time, will lead to getting rid of routine and cheaper service operations, and optimizing business processes. Smart components will be added to most modern transactional systems (ERP-Enterprise Resource Planning), BPMS-Business Process Management Systems, EPM-Enterprise Project Management). A significant number of companies will use a full set of big data analysis and business intelligence tools in their decision-making process for any task, and above all, to improve the efficiency of the process of creating marketing offers and improving the customer experience. These technological opportunities at the company level will require changes in management technologies, and at the society level will lead to the formation of a new social structure and a different system of basic values.

We have the ability to anticipate how companies will change and how management will transform. And questions about how the structure of companies will change, how they work, how the roles of managers will change at different levels of the hierarchy, and whether hierarchical structures will still be in demand, have only tentative answers. But in a very short time we will get answers to these questions and time will show how correct decisions were made today.

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University IT infrastructure in the context of evolutionary transformations of the digital economy.

УНИВЕРСИТЕТСКАЯ ИТ-ИНФРАСТРУКТУРА В КОНТЕКСТЕ ЭВОЛЮЦИОННЫХ ТРАНСФОРМАЦИЙ ЦИФРОВОЙ ЭКОНОМИКИ

Infraestructura IT universitaria en el contexto de transformaciones evolucionarias de la economía digital.

Kantemir V. Kaziev³, Anna A. Sherstobitova⁴, Bella V. Kazieva⁵

Abstract

Education faces a new barrier - digital, which needs to be taken that to continue its evolutionary path of qualitative changes in the system and the entire educational environment. Universities solve problems of IT infrastructure renewal, educational technologies, integration of all components of infrastructure. For a knowledge-based society, motivation of students and employees of companies, employees of organizations to professional self-development is important. There is a need to build the evolutionary capacity of universities, teachers and students. Self-development of the future specialist is the base, the way of its self-regulation in the future professional community, the possibility to reveal the personal and creative potential, both in team and autonomous work. The information and educational infrastructure of the university forms competences, personal qualities of the student. It's necessary to carry out a systematic analysis of the goals, opportunities, ways of updating the information and educational environment as an innovative environment, combining resources, tools, methodologies of solving problems, in particular, and the management of the educational process. The trained, creative, creative and competent experts who will be able to realize the personal adaptive strategy of creative activity are needed. The article contains a systematic analysis, describes system-synergistic goals and approaches for the development of university infrastructure, strategic and tactical goals of universities, one of the main participants of digital transformations of the modern economy. Most attention is paid to scientific-methodological, information-logical support of the training process, situational modeling and decision-making.

Key words: information-logical, educational, university, infrastructure, self-development, motivation.

Аннотация

Образование сталкивается с новым барьером - цифровым, который необходимо принять, чтобы продолжить свой эволюционный путь качественных изменений в системе и всей образовательной среде. Университеты решают задачи обновления ИТ-инфраструктуры, образовательных технологий, интеграции всех компонентов инфраструктуры. Для общества, основанного на знаниях, важна мотивация студентов и сотрудников компаний, сотрудников организаций к профессиональному саморазвитию. Необходимо наращивать

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эволюционный потенциал университетов, преподавателей и студентов. Саморазвитие будущего специалиста - это основа, способ его саморегуляции в будущем профессиональном сообществе, возможность раскрыть личностный и творческий потенциал как в командной, так и в автономной работе. Информационно-образовательная инфраструктура вуза формирует компетенции, личностные качества студента. Необходимо проводить системный анализ целей, возможностей, путей обновления информационно-образовательной среды как инновационной среды, объединяющей ресурсы, средства, методики решения проблем, в частности, и управления образовательным процессом. Нужны подготовленные, творческие, креативные и компетентные специалисты, которые смогут реализовать свою личностную адаптивную стратегию творческой деятельности. В статье проводится системный анализ, описываются системно-синергетические цели и подходы развития университетской инфраструктуры, стратегические и тактические цели вузов, являющихся одним из основных участников цифровых преобразований современной экономики. Наибольшее внимание уделяется научно-методическому, информационно-логическому обеспечению учебного процесса, ситуационному моделированию и принятию решений.

Ключевые слова: информационно-логический, образовательный, университет, инфраструктура, саморазвитие, мотивация.

Resumen

La educación enfrenta una nueva barrera: la digital, que debe tomarse para continuar su camino evolutivo de cambios cualitativos en el sistema y en todo el entorno educativo. Las universidades resuelven problemas de renovación de infraestructura de TI, tecnologías educativas, integración de todos los componentes de la infraestructura. Para una sociedad basada en el conocimiento, la motivación de los estudiantes y empleados de las empresas, los empleados de las organizaciones para el autodesarrollo profesional son importantes. Es necesario desarrollar la capacidad evolutiva de universidades, docentes y estudiantes. El autodesarrollo del futuro especialista es la base, la forma de su autorregulación en la futura comunidad profesional, la posibilidad de revelar el potencial personal y creativo, tanto en equipo como en trabajo autónomo. La infraestructura educativa y de información de la universidad forma competencias, cualidades personales del alumno. Es necesario llevar a cabo un análisis sistemático de las metas, oportunidades, formas de actualizar la información y el entorno educativo como un entorno innovador, combinando recursos, herramientas, metodologías para resolver problemas, en particular, y la gestión del proceso educativo. Se necesitan expertos capacitados, creativos, creativos y competentes que puedan realizar la estrategia personal adaptativa de la actividad creativa. El artículo contiene un análisis sistemático, describe objetivos y enfoques sinérgicos del sistema para el desarrollo de infraestructura universitaria, objetivos estratégicos y tácticos de las universidades, uno de los principales participantes de las transformaciones digitales de la economía moderna. Se presta la mayor atención al apoyo científico-metodológico, lógico-informativo del proceso de capacitación, modelado situacional y toma de decisiones.

Palabras clave: lógica de la información, educación, universidad, infraestructura, autodesarrollo, motivación.

Introduction

Society needs not only competent, but systemically and creative thinking specialists with university education. Especially they are lacking in the sphere of IT-directions. Universities are intensive in re-engineering infrastructure, modernizing educational technologies and adapting methodology, management and control to digital transformations. Educational and scientific resources, IT-support are integrated, the pace of integration of scientific and applied problems is increasing taking into account the wishes of employers (customers), region (consumers). There is a development in the broad sense of interdisciplinary ties, educational environment of universities.

Universities should introduce new standards and change the paradigm of vocational training. Together with fundamentality, compliance with GEF requirements, it's necessary to develop personal qualities of the student, his motivation for self-development all life. Researchers (e.g. Kalimullina, Islamova, 2016; Klug. et al, 2013; Efanova et

al, 2016; Uskov et al, 2018; Berdnikova, et al, 2019; Korneeva, et al, 2019 and others) focus on the possibilities of improving the quality of training by SMART-universities.

Though often categories "infrastructure", "infrastructure environment of higher education institution" is associated with programs, technological procedures and innovations, we will understand them more widely - as the paradigm, technologies, methodologies, tools, resources and potential providing digital and intellectual development of scientific and educational process at the university.

Theoretical bases

Continuous self-study, self-development of the specialist - a way of self-regulation of creative activity by profession in the professional community. Self-development is defined as human activity in revealing the capabilities of a specialist, their personal potential, taking into account both the true and perceived values of IT infrastructure, the Internet (Kaziev, 2012).

The information and educational environment is the educational infrastructure, the environment both of the educational process itself (professors, tools, etc.) and of students, who form competencies, personal qualities for the development of society. From the point of view of system analysis, this set of educational situations, which evolutionally supports the model of vocational self-development of the future professional.

Such an environment integrates educational and communication resources and tools, including technology for managing the development of the creative personality. In the university - creative component - the most important: society awaits not just competent specialists, but creative, able to meet the growing intellectual needs of society.

Systematic analysis and synthesis of information and educational university environment, its educational potential, with necessity takes into account resources of environment:

- 1) educational (digital, intellectual and resource support);
- 2) network (automated and intelligent systems of training, control);
- 3) control (modules, courses, organizational, etc.);
- 4) self-organization (self-training, self-study, self-development and others).

It's important to take into account opportunities (management, training, technology, etc.) that cannot be achieved adequately to the goals of education in traditional education: development of intelligent algorithms, inventive solutions and tasks, etc.

The objectives of our synthesis analysis include:

- 1) methods of activation of creative abilities, in particular, situational testing (research, training);
- 2) situational (imitating) modeling;
- 3) decision-making methods (brainstorming, Delphi, etc.);
- 4) analytical methods (web, cognitive, etc.);
- 5) expert-heuristic procedures, etc.

Methods are necessary to achieve system-synergistic goals - independence, self-study, self-development of competences sufficient for adaptive orientation in the information and educational environment, development of independent personal educational strategy. This is necessary, for example, for the professional training of public servants (Vasilyev, Pulyayeva & Yudina, 2018), as well as the development of mass and media communications (Gulevich, 2019).

Tactical, methodical, didactic goals are also considered:

- 1) adaptive testing (monitoring, certification, training);
- 2) harmonious "introduction" into an unfamiliar digital environment;
- 3) formation of self-esteem of students;
- 4) adaptive management of the process of training, self-study (diagnostics, adjustment, stimulation);

- 5) situational creative modeling.

Our goals are aimed at dynamic changes of competences and training, retraining of specialists who can:

- 1) quickly adapt and quickly;
- 2) critically assess problems and ways of effectively solving them digitally;
- 3) update digital solutions;
- 4) work in the team on various digital directions and levels.

Methodology

Mobility, on-the-fly solution, using only available learning resources, remote, distributed and cloud access to them, situational and continuous updating of IT-environment - necessary attributes of digital stage of university development (Nazarov, 2018).

Methods of pedagogical, psychological, system-analytical, mathematical, infological, etc., are used. GEF and programs are supported, including innovative and author programs (for example, Modeling in the Digital Economy and Business). Infrastructure activation methods and tools are also important, for the university the key ones are:

- 1) servers (file, mail, access to WWW and applications, remote learning, multimedia support class, etc.);
- 2) network and route facilities, scientific and educational laboratories;
- 3) open (Open Resource) solutions ("e-Learning server," e-Learning office, "Moodle," 1C, "Consultant Plus," Cloud Computing, "etc.).

Results and discussion

The system analysis provides the following relevant, priority solutions:

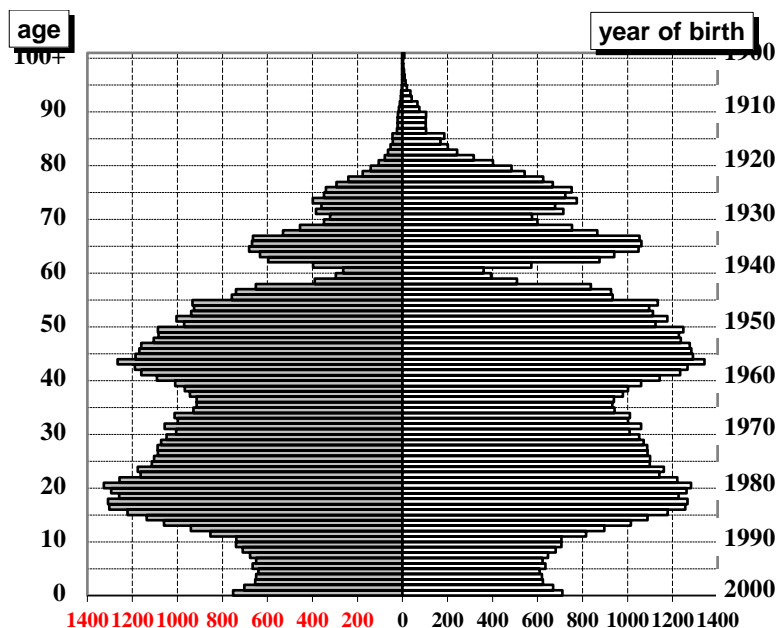
- 1) system-synergistic understanding of the category "information and educational environment (university)";
- 2) classification (by importance and resource availability) of tasks of training of competent specialists of the digital economy;
- 3) scientific-methodical, didactic, information-logical and mathematical support of the university infrastructure.

Let's look at the results for the last item in more detail.

First, a set of situational test assignments has been developed to support training in situational modeling of university students. For example, for the forecast of consequences of the technogenic actions which are carried out by the person (especially, negative). Mistakes should not be made in them, as they can lead to harmful consequences ("points of no return"). Due to the limited information capabilities of the person, errors are possible. Therefore, it is important to train students in situational modeling and forecasting of various situations, to make decisions related to organization of work, assessment of information, selection of the best option. To train the development of the situation and constructive actions to achieve the goals. The more efficient the solution is, the more likely the goal is to be achieved, the lower the cost. This determines the usefulness of the solution.

Situational modeling - simulation of decision-making in conditions of limited resources and high reliability (low risk of crisis). In situational analysis it is important to teach the selection of criteria, procedures for assessing the achievement of the goal (Kaziev, 2011). Examples of situation test jobs are given below.

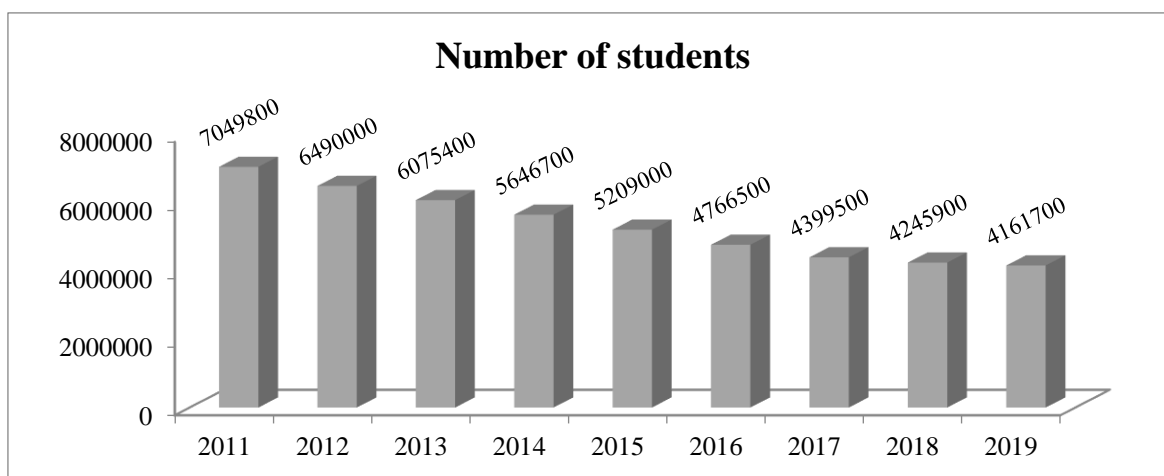
Example. From the diagram of the sex and age structure of the population of the region (in thousand people):



it follows that in 2000:

- 1) the pension system had the highest "burden" on the budget;
- 2) receipt of income taxes into the budget was minimal;
- 3) birth rate has fallen compared to the last 5 years;
- 4) were fewer first-graders than in 1999.

Example. According to the diagram below,



to define what of the functions $y = ax + b$, $y = ax^b$, $y = ae^x$, $y = (ax + b)/(cx + d)$ is the best model? Take residual dispersion as a measure of model adequacy.

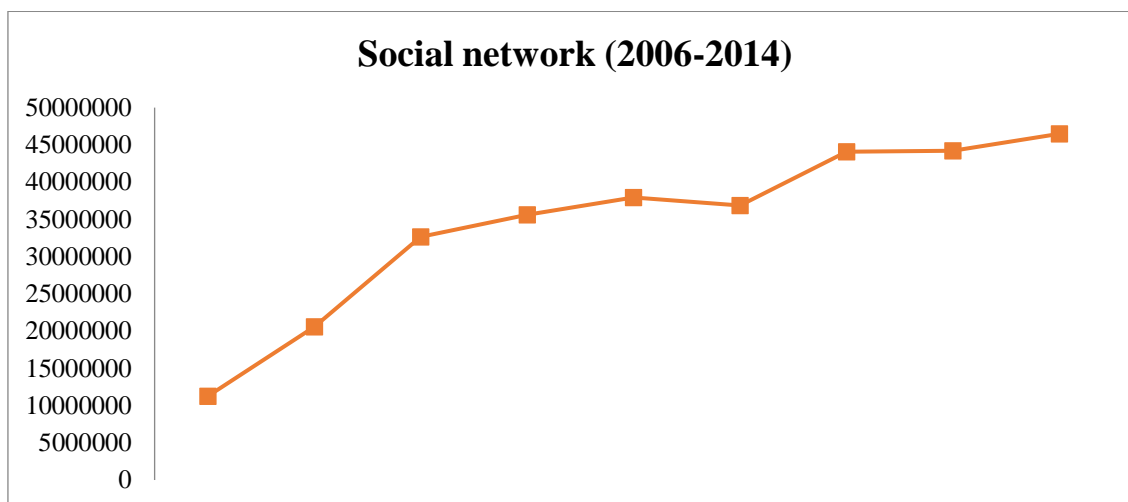
Secondly, a set of models, tasks for situational decision-making and modeling have been developed. Let's give examples.

Example. The work follows the SaaS model, the customer may not buy software, but pay for the service. The application can be adapted for remote mode, data can be placed in the cloud (on the service provider server). Multiple clients can use the same client application. Payment can be charged as a subscription fee or by volume of transactions. Specify at what expense and how time, money can be saved. What are the main advantages of the model? Does the model have flaws, and which ones? What type of contract is it best to regulate the relationship between the provider and the consumer of services under this model? How should you implement the business functions to the consumer, vendor? Do web analytics on cloud computing online.

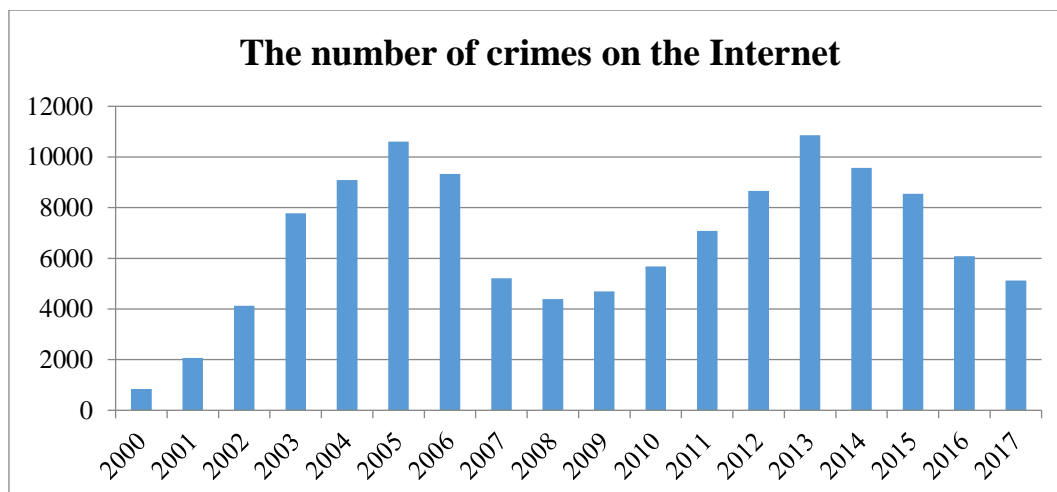
Example. The company wants to install CCTV. Employees worry that the employer suspects them of bad faith. Some are concerned there will be an "invasion" of privacy. At a minimum, it will become less comfortable to work. What is the legal basis for installing video surveillance systems? How should management justify this procedure? How should it be implemented? Could it be considered a violation of an employee's constitutional rights? What are the benefits and harms of deploying the system to the office? Can I install hidden cameras, under what conditions?

Example. Describe the goals, tasks, relevant tools of each stage of the brainstorming scheme.

Example. The figure below shows the number of visitors to the VKontakte social network in 2006 (by age). Collect data from official sites and build a similar schedule for 2019. Perform a comparative analysis of dynamic changes in a decade, draw causal conclusions.



Example. The chart below shows the dynamics of computer crime. Conduct independent research, collect data on official sites (Kaspersky Lab, etc.) and plot individual types of crimes (for example, phishing, fraud, hacking, etc.).



Example. Develop a web programming company security policy. The company has 5 departments (Designers, Programmers, Copywriters, Optimizers, and Project Managers) with 5 employees, Develop also the company's website usage policy (website user behavior policy).

Conclusion

Universities should experiment with parameters, both learning models and learner (profile) "scalable" adaptively. The infrastructure of the university should give each student a full opportunity to choose individual development cases in all subjects. He has to justify his choice, his situation, and his decision. The structure and approaches considered by us are aimed at the formation of a competent, cultural not only in the digital respect of the person. He must have his own, correct professional world view, market competitiveness.

The educational infrastructure "goes beyond" the university campus, is useful for large, with scientific developments, companies, and for staff development and retraining.

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Mythopoeitics of ancient epics of turkic peoples.

МИФОПОЭТИКА ДРЕВНИХ ЭПОСОВ ТЮРКСКИХ НАРОДОВ

Mitopatiá de épicas antiguas de pueblos turcos

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Abstract

This article deals with the research on dastans, the oral lore of the epic genre of Turkic peoples, featuring daunting stories and rich ethnographic details. Interestingly, the voluminous epic monuments belong to the common cultural heritage of different groups of kindred Turkic peoples: Tatars, Kazakhs, Bashkirs, Nogai, Uzbeks, Azerbaijanis, Turkmen, and others.

We analyzed the epic-dastans, widespread and preserved until now in many Turkic nations, including the Tatars and Kazakhs, to identify their mythological attributes and behavioral formulas in the image of their heroes. We have noticed that the heroes of the analyzed dastans act in a "mythological space" and reflect "mythological consciousness." There, ancient mythological ideas of the Turkic nations about the world intervene with the ideas created later under the influence of Islam. By analyzing the behavior and deeds of the heroes of epic-dastans, such as "Er Tishlik", "Alpamysh Batyr", "Edige Batyr", "Koroghly", inherent in both the Kazakh and Tatar nations, we managed to find common features between the epic and mythological heroes, made a number of conclusions regarding their behavioral nature and the continuity of the mythological and artistic systems of the Turkic peoples' thought. Starting with the ancient epic and ending with the heroic dastans of the Turks, their themes and motifs in varying degrees are related to the mythological chronotype. Scientists, who devoted their scientific works to epics research, note the presence of the mythological layer in them. The mythological motif can be most expressly traced in more ancient epics, which denoted the beginning of the ancient Turkic folklore genres' development. Since the second half of the XIX century, the scientist recorded numerous folklore works of Turkic nations, told by their bearers during long scientific expeditions across Altai, Tuva, Khakassia, Shoria, Southern Siberia, East Kazakhstan, Kyrgyzstan, Uzbekistan, Northern Mongolia, and other territories of the Turkic nations' residence.

Keywords: mythology, Turkic epic, dastans of Tatar and Kazakh nations, the mythological concept of the world, mythological space, mythological hero.

Аннотация

Данная статья посвящена исследованию дастанов - устных преданий эпического жанра тюркских народов, отличающихся устрашающими сюжетами и богатыми этнографическими подробностями. Интересно, что объемные эпические памятники относятся к общему культурному наследию различных групп родственных тюркских народов: татар, казахов, башкир, ногаев, узбеков, азербайджанцев, турок и др.

Мы проанализировали эпос-дастаны, широко распространенные и сохранившиеся до наших дней у многих тюркских народов, в том числе у татар и казахов, чтобы выявить их мифологические атрибуты и поведенческие формулы в образе своих героев. Мы заметили,

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что герои анализируемых дастанов действуют в "мифологическом пространстве" и отражают "мифологическое сознание". Здесь древние мифологические представления тюркских народов о мире пересекаются с представлениями, созданными позднее под влиянием ислама. Анализируя поведение и поступки героев эпоса-дастанов, таких как "Ер Тишлик", "Алпамыш Батыр", "Едиге Батыр", "Кероглы", присущие как казахскому, так и татарскому народам, нам удалось найти общие черты между эпическими и мифологическими героями, сделать ряд выводов относительно их поведенческой природы и преемственности мифологических и художественных систем мышления тюркских народов. Начиная с древнего эпоса и заканчивая героическими дастанами тюрков, их темы и мотивы в той или иной степени связаны с мифологическим хронотипом. Ученые, посвятившие свои научные труды исследованию эпоса, отмечают наличие в них мифологического слоя. Наиболее отчетливо мифологический мотив прослеживается в более древних эпосах, обозначавших начало развития древнетюркских фольклорных жанров. Со второй половины XIX века ученый записал многочисленные фольклорные произведения тюркских народов, рассказанные их носителями во время длительных научных экспедиций по Алтаю, Туве, Хакасии, Шории, Южной Сибири, Восточному Казахстану, Киргизии, Узбекистану, Северной Монголии и другим территориям проживания тюркских народов.

Ключевые слова: мифология, тюркский эпос, дастаны татарского и казахского народов, мифологическая концепция мира, мифологическое пространство, мифологический герой.

Resumen

Este artículo aborda la investigación sobre los dastans, la tradición oral del género épico de los pueblos turcos, con historias desalentadoras y ricos detalles etnográficos. Curiosamente, los voluminosos monumentos épicos pertenecen al patrimonio cultural común de diferentes grupos de pueblos turcos afines: tártaros, kazajos, bashkirs, nogai, uzbekos, azerbaiyanos, turcomanos y otros. Analizamos los dastans épicos, generalizados y preservados hasta ahora en muchas naciones turcas, incluidos los tártaros y kazajos, para identificar sus atributos mitológicos y fórmulas de comportamiento a imagen de sus héroes. Hemos notado que los héroes de los dastans analizados actúan en un "espacio mitológico" y reflejan la "conciencia mitológica". Allí, las antiguas ideas mitológicas de las naciones turcas sobre el mundo intervienen con las ideas creadas más tarde bajo la influencia del Islam. Al analizar el comportamiento y los hechos de los héroes de los épicos-dastans, como "Er Tishlik", "Alpamysh Batyr", "Edige Batyr", "Koroghly", inherentes a las naciones kazajas y tártaros, logramos encontrar características comunes entre los héroes épicos y mitológicos, sacaron una serie de conclusiones con respecto a su naturaleza conductual y la continuidad de los sistemas mitológicos y artísticos del pensamiento de los pueblos turcos. Comenzando con la antigua epopeya y terminando con los heroicos dastans de los turcos, sus temas y motivos en diversos grados están relacionados con el cronotipo mitológico. Los científicos, que dedicaron sus trabajos científicos a la investigación épica, notan la presencia de la capa mitológica en ellos. El motivo mitológico se puede rastrear más expresamente en épicas más antiguas, que denotaron el comienzo del desarrollo de los géneros del folklore turco antiguo. Desde la segunda mitad del siglo XIX, el científico registró numerosos trabajos folclóricos de naciones turcas, contados por sus portadores durante largas expediciones científicas a través de Altai, Tuva, Khakassia, Shoria, Siberia meridional, Kazajistán oriental, Kirguistán, Uzbekistán, el norte de Mongolia y otros territorios de la residencia de las naciones turcas.

Palabras clave: mitología, épica turca, dastans de naciones tártaros y kazajas, el concepto mitológico del mundo, espacio mitológico, héroe mitológico.

Introduction

Dastan is a term used by Turkic peoples to denote an epic work featuring a complex plot and describing fantastic and adventurous situations, used to refer to the genre of historical, heroic, or love epics, which is currently extinguishing. The famous Tatar folklore writer M.Kh. Bakirov said that epics, dastans, emerged on the basis of mythology and heroic stories in the period of the tribal system, when ancient tribal relations began to disintegrate. (Bakirov, 2012). Epic-dastans are the common spiritual heritage of the Turkic nations, which reflects the ideology, customs, traditions, and history of the Turks, who lived since ancient times till the XII-XV centuries AD in a single

socio-political and spiritual space. As the Kazakh scientist B. Azibaeva noticed, "... in the repertoire of storytellers, we can also find works that glorify heroes of another nation. For example, epic poems about a native Turkmen have become a favorite work for the Kazakhs, Turkish, Armenians, Georgians, Uzbeks, Turkmens, Tajiks, Kurds, Tatars, Abkhaz, Kumyks, Kara-Kalpaks, etc. from the ethnic, linguistic, and religious points of view." (Azibayeva, 2006). As the Tatar scientists noted, "... from the standpoint of intended morality and the plot and image structure, these works are identical and interchangeable. Only individual, historically established features and details tell us about the identity and mentality of a certain nation" (Mingazova, 2014).

Studying the activity of the Turkology scientist, we came to the conclusion that "the first records of the Turkic peoples' folklore works, including the epic-dastans, are related to the activities of the famous scientist, academician, the founder of the Russian Turkology, V.V. Radlov" (Sayfulina, 2007). For the decade of active expeditions undertaken by him during his life and work in Altai, the scientist accumulated a wealth of material of all living Turkic languages, wrote down numerous folklore works, which he published as the 10-volume academic edition of "Pieces of folklore literature of Turkic tribes ..." where, along with other folklore genres, he provided numerous works related to the Turkic epic. (Sayfulina, 2012). We have also presented voluminous material on the activity of academician R.R. Radlov in the field of folklore of the Turkic peoples of Russia in the article "European Studies of Barabın Tatar Folklore: the Role of Investigations of the German Scientist V.V. Radlov" (Sayfulina, Karabulatova, 2014).

The study is relevant due to the absence of comparative works on dastans and statement of specific conclusions as a result of discussions about the mythological motives in the structure of the epic.

Materials and methods

The material of the study are about a dozen voluminous works, dastans, recorded in different years from representatives of different groups of Turkic nations and published in various anthologies.

The object of the study in this article are the Turkic epic-dastans "Er Tostik", "Edige", "Alpamysh", "Goroglu", which are unique examples of ancient Turkic epics. From the historical point of view, this kind of epic works serve as affirmation of the kinship of the peoples who have this kind of people's poetic heritage.

In this work, we used the descriptive, contrastive-comparative, cultural and historical, and mythopoetical research methods.

Discussion

As noted by scientists, epic is a body of major narrative, prose, and mixed forms of works about the historical past of the people, telling about the archaic-heroic, historical-heroic, and romantic events. Actually, epic works are defined as dastan epic." (Tatar Encyclopaedia, 1999).

The dramatic basis, eventivity, the fantastic content of most plots of the works of historical and heroic, heroic and adventurous, domestic and romantic nature, preserved and recorded by folklorists from the Turkic peoples living in different geographic areas at different times: "Idege Pi", "Toktamys Khan", "Yirtyshtlyk", "Ak Kebek", "Kara Kokkel", "Altayn Sain Seme", "Ak kybek", "Yastey Menke", "Mezhkek Alyp", "Yelek Batyr" "Yerteshlek", "Kuzu Kerpech Belen Bayan Sylu", "Kuplandy", "Kamber", "Tahir-Zehre", "Byz Eget" allow referring them to the dastan genre (Karabulatova & Sayfulina, 2015). The voluminous epic works have preserved mainly due to sustained melody and poetic basis. As noted by the Tatar scientist M. Akhmetzyanov, "Most of the dastans have been preserved in the habitat of the Siberian Tatars and were recorded from Siberian storytellers. The dastans "Idegey" ("Idegey"), "Atakly Kyz Tukbike" ("The nice girl Tukbike"), "Timer Batyr", "Ildan and Guldán" reproduce the life of the Tatar tribes of Siberia (Akhmetzyanov, 1985).

Russian scientists, such as Zhirmunsky V.M., Meletinsky E.M., Propp V.Ya., Putilov B.N., the Kazakh scientists, such as Konyratbaev A., Berdibay R., Ibraev Sh., the Tatar scientists, such as Akhmetova-Urmanche F.V., Akhmetzyanov M.I., Bakirov M.Kh., who studied the genre features, poetics, thematic richness of the ancient Turkic epic, define this genre as "heroic tales", "mythological epic", "pre-state epic", "fairy-mythical epic", or "archaic epic." In our opinion, the name "mythological epic" is the most precise concept that expresses the nature and character of ancient mythological epics.

Meletinsky E.M. noted that the most important source of the heroic epic formation are myths, especially the mythological tales about ancestors, the cultural heroes. In the early epic, evolved in the era of the tribal system decline, the heroic spirit additionally obtain a mythological shell; engaging the language and concepts of primitive myths (Meletinsky, 1980). Defining the ancient epic through the "mythological" concepts, the scientist pointed out the distinctive features of the archaisms in *olonkho*, the epics of the Sakha nation (Meletinsky, 2004).

The Kazakh folklore scientist Sh. Ibraev who studied the poetry of the Turkic epics noted that the mythical, fabulous, legendary narrative elements prevailed in the ancient epics. In addition, the outline of the epic story includes the customs and traditions, as well as certain rituals of the Turkic peoples (Ibrayev, 2012). In the Kazakh folklore, the systematic review of ancient epic as a separate genre is associated with the name of R. Berdibay. A comparative study of the Buryat epic "Geser", Tyva legends, and the epic "Zoyatulek and Susulu", widespread among the Tatars and Bashkirs, the scientist attaches special significance to the archaic mythological nature of the ancient epic (Berdibay, 1982). Sh. Ibraev also wrote that the epic "... assumes the tradition of a myth, which makes us believe in the reality" (Ibrayev, 2012).

Thus, many scholars regard the ancient epic as a "transition genre" between myths and heroic epics. Therefore, the poetry features that came from myths to ancient epics, and then to the heroic epics, are the attributes that determine the nature of the epic heritage.

Research results

The ancient epics "Er Toshlik", "Kula Mergen", "Zhoya Mergen", "Dotan Batyr", "Kubygul", "Edige", "Alpamysh", "Koblandy", "Koroglu" and others, which differ by the presence of deep mythological "layer," can be referred to as "mythological." However, we should note that the mythical character in the ancient epics is expressed much brighter than in the heroic epics.

"Er Toshlik" (the hero's name) is a Kazakh fairy tale, which has remained with both the Tatars and the Kirghiz in the form of an epic, and by its content, it may be called mythological. In solving the problem of the relation of epic heroes to myths, we can classify them as follows.

1. Heroes that are similar to mythical characters (a mythical type character);
2. Mythological heroes who have transferred to epic plots.

The ancient epic hero Er Toshlik was the last hope of his elderly parents, who hit the road with the aim to find his eight elder brothers. He has certain features inherent in mythical heroes. His arrival is perceived as a mythological phenomenon. Er Toshlik has the properties of a mythical hero, including his mythical birth and ultra-fast becoming an adult. No less mythological are the events that take place along the epic plot development: the hero goes on a long journey to find his eight elder brothers, descends to the underworld, where he falls into the possession of the mythical hero, the Snake of Bapy Khan. Er Toshlik successfully passes all tests due to his mythological qualities. Further, he enters the country of Temir Khan, where he gets assistance from mythical spirit heroes, such as Tausogar, Zhelayak, Koltausar, Sakkulak, Koregen (who have certain qualities: for example, Tausogar means "going through the mountain"; Zhelayak means "fast as the wind"; Sakkulak means "hearing ears", etc.). In the epic, each of these heroes has his own role, his own space, and each of them has his own action thresholds. For example, they accompany Er Toshlik to the country ruled by Temir Khan, and on the way back, they also one by one stay in "their territories," where they first met the main character. Thus *Tausogar*, *Zhelayak*, *Koltausar*, *Sakkulak*, *Koregen*, *Bektory* (in some versions *Aisalkyn*), *Zhalmauyz Kempir*, *Zmey Bapy Khan* in the analyzed plot of the ancient epic "Er Toshlik" are the mythological heroes who came to the epic stories from ancient myths.

Er Toshlik is a friend of the giant bird Aлып Karakush (Big Black Bird), which resides on top of a huge poplar, fights the dragon, wins it, then is captured by Shoyynkulaku, escapes from captivity, - all behavior and actions of the hero have a mythological basis. As R. Berdibay noted, "dangerous journeys, fights with all sorts of mythical creatures met on the way, magic details, actions, encounter with enemies, marriage of the batyr", are all "mechanisms" used to describe the character, behavior, and actions of the hero from the mythopoetic point of view (Berdibay, 1982).

The main characters, Er Toshlik and Kenzhekey, are heroes who have absorbed some features of their ancestors and who have archetypal behavior patterns embedded in them. Er Toshlik manages to visit both the above-ground and underground, which justifies the "special being" of the hero.

In general, the mythical heroes appearing in the plot of the ancient epic are divided into two groups: the characters who are against Er Toshlik and the characters that gradually become his friends. The Snake of Bapy Khan who admits the singularity of Er Toshlik establishes friendly relations with him. Peri Bektory is mad against Er Toshlik as he does not pay any attention to her. She ordered Zhalmauyz Kempir and his son to chase the hero.

It may be noted that the image of Zhalmauyz Kempir is also present in epics "Kula Mergen" (Mergen is a marksman), "Zhoya Mergen", "Dotan Batyr", "Koroglu." In these epics, she also symbolizes the evil, and both Khan and the batyr are powerless against her force. Zhalmauyz is characterized as "seven-headed, with a hundred human forces in each head..." (Tales of the Ancestors, 2008).

Shoyynkulak, the son of Zhalmauyz Kempir, is an enemy of Er Toshlik. The immortal hero resembles Koshchei, a character of Slavic tales. In "Er Toshlik," Shoyynkulak reveals the secret of his immortality only to his son: "My soul is always far from me. At the creek, where there are reeds and forty roe deer graze, among them there is a roe deer with folded-end horns, in which nine black chests are hidden; and in the smallest of these chests, nine chickens are hidden, and those nine chickens are my soul" (Kazakh Stories, 2009). The egg and chickens symbolize the soul of a man and are used to prove the belief that the human soul is separate from the earthly body.

Thus, the epic heroes dealing with mythological heroes also gradually acquire mythical character traits.

The national epics of the Turkic peoples often contain dastan-type tales of heroic and archaic nature, where the main hero is the legendary batyr, Alyp Batyr (Alpamsha, Alpamysh, Alypmemshen), who through terrible battles with other Alys or mythical characters, Yilbagans ("Kadysh Margan", "Altayn Cain Suma", "Mezhek Alyp"), proves his strength and courage, defeats the enemies, liberates his land and those who have been under his care from mythical enemies (Yusupov, Sayfulina et al., 2013).

"Alpamsha/Alpamysh Batyr" is a dastan, in which the mythical, archaic motif prevails. This dastan is the oldest one of heroic epics. It seems that it is why the mythological motif is clearly evident in it. One of the main motives of the epic is the mysterious story of the birth of Alpamysh Batyr. According to the story, Baybori and Analyk, who for a long time remained childless, after a prediction of the seer Baba Shashty Tukti Aziz in a dream became parents of a boy and gave him the name of Alpamysh, who later became famous as the Alpamysh Batyr. The image of Alpamysh, according to the description in the epic, is so strong "that he can be neither burnt by fire, nor drowned in water, nor hit by a sword." The hero is protected by the mythical image of "Gayyp Eren Kyryk Schilten" having the powerful spiritual force. We perceive the presence of such heroic qualities in Alpamysh as continuation of the traditions in describing heroes of ancient myths. Consequently, the batyr defending his land in a dastan is originally completely idealized.

Hoping to become parents, the childless couple of Baybori and Analyk visited all holy places and cemeteries of the holy men (aulie) hoping to have at least one child. At the end of the way, they saw from afar a tomb, beside which a tree grew and a creek flew. The pair decided to spend the night in that place. Thus, the paths of living people and the holy from the underworld crossed their ways there. The "communication in a dream" of the living and the dead is the point of contact between the epic and mythical spaces. The representative of "the world of archetypes", the "world of the dead", Baba Shashty Tukti Aziz, is very a mythologized person. He is a regular hero of religious and mystical epics (Tales of the Ancestors, 2004).

The conversation between Baba Shashty Tukti Aziz and Baybori and Analyk took place in the in-between state, "between the reality and the dream." The concept of the eternity of the human soul in the mythological consciousness manifests itself in the fact that the soul of a holy hears the prayer of the living, empathizes and helps them.

The only one creator,
he loved his suppliant,
as having generously bestowed him,
in addition gave him a daughter.
Eighty-eight patrons

ninety-nine thousand pious men –
He heard all of them.

This is how the dastan describes the sacrament of the birth of children. In this way, an old couple became the parents of a son and a daughter. According to the promptings of the holy, they named the children Alpamysh and Karlygash.

The mythical heroes of the epic "Alpamysh Batyr," Baba Shashty Tukti Aziz and the protector of people Gayyp Eren Kyryk Schilten, the mysterious creatures, have continued in Islam. Thus, in people's memory, the ancient mythical worldview is combined with the religious perception of the world. These heroes who are related to the category of mythical characters can also be conditionally considered as "medium heroes."

As an example of a historical epic, we can take the dastan "Edige," embodiments of which ("Idege Pi") were also recorded by V.V. Radlov from Siberian Tatars in the second half of the XIX century. The famous epic "Idegei," a recognized epic monument of the Tatar folklore, is the spiritual heritage of several Turkic peoples. Its versions at different times were recorded from the Kazakhs, Kara-Kalpaks, Uzbeks, Nogai, Turkmens, Bashkirs, mountain Altai peoples, the Turkic peoples of Crimea, and others. The conflicting events that took place in the lives of these peoples in complex geopolitical conditions constitute the real basis for the plot of the "Idegei" dastan. A factor that makes this work relevant is that it reflects the events of global significance that happened in the late XIY – early XY centuries on the territory of Crimea, in the Caspian Sea basin, the Volga region, in Southern Siberia, modern Kazakhstan, the valleys of Central Asia. The work reflects the unique and tragic period in the history of the Golden Horde, which is also a serious indicator of the cultural and historical value of dastans. The events recorded in the work involve particular historical figures: Idegei, Timur the Lame, Khan Tokhtamysh, who played a crucial role in the fate of many Turkic peoples and states. As F. Akhmetova-Urmanche noted, "Dastan 'Idegei' is the product of Nogai steppe and the Volga-Ural region and was reserved for descendants thanks to ancient Turkic epic traditions of Siberian Tatars, which they carried through centuries" (Akhmetova, 1999).

In one of the many versions of the dastan, the main character of the epic "Edige/Idegei" is described as the son of his father-aulie (Holy Baba Shashty Tukti Aziz, known from the epic "Alpamysh Batyr") and his mother, born from a peri. That means, Edige, just like other heroes of mythological epics, was born from unusual parents. This is why he has fantastic abilities (Idegei, 1990).

In another embodiment, the future father of the hero marries beautiful Kenzhekey, the youngest daughter of a peri, who came flying by turning into a swan. He failed to meet her conditions, so he was deprived of her, and she kept her promise and left the child at the intersection of nine roads (The Song of Edige, 2006).

Thus, the unusual arrival of a child determines his future destiny. This is a very important reference in order to understand the behavior and actions of the famous hero. The motif of "miraculous arrival," which is inherent in many Turkic epics, including the dastan about Edige, the image of sacredness of human birth, the origin of a hero with extraordinary abilities is another common thread binding epic-dastans with mythology, the folklore poetics. The three-layer structure of the world in the mythological perception of the Turkic peoples, where peris represent the "higher, heavenly" world, enables us to understand and accept the "particularity" of the hero born from a peri and a holy man, his superhuman abilities. Their loneliness, choseness have common roots with holiness, power, divine attributes.

Like many other dastans of the Turkic peoples, the epic of Koroglu (the son of a blind person) also has several versions. The Kazakh versions of the dastan "Koroglu" were published in 48-49 volumes of the multi-volume edition "The Tales of the Ancestors," collected under the leadership of Sait Kaskabasov. The epic "Koroglu" was also noticed by European scientists. In his study, Karl Reichl wrote: "The core of the Turkic epic poetry consists of the epic traditions of the Kazakhs, Kara-Kalpaks, Kirghiz. In the epics of these peoples in particular, since the days when many Turkic peoples appeared in the history till recent days, and sometimes even up to now, the life of the nomadic peoples of Central Asia has been preserved and has been reflected" (Reichl, 1992). The epic "Koroglu" is also very popular among the Azerbaijani people. (Mythological Dictionary, 1990). As noted by Kh.G. Koroglu, "The myth and fantastic attributes in eastern embodiments relate to the period of national formation. The versions of the epic in the Uzbek, Kazakh, Tajik (Gurugly) languages occurred not earlier than in XYIII century and differ significantly from the Azeri-Turkmen historical versions. The general composition of the epic was improved in the Uzbek, Tajik, and Kazakh versions by adorning the life of the future batyr with a "layer" of fantastic elements (Koroglu, 1983).

In this case, the wonderful birth of the main character also defines his mythical nature. In the Kazakh version of the epic, Koroglu was born from the womb of his dead mother. Here, the mythical, archaic motif is expanded. Koroglu's mother saw a dream about the future glorious destiny of the unborn child. In the dream, she saw Gayyp Eren Kyryk Schilten. This hero, the patron of Alpamysh Batyr in the dastan analyzed above, also assists in the birth of Koroglu. This mythical hero patronized many dastan heroes, thus defining the regularity in accepting the mythic tradition in the epic genre. According to the content of the epic, Gayyp Eren Kyryk Schilten supports Koroglu and is always near him. It is important to bear in mind that the "layer" of fantastic elements dates back to the mythological worldview of the nation. The Turkish scientist M. Ekici pointed to this difference of the Kazakh version of the epic from versions of other nations (Ekici, 2002). Thus, we can note that in Turkic dastans, mythical heroes "freely interfere" in the lives of the heroes, being their patrons.

The text also says about continuation of the family line of the mythical hero, who further married three daughters of a peri:

Having married Akzhunis, Gulnar and Myskal,
Koroglu became the husband of the three peris (The Journey of Koroglu to Shaadat, 2006).

In the dastan, the main attention is drawn to the personality of Koroglu and his father Raushanbek. They are described in the dastan traditions of "absolute praising" of heroes, which also actively use mythical elements.

S. Kaskabasov also noted the traditional motifs in epics and functions of formulas, the epic latitude in the description of space and time, which are the poetic typology of epics (childless parents, prophetic dreams, marvelous arrival of the batyr, his growth and formation, etc.) (Kaskabasov, 2015).

Conclusion

An analysis of the epics widespread among the Turkic peoples, such as "Er Toshlik" (ancient epic), "Alpamysh Batyr", "Edige Batyr", "Koroglu" (heroic epics), the systematization of the epic heroes in terms of their relation to myths, the revealing of the connection of ancient epics' heroes to myths have allowed us to make the following conclusions.

The typical and specific features of an epic batyr and the characters inherent in his supporters and enemies are the result of the "intersection" of the mythological and the real, where mythological heroes and historical personalities compose a uniform and orderly system.

Mythological attributes in the characteristic of Turkic epic-dastan heroes play a special role in the description of their personality and explanation of their behavioral characteristics (Fayzullina et al., 2016). For example, Er Toshlik had the ability to subjugate the entire underground and above-ground world, while his fiancée Kunekey could, if necessary, "stop time." Kunekey did it with the help of a female camel, which helped her, and a handkerchief, which she used to tie her waist. She was able to predict the fate of Toshlik, which also points to the "mythological features" in the behavioral characteristics of his wife. It can be concluded that this was made possible thanks to the "mythological heroes", in particular, in this epic, it is expressed in the relationship chain "Er Toshlik-Kenzhekey-Bektory."

In the heroic epic "Alpamysh Batyr," the hero is born with the approval of miracle workers, after a prediction made by Baba Tukti Shashty Aziz. With the support of Gayyp Eren Kyryk Schilten, Alpamysh became the person who "can't be burnt by fire and drowned in water," neither could he be killed with a bullet or a sword. That is also due to the mythological nature of the hero.

The hero of the epic "Edige Batyr" is also "merged" with the mythical space. Edige was born from the alliance of a peri's daughter and the miracle worker Baba Tukti Shashty Aziz. This is the basis for the mythical hero's behavior. The prerequisites for the arrival of the glorious batyr were provided by his parents, who also featured certain mythological abilities.

For the hero of the dastan "Koroglu", analyzed in this work along with the above dastan heroes, there also are the mythological circumstances of arrival; the protection of the mythical character of Gayyp Eren Kyryk Schilten; marriage to a daughter of a peri.

The unifying attribute of all the heroes: Er Toshlik, Alpamysh, Edige, and Koroglu, is the duty incumbent upon them: to protect (exempt from enemies) their parents, relatives, and native land; as well as a winning ending, when each hero copes with this task eventually as the epic comes to its end.

The "mythical nature" of epic-dastans of Turkic peoples, which is a peculiar feature of the national and cultural consciousness, continues the tradition of folklore poetics. The mythological motif in epic-dastans gives an idea about the common ideological roots and shared traditions of Turkic peoples. The archaic nature of the epic heritage, in which the heroes feature the mythological type of behavior, reflects the worldview of the ancient Turks, the militant and creative spirit of the nation.

Conflict of interests

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The role of the intercultural factor in the formation of a secondary language personality in modern Europe.

РОЛЬ МЕЖКУЛЬТУРНОГО ФАКТОРА В ФОРМИРОВАНИИ ВТОРИЧНОЙ ЯЗЫКОВОЙ ЛИЧНОСТИ В СОВРЕМЕННОЙ ЕВРОПЕ

El papel del factor intercultural en la formación de una personalidad de lengua secundaria en la Europa moderna.

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Abstract

Europe is one of those regions of the world where the tendency towards language unity is dual in nature - on the one hand, in the process of its spread, transnational contact English (EL) acquires regionally determined typological forms; on the other hand, there is a common European tendency of opposition to the expansion of its influence on national languages. Significant changes in their dynamics due to globalization are undergoing the functioning of the languages of the peoples of the world. Striving for the economic unity of the world, globalization is also causing a tendency towards its linguistic unity.

In transnational communication of European countries, the contact EL is involved in many domestic and special areas. It develops in multilingual contexts of the European Union, which initially implies the need for transcultural and transnational communication among European communicants, within which the relationship of languages is not something fixed once and for all. The paradigm of international culture in the mentality of Europeans develops in the process of secondary socialization, when a secondary linguistic personality is formed, determined by the formal membership of the European community, regardless of the specific country of residence. The structure of the cultural component of the European transnational communication and the specificity of the linguocultural component of the EL in various European countries reflect the long process of secondary socialization and internalization of the EL, which has its own characteristics in different parts of the continent.

In contrast to primary socialization, which has a universal national character, secondary socialization is aimed at the entry of the individual into the international community, for example, scientists, students, business people, bloggers, etc. Possession of EL as an instrument of secondary socialization allows representatives of various linguocultural communities to realize acquired cultural norms in both intranational and transnational communication.

Within the spatial-temporal framework of European contexts, the linguocultural component of the EL is formed on the basis of the cultural component of primary socialization in the native language; passes through the emotional-personal filter of users, is made out of linguistic means at the

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appropriate level of knowledge of the EL and receives a secondary cultural orientation in the conditions of secondary socialization.

The situation of intercultural communication arises when two or more persons belonging to different cultures interact, and members of different cultures can expect their partners to communicate and behave in the same way as they do, and not to make adjustments to their speech behavior.

The paper raises questions of the vitality of culture in conditions of intensive contact, since identity in the context of globalization is a process of differentiation, fragmentation, and complementarity of systemic and subjective-objective factors. The complexity of the process of identifying a modern transcultural linguistic personality lies in the multidimensionality of identity criteria, the actualization of political, social, cultural and symbolic capital.

Keywords: transcultural linguistic personality, Europe, English, language competence, linguistic personality structure, migration, language processes, globalization.

Аннотация

Европа является одним из тех регионов мира, где тенденция к языковому единству носит двойственный характер - с одной стороны, в процессе своего распространения транснациональный контактный английский язык (EL) приобретает регионально обусловленные типологические формы; с другой стороны, существует общеевропейская тенденция противостояния расширению его влияния на национальные языки. Значительные изменения в их динамике в связи с глобализацией претерпевает функционирование языков народов мира. Стремясь к экономическому единству мира, глобализация порождает также тенденцию к его языковому единству.

В транснациональных коммуникациях европейских стран контактная EL задействована во многих внутренних и специальных областях. Она развивается в многоязычных контекстах Европейского Союза, что изначально предполагает необходимость транскультурной и транснациональной коммуникации между европейскими коммуникантами, в рамках которой связь языков не является чем-то раз и навсегда фиксированным.

Парадигма международной культуры в менталитете европейцев складывается в процессе вторичной социализации, когда формируется вторичная языковая личность, определяемая формальным членством в Европейском сообществе, независимо от конкретной страны проживания. Структура культурного компонента европейской транснациональной коммуникации и специфика лингвокультурного компонента EL в различных европейских странах отражают длительный процесс вторичной социализации и интернализации EL, который имеет свои особенности в разных частях континента.

В отличие от первичной социализации, которая имеет универсальный национальный характер, вторичная социализация направлена на вхождение индивида в мировое сообщество, например, ученых, студентов, бизнесменов, блогеров и т.д. Владение EL как инструментом вторичной социализации позволяет представителям различных лингвокультурных сообществ реализовывать приобретенные культурные нормы как в интранациональном, так и в транснациональном общении.

В пространственно-временных рамках европейских контекстов лингвокультурный компонент EL формируется на основе культурного компонента первичной социализации на родном языке; проходит через эмоционально-личностный фильтр пользователей, оформляется из языковых средств на соответствующем уровне знаний EL и получает вторичную культурную ориентацию в условиях вторичной социализации.

Ситуация межкультурной коммуникации возникает тогда, когда взаимодействуют два или более человека, принадлежащих к разным культурам, и представители разных культур могут ожидать, что их партнеры будут общаться и вести себя так же, как они, а не вносить коррективы в свое речевое поведение.

В статье поднимаются вопросы жизнеспособности культуры в условиях интенсивного контакта, поскольку идентичность в условиях глобализации представляет собой процесс дифференциации, фрагментации и взаимодополнения системных и субъективно-объективных факторов. Сложность процесса идентификации современной транскультурной языковой личности заключается в многомерности критериев идентичности, актуализации политического, социального, культурного и символического капитала.

Resumen

Europa es una de esas regiones del mundo donde la tendencia hacia la unidad del lenguaje es de naturaleza dual: por un lado, en el proceso de su difusión, el contacto transnacional inglés (EL) adquiere formas tipológicas determinadas regionalmente; Por otro lado, existe una tendencia europea común de oposición a la expansión de su influencia en las lenguas nacionales. Cambios significativos en su dinámica debido a la globalización están experimentando el funcionamiento de los idiomas de los pueblos del mundo. Luchando por la unidad económica del mundo, la globalización también está causando una tendencia hacia su unidad lingüística.

En la comunicación transnacional de los países europeos, el contacto EL está involucrado en muchas áreas nacionales y especiales. Se desarrolla en contextos multilingües de la Unión Europea, lo que inicialmente implica la necesidad de una comunicación transcultural y transnacional entre los comunicantes europeos, dentro de la cual la relación de idiomas no es algo fijo de una vez por todas.

El paradigma de la cultura internacional en la mentalidad de los europeos se desarrolla en el proceso de socialización secundaria, cuando se forma una personalidad lingüística secundaria, determinada por la membresía formal de la comunidad europea, independientemente del país de residencia específico. La estructura del componente cultural de la comunicación transnacional europea y la especificidad del componente lingüístico de la EL en varios países europeos reflejan el largo proceso de socialización secundaria e internalización de la EL, que tiene sus propias características en diferentes partes del continente.

A diferencia de la socialización primaria, que tiene un carácter nacional universal, la socialización secundaria está dirigida a la entrada del individuo en la comunidad internacional, por ejemplo, científicos, estudiantes, empresarios, blogueros, etc. Posesión de EL como instrumento de secundaria. La socialización permite a los representantes de diversas comunidades lingüísticas realizar normas culturales adquiridas tanto en la comunicación intranacional como transnacional.

Dentro del marco espacio-temporal de los contextos europeos, el componente lingüístico de los EL se forma sobre la base del componente cultural de la socialización primaria en el idioma nativo; pasa a través del filtro emocional-personal de los usuarios, está hecho de medios lingüísticos al nivel apropiado de conocimiento del EL y recibe una orientación cultural secundaria en las condiciones de socialización secundaria.

La situación de la comunicación intercultural surge cuando dos o más personas pertenecientes a diferentes culturas interactúan, y los miembros de diferentes culturas pueden esperar que sus parejas se comuniquen y se comporten de la misma manera que lo hacen, y no hagan ajustes en su comportamiento del habla.

El documento plantea preguntas sobre la vitalidad de la cultura en condiciones de contacto intensivo, ya que la identidad en el contexto de la globalización es un proceso de diferenciación, fragmentación y complementariedad de factores sistémicos y subjetivos-objetivos. La complejidad del proceso de identificación de una personalidad lingüística transcultural moderna radica en la multidimensionalidad de los criterios de identidad, la actualización del capital político, social, cultural y simbólico.

Palabras clave: personalidad lingüística transcultural, Europa, inglés, competencia lingüística, estructura de la personalidad lingüística, migración, procesos lingüísticos, globalización.

Introduction

According to the definition of the UNESCO Universal Declaration on Cultural Diversity, “culture should be considered as a set of distinctive features inherent in a society or a social group — spiritual and material, intellectual and emotional — and that, in addition to art and literature, it embraces a way of life”, the ability to live together “value systems, traditions and beliefs” (UNESCO Universal Declaration on Cultural Diversity, 2001).

Modern transculture has arisen as self-aware integrity of multidisciplinary components (religious and ideological, artistic and philological, folk-mythological, socio-political, economic, etc.). An analysis of current trends emerging in

the theory and practice of modern humanities shows that modern humanitarian knowledge is a conglomeration of political, economic, social, and cultural interconnections (Ebzeeva, Tutova, 2012).

The integral character of self-consciousness of a modern person is a distinctive and necessary feature of culture, which is an increasingly polyvariant and diverse aggregation of sciences and professions, arts and faiths, traditions and innovations (Karabulatova, 2013; Ebzeeva, Karabulatova, Nakisbaev, 2018). Transculture occurs on the periphery of various cultures, where their potential capabilities are identified, new semantic and symbolic lacunae are designated.

The cultural range of the XXI century contains a variable set of different cultures, and their oppositeness to each other creates a new field of cross-cultural and comparative research. In the twenty-first century. Socio-political communications have undergone dramatic changes. In the middle of the second decade of the 21st century, communication in educational and social policies evolved from a mostly slow one-way process, more likely of an informational nature, to polyvariant communication, which resulted in various kinds of social deviations and conflicts in the conditions of multipolarity of education. At the same time, the nature of communication has also changed in political discourse, and the economic discourse has undergone a certain transformation under the influence of new social realities (Kamal, Almulla, Karabulatova, Karabulatova, 2016; Akhmetova, Karabulatova, Dudin, Dorzhiev, 2016; Luchinskaya, Karabulatova, Tkhorik, Zelenskaya, Golubtsov, 2018).

The relevance of the topic of our study stems from the theoretical and applied significance of the conceptual rethinking of the discursive-communicative aspect of the functioning of the global EL as an essential component of the world language process, driven by language contacts, in particular, presented in the B. Kachru and U. Labov models, which served as the basis for contact variantology EL.

The result of the contacts of the EL with national languages was not so much the appearance of new elements and structural relations in them, as the emergence of new variants of English, used as a second, additional language. The sociolinguistic approach to modern dissemination of EL is based on the principle of social conditioning of the language, which characterizes both new language variants and the collective discursive-communicative competence of the communities using them. The social interaction of members of the linguistic community supports its unity as a social group and is a prerequisite for its linguocultural conceptualization. The functional and pragmatic status of new variants of contact EL, functioning in individual regions, in particular, within Scandinavia, is determined by the relationship between the dominant national languages and EL, the established collective language identification and the discursive-communicative competence of users.

Materials and methods

The relevance of the topic of this article is determined by the theoretical and methodological foundations on which the study is based. Among them, it should be indicated, firstly, the contact variantology of global EL, the development of which was prompted by the model B. Kachru World Englishes, symbolizing the diversification of EL in a wide range of functional and pragmatic variability.

Secondly, this is the concept of sociolinguistic variables by U. Labov, who created an innovative technique for studying language differentiation and substantiated a conceptual apparatus for describing language variations. Thirdly, it is developed in the works of W. Weinreich, C. Ferguson, J. Fishman, E. Haugen, J. Gamperts, S. Erwin-Tripp and other founders of sociolinguistics, the theory of language contacts, covering the areas of mutual influence and convergent development of contacting languages, bilingualism, interference, interlanguage identification of elements of contacting languages (Borodina, 2018). Fourthly, this is the theory of the linguistic community as a social group proposed by J. Gamperts, which was further developed in the concept of the community of practices of J. Leiva and E. Wanger and in the concept of the discursive community of J. Swales. The theory of the linguistic community of J. Gamperts implies ideas about the linguistic planning necessary for such a community, theorist of which was the Norwegian sociolinguist E. Haugen, who originally studied the implementation of language policy in Norway and the concept of communicative competence put forward by D. Heims only within the language community.

The fifth theoretical and methodological basis on which the dissertation research is based should be considered the theory of linguocultural conceptualization of EL, the main provisions of which were developed by Russian and foreign scientists S.G. Ter-Minasova, V.V. Kabakchi, N.L. Gradina, V.V. Red, Z.G. Proshina, I.A. Sternin, M. Bayram, J.

Thus, in the study of EL as a tool for transnational and intranational communication carried out in the Scandinavian region, the system-functional approach is determined as the basic one, within the framework of which an integrated research methodology is developed. It includes a scientific-theoretical analysis of the works of domestic and foreign linguists on general and specific issues of the dissemination and development of new versions of EL; The method of historical analysis of the prerequisites of the modern language situation and the principle of “synchrony-in-diachrony” applied in this work allowed not only to show the origins of the modern variability of Scandinavian languages, to give a relatively complete list of the reasons for the main changes, but also to reflect the dynamics of the modern language situation (Karabulatova, Polivara, 2013; Ebzeeva, Karabulatova, 2017).

The method of included monitoring of live speech of Scandinavian users of EL and the procedure for analyzing social networks, necessary to study the processes of social exchange and the formation of target groups that simulate the socio-demographic structure of the Scandinavian community, precede a series of experiments of a complex nature. At the stage of selection of informants and systematization of the corpus of sounding texts, the methods of interviewing, questioning and interviewing are used in order to obtain sociolinguistic data in various communicative contexts. The methods of audit analysis and expert evaluation allow us to identify and systematize the collected factual material from the perspective of the interdependence of sociolinguistic variables, which is expressed in the mutual consistency of the observed changes. Content analysis of factual material (analysis of documents regulating the use of EL in the economy, science and higher education of Scandinavian countries, as well as in everyday communication of Danes, Swedes and Norwegians; qualitative analysis of the content of interview texts) reveals the evolution of language ideology and assessment of the status of EL. Perceptual-auditory analysis of interviews is aimed at identifying significant patterns in the use of certain sociolinguistic variables in the Scandinavian discourse in English, and pragmatolinguistic analysis is used to study the linguistic aspects of this discourse as a means of achieving communicative goals.

The elements of the linguocultural component of the Scandinavian varieties of EL are revealed on the basis of an analysis of the socio-national conditionality of the use of sociolinguistic variables that are realized in the English-language communication of the inhabitants of Denmark, Sweden and Norway. The cognitive analysis of the English-language discourse of Danes, Swedes and Norwegians makes it possible to identify the specificity of the choice of structural-semantic means, reflecting the elements of the national picture of the world in their minds, and to give a linguistic interpretation of the mechanism of phonetic interference complicating the linguistic interaction of the participants of the English-language communication.

Discussion

The American sociolinguist I. Keshkesh defines interculturality as a phenomenon that is not only interactively and socially constructed, but also relies on cultural models and norms adopted in discursive communities represented by participants of communication. Interculturality is realized both by normative, and so created ad hoc components, which are reproduced in the communicative process. The result is intercultural discourse, in which there is a mutual transformation, and not just the transfer of information and stereotypes of communicative behavior (Kecskes, 2011).

Contact EL serves as the main instrument of intercultural discourse in Europe and, in particular, in the Scandinavian region (Hellekjær, 2012; Rindal, 2015). The communities of these countries, in general, are open to the perception of EL, and the reasons for this are the following factors: 1) unconditionally high status of the EL; 2) the popularity of the Anglo-American media products; 3) intensive teaching of AA at all levels of education and for all age groups; 4) extensive international contacts - both personal and business (Gottlieb, 2004). The last two factors are interrelated with the process of internationalization of the Scandinavian community in science, education, business, etc. as an instrument of internationalization stimulates their development, and its distribution is stimulated by the results of their activity.

Italian researcher L. Lampariello, who studied the Scandinavian languages for many years, noted that the most influential of these factors is the impact of the English-speaking means of the entertainment industry - video and computer games, television programs and films. Therefore, the integration of teaching English with the practical development of receptive and reproductive skills during immersion in the EL, motivation and desire to learn the language, as well as a certain similarity of vocabulary and grammar are for residents of Scandinavian countries the main prerequisites for a high level of EL (Lampariello, 2014).

To the European language situation of the beginning of the XXI century. The applicable clause of I.S. Karabulatova on the formation of the linguistic personality of a new multilingual type, in the mind of which are combined individual bilingualism, knowledge and use of two languages by separate members of a particular ethnic group, and mass bilingualism, knowledge and use of two languages by the majority of ethnic groups; individual nascent bilingualism and collective existing bilingualism; regional bilingualism, knowledge and use of two languages by residents of a certain region of the country, and national bilingualism, knowledge of two languages by this ethnic group of the country (Karabulatova, 2011).

In the Scandinavian countries - Denmark, Sweden, Norway - there is a single continuum of transnational EL functioning in specific cultural and linguistic conditions for this region, in which there is a bilingual situation with simultaneous use of the national as the main language and English as a supra-ethnic language that is not native or one population groups.

The impact of global EL in the Scandinavian region is twofold:

- 1) it affects the national languages, causing certain lexico-semantic and, on a much smaller scale, morphosyntactic changes that contribute to the adaptation of national languages to the conditions of globalization.
- 2) EL is used by Scandinavians as the main tool of international communication and functions in the Scandinavian region as a second language of intranational communication. The status acquired by him is a consequence of similar and interrelated processes of internationalization occurring in the national communities of Denmark, Sweden and Norway, which indicates the emergence of a regional functional-pragmatic version of the EL.

By the middle of the second decade of the 21st century, thanks to the development of scientific and technological progress, the formation of a global communication space took place, which combines in its structure various state-of-the-art technical capabilities for disseminating information. Key trends in the development of modern society have a direct impact on the genesis and evolution of individual manifestations of social reality, thus determining the need to update the theoretical and methodological approaches of their socio-philosophical understanding. Among the trends shaping the fundamentally new characteristics of the modern world order, undoubtedly, is the development and widespread spread of communication conflicts (Ebzeeva, Sheipak, Gishkayeva, Nakisbaev, Karabulatova, Dubinina, 2017; Nakisbaev, Dubinina, Karabulatova, Levshits, Krivoshlykova, 2017; Karabulatova, Patieva, Seidina, Podkopaeva, Kushnirenko, Niyazova, 2017).

The loss of control over the flow of information can lead to a gradual loss of control over the state, and hence the shift of the center of political power. In the event of a crisis, a kind of war of interpretations of the controversial event proposed by the accusers of violations on the one hand and the accused on the other takes place. The increasing role of the Internet in the information process, as well as the active development of social networks that are practically not regulated today by the law, complicates the task of managing the information flow. Under these conditions, political rhetoric becomes the only possible way to remain the main interpreter of the event. Thus, the legitimacy of the existing political power largely depends on political communication and discursive strategies in crisis situations.

Results

According to the observations of S. Gooskens and V. Heering, Norway has developed a kind of receptive multilingualism (rather, receptive multi-dialectic), since the speakers of a particular local dialect understand not only the Oslo dialect, which practically plays the role of a national oral standard based on the written Bokmål in the education system, but all the other local dialects. Moreover, the Norwegians, brought up in the context of linguistic variation, understand not only the national languages of their neighbors better than other Scandinavians, but also their territorial dialects (Gooskens, Heeringa, 2014; Görlach, 2002).

Norway has a long tradition of communication in English. A participant in the discussion that has developed on the pages of the Norwegian language blog, K.-O. from Bergen explains that the west coast, with the center of Bergen, and the southern region, where the capital of Oslo is located, is a traditional shipping and fishing area, and representatives of different nationalities employed in these industries should have found the language of communication: " He has been influenced by many countries. It's the west coast of Norway. It was always under the

great influence of fishing and shipping, many of the residents went abroad, to other countries. My grandfather worked on the ship as a driver or something like that, and the ship went abroad all the time with people of other nationalities on board, and they usually used English to communicate with each other and when they came to other countries). K.-O. also notes that, according to her mother, who works in the Bergen branch of the concern Cargotec, which manufactures and supplies specialized machines for servicing oil fields, English serves as the working language of all company employees (Norwegian language blog, 2011-2016).

Young people realize that they learn English more successfully than older people, including their teachers. We give two answers, preserving the grammatical structure and style of the respondents:

A.N.: *I can see where you going with this, but hey, like you said, not all of the Norwegians are good at speaking English! Mostly people who were born earlier than the 70-ies actually suck (youth slang). It's the newer generation that you're might point to.*

K.-O.: *The younger generation today watches movies, TV-shows, use YouTube, travel, use English practically and do use the Internet a lot. It is not weird that the younger generations from mostly all over the world are getting better at English than their teachers when we use it so much in the media and computer games online, blogs and TV. We do also work harder in school to get what we want, if you want a really good job, you should know English.*

Design artist and teacher W.H. also notes that teens speak better English than many adults, whose speech is often distinguished by a strong accent:

One thing you can hear is the heavy accent when even quite prominent persons speak, people who use English quite often, having lots of international contacts... An accent is natural but when it's so heavy that you can barely decipher what the person is saying, it might be problematic.

W.H. has in mind two famous compatriots, the "Norwegian" English pronunciation of which was the subject of ridicule and parodies. This is T. Jagland (Thorbjørn Jagland), born in 1950, former Prime Minister, Chairman of the Norwegian Nobel Committee (who awarded the Peace Prize to Barack Obama on his initiative), Secretary General of the Council of Europe, and Petr Solberg. In 1973, the world champion in auto racing.

Conclusion

Comparing the role of EL as an instrument of interculturality in the Scandinavian countries, the following points should be noted:

1. EL serves as a catalyst for changes in all Scandinavian languages as a result of the intensive use of anglicisms and a certain hybridization of discourse.
2. EL serves as the main language of transnational communication and in fact acquired the status of the second language of intranational communication (Vassilenko, Karabulatova, Vasilishina, Tukaeva, Barabash, 2018; Ebzeeva, Karabulatova, Nakisbaev, 2018).
3. The main difference lies in the fact that in the minds of the Danish and Swedish linguistic personalities an idea of the dichotomy was formed: first, the national language: second, English. Language identification of indigenous Norwegians, constituting 87% of the country's population, is structured according to the opposition of: a) a local dialect to a national variant (Bokmål or Nynorsk), b) one national variant to another, c) native, Norwegian to a foreign language, English.

On the scale of the whole Scandinavian community, the native language, with all dialects and variants, has the status of the first, and the foreign, English language of transnational communication, the second. In the process of interaction between the national and English languages, problems arise in the loss of the national language of domains, for example, in the sphere of international business, where knowledge of EL is a mandatory factor, since it serves as a universal language of communication and is often used as lingua franca in higher education, where much of the written materials and The lectures are given in English.

Summing up the views of the Scandinavians on the status of the EL and its role for the inhabitants of this country, we note the following points:

- EL became the second language of Scandinavians, a part of their linguocultural identity, forming their regional secondary linguistic personality.
- In the Scandinavian countries, the state policy of propagating the EL “from above” is a natural component of the pan-Scandinavian globalization process that meets the interests of the whole society.
- The national language remains the first, primary language of intranational communication in the Scandinavian countries, and English is the second, additional language necessary in certain communicative contexts.
- Most Scandinavians use English in transnational communication, in particular, while traveling abroad, and freedom to express English in everyday communication is perceived by people far from linguistics and language policy as a common high level of language.
- The views of the ordinary Scandinavian on the status of the English language vary depending on the individual skills of English-speaking communication and personal experience in everyday transnational communication.

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The food security as a priority area of russian policy

ПРОДОВОЛЬСТВЕННАЯ БЕЗОПАСНОСТЬ КАК ПРИОРИТЕТНОЕ НАПРАВЛЕНИЕ РОССИЙСКОЙ ПОЛИТИКИ

La seguridad alimentaria como área prioritaria de la política rusa

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Abstract

The purpose of the study is to provide a comprehensive analysis of the current state of food security in the Russian Federation and identify existing problems in this area, since this problem is more relevant than ever in Russia, given the complex socio-political situation. Used in the work: a system approach (considering food security as an essential element of national security), situational and functional (considering the monitor changes the status of food security as a information technology management), statistical monitoring (provides guidance to build predictive judgments), qualitative (proclaims the need for multi-criteria diagnosis of food security). as well as formal logical and dialectical methods of cognition. Formal-legal and comparative-legal methods of cognition were used as private-scientific methods. The normative base of the study is the national security Strategy of the Russian Federation, as well as the food security doctrine Of the Russian Federation. The study of the state of food security in Russia shows that the Russian Federation has formed an integral system for maintaining this sphere at the proper level. The analysis allows us to conclude that, despite the sanctions imposed on Russia, the system of public administration in General allows us to regulate processes in the food sector and provide the population with basic agricultural products. The guarantee of achieving food security is the stability of domestic production, as well as the availability of necessary reserves and stocks. In this regard, it can be argued to some extent that the food security system operates with a sufficient level of efficiency. At the same time, the sanctions and anti-sanctions imposed have created a number of obstacles to the normal functioning of the interstate system for the exchange of agricultural products.

Keywords: food security, food independence, threats, import substitution, criteria, balance of food resources, agricultural products, genetically modified products.

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Цель исследования: дать всесторонний анализ современного состояния продовольственной безопасности в Российской Федерации и выявить существующие проблемы в этой сфере, поскольку данная проблема как никогда актуальна в России, учитывая сложную социально-политическую ситуацию. В работе использованы: системный подход (рассмотрение продовольственной безопасности как важнейшего элемента национальной безопасности), ситуационно-функциональный (рассмотрение мониторинга изменения состояния продовольственной безопасности как информационной технологии управления), статистический мониторинг (дает рекомендации по построению прогнозных суждений), качественный (провозглашает необходимость многокритериальной диагностики продовольственной безопасности), а также формально-логические и диалектические методы познания. В качестве частнонаучных методов использовались формально-правовые и сравнительно-правовые методы познания. Нормативной базой исследования является Стратегия национальной безопасности Российской Федерации, а также доктрина продовольственной безопасности Российской Федерации.

Изучение состояния продовольственной безопасности России показывает, что в Российской Федерации сформировалась целостная система поддержания этой сферы на должном уровне. Проведенный анализ позволяет сделать вывод о том, что, несмотря на введенные в отношении России санкции, система государственного управления в целом позволяет регулировать процессы в продовольственном секторе и обеспечивать население основными сельскохозяйственными продуктами. Залогом достижения продовольственной безопасности является стабильность отечественного производства, а также наличие необходимых запасов и резервов. В этой связи можно в некоторой степени утверждать, что система продовольственной безопасности функционирует с достаточным уровнем эффективности. В то же время введенные санкции и антисанкции создали ряд препятствий для нормального функционирования межгосударственной системы обмена сельскохозяйственной продукцией.

Ключевые слова: продовольственная безопасность, продовольственная независимость, угрозы, импортозамещение, критерии, баланс продовольственных ресурсов, сельскохозяйственная продукция, генетически модифицированные продукты.

Resumen

El objetivo del estudio es proporcionar un análisis exhaustivo del estado actual de la seguridad alimentaria en la Federación de Rusia e identificar los problemas existentes en esta área, ya que este problema es más relevante que nunca en Rusia, dada la compleja situación sociopolítica. Usado en el trabajo: un enfoque de sistema (considerando la seguridad alimentaria como un elemento esencial de la seguridad nacional), situacional y funcional (considerando que el monitor cambia el estado de la seguridad alimentaria como una gestión de tecnología de la información), monitoreo estadístico (proporciona orientación para construir juicios predictivos), cualitativo (proclama la necesidad de un diagnóstico multicriterio de seguridad alimentaria). así como métodos formales lógicos y dialécticos de cognición. Los métodos de cognición formal-legal y comparativo-legal se utilizaron como métodos científicos privados. La base normativa del estudio es la Estrategia de seguridad nacional de la Federación de Rusia, así como la doctrina de seguridad alimentaria de la Federación de Rusia.

El estudio del estado de la seguridad alimentaria en Rusia muestra que la Federación de Rusia ha formado un sistema integral para mantener esta esfera en el nivel adecuado. El análisis nos permite concluir que, a pesar de las sanciones impuestas a Rusia, el sistema de administración pública en general nos permite regular los procesos en el sector alimentario y proporcionar a la población productos agrícolas básicos. La garantía de lograr la seguridad alimentaria es la estabilidad de la producción nacional, así como la disponibilidad de las reservas y existencias necesarias. A este respecto, se puede argumentar en cierta medida que el sistema de seguridad alimentaria opera con un nivel suficiente de eficiencia. Al mismo tiempo, las sanciones y antisanciones impuestas han creado una serie de obstáculos para el funcionamiento normal del sistema interestatal para el intercambio de productos agrícolas.

Palabras clave: seguridad alimentaria, independencia alimentaria, amenazas, sustitución de importaciones, criterios, equilibrio de recursos alimentarios, productos agrícolas, productos genéticamente modificados.

Introduction

The problem of food security is one of the most important in the modern world economy. It affects the interests of various groups of countries, social and political forces, becoming more relevant as the international division of labor deepens, the development of world trade in agricultural products and food, and the processes of globalization accelerate. Therefore, it is necessary to make greater use of domestic and foreign experience in this field (Aseev, 2013; Aseev, 2015). At the same time, the issue of food security remains one of the most important issues in ensuring national security. Without a solution to the problem of food security, it is difficult to solve other acute social and economic problems.

Increasing attention to the food problem in Russia is connected not only with the need for life, but also with the global climate and social changes that are taking place in the world. Malthus' warning is being implemented about the negative impact on consumption of excessive population growth, which begins to coincide with limited water resources, increased environmental impact on yields, and other economic problems associated with large TNCs that regulate production to maintain high prices, including for food.

The sanctions imposed against Russia, which resulted from the annexation of Crimea to Russia following the results of the referendum and sharply aggravated contradictions with foreign countries, led to an urgent need to quickly resolve issues affecting food security.

A high level of imports can cause the most adverse consequences for the entire economy of the country. The output of imports for some industry beyond the 30 % level leads to the termination of the cumulative effect in it and in the associated industries, which leads to an imbalance of the entire mechanism of economic balance and development (Nazarenko, 2007).

Ensuring food security is an extremely complex and multi-level problem, whose complex solution requires the concentration of efforts of specialists in various fields of science, technology, state and municipal authorities, as well as enterprises and law enforcement agencies. Food security is an integral part of national security, preserve its statehood and sovereignty, the most important component of the demographic policy, life support systems, essential for the health, physical activity, longevity and quality of life of the population.

In modern conditions, food security is one of the foundations of socio-economic development, an important element of the economic and national security of the state (Shkvarya et al, 2017). The system of ensuring food security creates conditions and forms mechanisms for countering economic threats, developing reproduction processes in agriculture as a production base, and increasing the level of self-sufficiency of Russian regions with food. This is due to the fact that food security has now become global.

Materials and methods

When we talk about domestic scientific research, we focus on specialized research on food security issues. First of all, we would like to note the research of Shagaida N. I., Uzun V. Ya. "Food security in Russia: monitoring, trends and threats", Ageev N. A. "Food security in Russia: state, prospects and conditions of provision", Sobolev N. S. "Food security as a socio-economic factor of ensuring the health of Russians", Stokov T. A. "State policy of the Russian Federation in the field of food security", Romanyuk M. A., Raevskaya E. A. "Main problems of ensuring food security of the Russian Federation in the conditions of import substitution and differentiation of the population by income". We think that proceedings of foreign researchers is a very interesting for our work: Amani E. Elobeid, Flaten O., D. John Shaw, Hülse Joseph H., Robert L. Tompson, Stanley R. Johnson, W. McLeod Rivera, Willard W. Cochrane.

The standard approaches to food security assessment in Russia is based on the assessment of the volume of production, consumption and food sovereignty. However, this is contrary to the generally accepted global approach, when food security is providing physical and economic access to safe food for the full life of every citizen.

About 30% of Russians spend more than half of their earnings on products. 28% of our compatriots spend more than half of their income on food. A little less money goes to 21% of Russians - from 40 to 50%. Almost one in five (19%) - this item of expenditure is 30 - 40%. 14% of respondents spend about a quarter of their total income on food (20% - 30%), and only 7% - from 10% to 20%.

According to the results of the portal survey Rabota.ru in November 2018, when asked whether it was necessary to save on products, the vast majority of respondents (91%) answered in the affirmative, and only 9% - in the negative (Survey: almost a third of Russians spend more than half of their income on products: [electronic resource]: <https://tass.ru/obschestvo/5806792> (accessed 13.04.2019).

Based on quantitative indicators, import substitution has shown a positive trend. The levels of food independence set by the food security Doctrine are not achieved only for milk. The integral indicator of import dependence, including exports, fell from 11.1% in 2013 to 4.5% in 2017. the Share of imported food products in inventories decreased from 36% (2013) to 22% in the third quarter of 2018. However, import substitution occurred against the background of an increase in the share of population expenditure on food in final consumption expenditures: in rural families from 41.8 to 43.3%, in urban families from 31.3 to 34.4%. And in the poorest families, this figure rose to 53.3%. The share of families with more than 50% of their consumer spending increased from 20.8% to 23.4%. (Food security is expensive for the population, 05.12.2018.).

According to the Organization for economic cooperation and development (OECD), which is provided in the monitoring of RANEPa specialists, the Russian population in 2014-2016 overpaid an average of 10% compared to prices on the world market. The biggest overpayment was in 2016, when buying food, Russians overpaid about 14% compared to imported counterparts. To increase economic access to food, it is necessary to ease the food embargo for cheap products and continue to modernize industries with direct subsidies that can potentially provide a competitive price with imported products after modernization. Otherwise, the artificial reduction of competition in the form of market restrictions will preserve the conditions for non-competitiveness of certain types of Russian products (beef, milk, pork, closed-ground tomatoes) (Report "Food security in Russia: monitoring, trends and threats". - Ranhigs .- [electronic resource]: <https://www.ranepa.ru/repository/news-onir/uchenye-ranhigs-podgotovili-doklad-o-prodovolstvennoj-bezopasnosti-rf> (accessed 13.04.2019).

Discussion

The concept of "food security" should be clarified. The term "foodsecurity" is ambiguous. It refers to both food security and food security. The second version of the translation most accurately shows the meaning of the term. The term " food insecurity "appeared in national documents in Russian because of an unsuccessful translation of the classical concept, which is better defined as " food insecurity", given that this term leads us to indicators of food shortages.

The term "food security" is broader than the term "food security" implies. In view of the fact that security characterizes only the availability of food for people, and security also includes the ability to reproduce food.

In the most common form, as defined by the UN, which oversees agriculture and food supply - "Food and Agricultural Organization" - food security is perceived as a state of society, as a result of which all people have constant access to nutritious and safe food to maintain their active healthy life. And it follows that the term "food security" is included in the generally accepted concept of "security" (Shadzhe et al., 2016).

Official documents define food security of the Russian Federation as the state of the country's economy, which ensures food independence of the Russian Federation, guarantees physical and economic accessibility for each citizen of the country of food products that meet the requirements of the legislation of the Russian Federation on technical regulation, in volumes not less than the rational norms of food consumption necessary for an active and healthy lifestyle.

Results

Food security of the Russian Federation is one of the main directions of ensuring the national security of the country in the medium term, a factor in preserving its statehood and sovereignty, an important component of demographic

policy, a necessary condition for the implementation of the strategic national priority-improving the quality of life of Russian citizens by guaranteeing high standards of life support.

In accordance with the provisions of the national security Strategy of the Russian Federation, the national interests of the state in the long term are, inter alia, to increase the competitiveness of the national economy, to turn the Russian Federation into a world power, whose activities are aimed at maintaining strategic stability and mutually beneficial partnerships in a multipolar world (National security strategy of the Russian Federation. Approved by presidential decree No. 683 of December 31, 2015).

The strategic goal of food security is to provide the country's population with safe agricultural products, fish and other products from aquatic bioresources, and food. The guarantee of its achievement is the stability of domestic production, as well as the availability of necessary reserves and reserves.

The main tasks of ensuring food security regardless of changes in external and internal conditions are:

- 1) Timely forecasting, detection and prevention of internal and external threats to food security, minimizing their negative consequences due to the constant readiness of the system for providing citizens with food products, the formation of strategic food stocks;
- 2) Sustainable development of domestic production of food and raw materials, sufficient to ensure the country's food independence;
- 3) Achieving and maintaining physical and economic accessibility for every citizen of the country of safe food products in volumes and assortment that meet the established rational standards of food consumption necessary for an active and healthy lifestyle;
- 4) Ensuring food safety.

To analyze the state of food security, it is necessary to define definitions that reflect its essence and structure.

Food independence of the Russian Federation - sustainable domestic production of food products in volumes not less than the established threshold values of its specific weight in the commodity resources of the domestic market of the corresponding products.

The food security criterion is a quantitative or qualitative threshold value of a feature that is used to assess the degree of food security.

Rational norms of food consumption - a diet presented as a set of products that includes food in volumes and ratios that meet modern scientific principles of optimal nutrition, taking into account the established structure and traditions of nutrition of the majority of the population.

Economic availability of food - the ability to purchase food at current prices in volumes and assortment that are not less than the established rational consumption standards, provided by the appropriate level of income of the population.

Physical availability of food - the level of development of commodity distribution infrastructure, in which in all localities of the country it is possible for the population to purchase food products or organize food in volumes and assortment that are not less than the established rational norms of food consumption.

Balance of food resources – a system of indicators that characterize the sources of formation of resources of the main types of food and channels for their use. The balance sheet reflects the movement of products from the moment of production to the moment of final use, allows you to perform current analysis, assess import needs, and determine the funds for food consumption. Balances are compiled by statistical agencies for a calendar year in physical terms for basic food products. Balances compiled by product type (with the exception of grain) contain data on both raw products and processed products when converted to the main product type. The information base for compiling balance sheets is data from Federal statistical observation forms, annual specialized accounting forms for agricultural organizations, sample household surveys, one-time accounting and censuses, and customs statistics.

The Fund for consumption of basic food products by the population is determined by excluding from all the resources of products that part of it that was not used in the reporting period for food:

- production consumption (seeds, feed, consumption for non-food purposes, etc.)
- losses at all stages from production to sales;
- export and export of products outside the region;
- inventory changes at the beginning and end of the period.

Based on the requirements of food independence, the main sources of food products are the products of agriculture, forestry, fishing, hunting, as well as the food industry. Agriculture, fisheries and the food industry play a crucial role in ensuring food security.

International practice of ensuring food security justifies its sufficient level for citizens of any country in the amount of 80% or more of the food consumed by them, which should be produced by the country's own agricultural sector, which ultimately raises the necessary level of the quality of life of the population and, accordingly, its reproduction. It is estimated that in order to feed the world's population, which is expected to exceed 10 billion in 2050, agricultural production will need to increase by 65 per cent by that time. At the same time, measures should be taken to ensure that all people have access – physically, socially and economically – to sufficient quantities of safe and nutritious food.

Attention should be paid to the global food security country index, developed by the Economist Intelligence Unit with financial support from Du Pont, which has been compiled since 2012. The index rating is a scale from 0 to 100, where 100 is complete security.

Table 1.

The world food security index for 2016.

Ranking	Country	Index	Ranking	Country	Index
1	USA	89,0	46	Botswana	63,1
2	Singapur	88,2	47	Egypt	61,8
3	Ireland	85,4	48	Venezuela	61,7
4	Austria	85,1	49	Serbia	61,5
5	Netherlands	85,0	50	Bulgaria	61,0
6	Switzerland	84,4	...		
7	Canada	84,2	100	Burkina Faso	33,6
8	Germany	83,9	101	Togo	33,4
9	France	83,8	102	Zambia	32,9
9	Norway	83,8	103	Mozambique	32,6
...			104	Haiti	31,1
42	China	64,2	105	Democratic Republic Of The Congo	30,1
43	Russia	63,8	106	Sierra Leone	29,0
44	Belarus	63,5	107	Madagascar	28,8
45	Romania	63,3	108	Chad	27,9

The index measures the policies of States and the effectiveness of their institutions in the field of food security. The study presents an analysis of three main groups of indicators of food security in the world: the level of availability and consumption of food; the availability and sufficiency of food; the level of quality and safety of food. These categories include 28 different indicators that are measured over a two-year period.

In Russia, the level of food security is currently estimated at 73-79% (food imports 31-39%). At the same time, the share of imports in large Metropolitan areas of the country reaches about 48-58%. (Fudina, 2015) Ensuring food security is a priority area of state policy, as it covers a fairly wide range of national, economic, social, demographic and environmental factors. In the sphere of food security, the problems of economic and agro-industrial reforms, real trends in the development of agricultural and food production, the domestic market, the degree of its dependence on the world food market, the social status and solvency of consumers in various regions of Russia are combined. Of all

the problems affecting the Russian economy, the most significant and burdensome was the decline in agricultural production and the deterioration of the structure and quality of nutrition of the population.

To solve the problem of choosing state regulation measures to ensure food security in Russia, the basic macroeconomic model of the agro-industrial complex (AIC), adapted for this problem, developed at the all-Russian Institute of agrarian problems and Informatics named after A. A. Nikonov (viapi state University) (Shutkov A., Shutkov, S., 2008), can be used.

The following subtasks must be solved sequentially:

- based on the model of population demand for food, determine the ratio of income and prices sufficient to ensure that the population has access to food at medically reasonable standards in the conditions of market equilibrium prices;
- based on models of the unit operation of agriculture to determine the cost of production of main crop products, livestock and processing and the minimum allowable sales price for the profitable operation of agricultural industries;
- based on the model of food imports of the bloc foreign trade system to determine the system of customs tariffs and quotas in order to ensure, on the one hand, the rational level of agricultural protection, and, on the other, a sufficient competitiveness of imported products;
- deepen territorial and sectoral division of labour in agriculture, actively develop integration processes in agro-industrial production and specialized area for production of separate types of agricultural products, to stimulate cooperation (Alekseev, Filatov, 2011);
- create the necessary legislative, organizational, economic and administrative conditions that exclude criminalization in the system of production and sale of agricultural products, raw materials and food;
- ensure the effectiveness of state regulation;
- economic processes related to the production, sale and use of agricultural products, raw materials and food that can guarantee the normal functioning of the domestic agro-industrial complex and the domestic agro-food market, both in favorable and extreme economic conditions (Alekseev, 2007).

In the context of the policy of sanctions, special attention should be paid to the analysis of external and internal threats to Russia's food security, primarily dependence on imports and linking to the international agri-food market. First of all, we are talking about problems related to Russia's membership in the WTO.

Russia's accession to the WTO, which was preceded by a sharp discussion, caused a critical assessment among representatives of the agro-industrial complex, who predicted large losses due to the great difficulties for certain regions of the country with a poorly diversified economy and low productivity in agriculture, the closure of inefficient farms and food processing enterprises, the growth of unemployment and other social problems. Russia found itself in an unequal position, as the Russian leadership assumed obligations, focusing not on meeting the needs of citizens, but on compliance with the rules and norms established in the West. Indicators of the level and forms of support for agricultural production, conditions for access of foreign goods to the domestic market, export subsidies, etc. (Belousov, 2012).

A negative consequence for food security was the opening of the domestic food market to foreign competitors due to a reduction in the level of its tariff protection from 13-14% to 10.8%.

Negative processes in the domestic market of agricultural machinery, affecting both its producers and consumers, have become a threat to the Russian agricultural complex. The WTO rules have limited the system of protection of the domestic market from imports of foreign agricultural machinery, removing customs, tariff and technical barriers to its promotion in Russia, and sharply reducing import duties. As a result, Russian agricultural producers switched to cheaper foreign equipment, which led to the loss of positions of Russian machine-building enterprises.

Another threat to the Russian agricultural complex is the negative processes in the domestic market of agricultural machinery (Aseev, 2015). This applies to both its producers and consumers. The WTO rules have restricted the system of protection of the domestic market from imports of foreign agricultural machinery, removing customs, tariff and technical barriers to its promotion in Russia, and sharply reducing import duties. As a result, Russian agricultural

producers switched to cheaper foreign equipment, which led to the loss of positions of Russian machine-building enterprises.

The threat to the Russian agricultural complex is the dependence on imports of seed material. Russia's total demand for seeds reaches 10 million tons per year. According to specialists of the North-West research Institute of Economics and agricultural organization (NWNIESH), in Russia as a whole in 2013, the share of imported seeds in crops reached more than 96% for sugar beets, 66% for vegetables, 62% for potatoes, more than 60% for winter rape, almost 46% for sunflowers, and 43% for corn (Model, Romanyuk, 2015). In 2015, the total cost of sown seeds in Russia was 226.6 billion rubles, and imported seeds were purchased for 42 billion rubles (Kochelyagin, 2015). The sowing campaign in 2016 also revealed a high dependence of domestic agriculture on imported seed material, which is observed in almost all areas of agricultural production.

The dominant position of varieties of domestic selection is occupied only in crops of cereals and legumes. The risk group in which foreign selection tends to expand includes sugar beets, corn, sunflowers, vegetables and malting barley. The share of imports of their seeds is 30% or more.

Russia's dependence on imports of animals and poultry is threatening, leading to a sharp reduction in the national genetic resources of animals, which is fraught with destabilization of the industry if the economic situation changes and a critical situation develops, as well as hinders the development of its own domestic breeding base and qualified personnel. Of course, in some market segments, the share of foreign products will always remain significant. First of all, this applies to items that Russia does not produce or makes in small volumes due to natural and climatic factors for one reason or another.

According to the expert and analytical center of agribusiness, the trend of Russian imports of food and agricultural raw materials in billions of dollars is as follows (About exports of agricultural raw materials and food from Russia in 2001-2018):

Table 2.

Dynamics of Russian imports of food and agricultural raw materials in billions of dollars is as follows (in 2001-2018)

2013 r.	2014 r.	2015 r.	2016 r.	2017 r.	2018
44,06	39,87	26,41	24,65	28,45	22,00

Source: On the export of agricultural raw materials and food from Russia in 2001-2018. [electronic resource] <https://agrovesti.net/lib/industries/ob-eksporte-selkhozsyrya-i-prodovolstviya-iz-rossii-v-2001-2018-gg.html> (accessed 11.04.19).

As a result of the imposition of sanctions on a number of food products, imports decreased. The state's focus on import substitution, especially after the introduction of an embargo on imported food from a number of countries, is yielding positive results.

For example, thanks to active state support, the pig and poultry industry has filled the market with domestic products to the maximum, so gradually the need for imports has disappeared, and its volumes have decreased to minimum values.

Table 3.

Top 10 most imported goods (millions of dollars)

Type of product	2013 year	2017 year
Citrus	1680	1170
Bananas	996	1130
Soy bean	676	968
Natural grape wines	1230	990
Frozen beef	2460	930
Pork	2140	862
Cheeses and cottage cheese	2180	840

Frozen fish	1050	765
Palm oil	694	687
Coffee	518	621

Despite the constant expansion of the list of sanctions against Russia and the introduction of retaliatory sanctions, there has been a recent increase in exports of Russian agricultural products. This is the dynamics of exports in billion rubles (Yuzhaninova, 2019):

Table 4.

Dynamics of Russian exports in billions of rubles.

year	amount
2015	16,2
2016	17,45
2017	20,5
2018	25

However, against the background of rapidly growing export volumes, its structure remains almost unchanged (Schkvarya et al, 2017). In this industry, the main share of exports is raw materials. At the same time, the opportunity to increase exports in monetary terms due to deeper processing of raw materials in Russia is unlikely to be used. This requires investment in the coming years.

It is assumed that state support for the Russian agro-industrial complex in 2019 will exceed 300 billion rubles. The cost of the updated state program for the development of agriculture in 2022-2025 is planned to be 1.714 trillion rubles, including 1.496 trillion rubles of budget allocations from the Federal budget.

The national project "Export of agricultural products" assumes that the supply of agricultural products from the Russian Federation will grow to \$45 billion in 2024 from \$23 billion in 2018. Exports of cereals and legumes may increase to \$11.4 billion from \$7.6 billion, fat and oil products - to \$8.6 billion from \$3.6 billion, food and processing products - to \$8.6 billion from \$3.5.

Exports of food and agricultural raw materials from Russia in 2017 increased by 21.1% compared to the previous year and amounted to \$20.7 billion. A third of food exports came from grain and products of the flour and cereals industry. 75% of exports of foodstuffs in value terms (\$15.9 billion) were to foreign countries. The largest buyers of Russian agricultural products last year were Egypt (\$1.78 billion), Turkey (\$1.78 billion), China (\$1.77 billion) and South Korea (\$1.46 billion) (Vesti. Economics, 2019). However, the problem of import substitution has created a number of problems. On the one hand, scientists pay tribute to domestic farmers who, after the introduction of the ban on food imports from the EU and other countries in 2014, increased production, but from the position of the consumer, it is not so clear. Russian experts believe that the goals and criteria in the 2010 food security doctrine were not fully adequate. They do not take into account the availability of food for the entire population of the country (Shadzhe et al, 2016). Food security is not only about ensuring high rates of agricultural development, but also ensuring physical and economic access to safe food for all citizens of the country, regardless of income.

To protect your agricultural producer, you need to use direct payments for the period of modernization of industries whose products can be competitive in the domestic and foreign markets and expand the range of agricultural producers who receive support. This fully meets the requirements of the WTO, as a result of the lifting of the embargo, the consumer will receive a cheaper product, and the manufacturer will receive support in order to produce cheap products in a competitive environment. Bans on food imports and the creation of advantages for individual companies do not encourage the reduction of agricultural production costs by both producers and the state, and, ultimately, in the name of domestic consumers.

The problem of genetically modified products occupies a special place in the food security system. There are two approaches to the global solution of the food problem:

the first is to ensure that food is available to countries in need through the widespread distribution of high-yielding transgenic varieties;

the second is to meet the growing demand in developed countries for environmentally friendly products. The use of genetically modified seeds in crops does not guarantee the safety of consumers, since the consequences of human consumption of such products have not been fully studied.

Genetically modified foods taste as good as natural foods, and sometimes even better. They are increasingly found in vegetable oil, margarine, sweets, mayonnaise, and confectionery. But the manufacturer should only indicate this when their share exceeds 0.9% of the total weight of the product.

Who is right and who is not – it is impossible to say unequivocally? The arguments made by proponents and opponents of GM products are very significant, but they are of a different nature. Companies that are monopolists of corn, soy, rice and cotton seeds are primarily interested in expanding the cultivation of transgenic varieties obtained by genetic engineering methods. For the first time, transgenic products were developed by the American company Monsanto in the late 80's. Since then, more than 100 lines of genetically modified plants have been approved for production in the world.

Scientists in many countries have declared the dangers of genetic engineering. In 2000, a Worldwide statement of scientists on the dangers of genetic engineering was published, followed by an open letter to governments of all countries regarding GMOs, which was signed by 828 scientists from 84 countries.

In Russia, the Federal law of July 3, 2016 N 358-FZ "on amendments to certain legislative acts of the Russian Federation in terms of improving state regulation in the field of genetic engineering" is in force. This law tightened the use of GM plants and animals for food production in Russia. Now the use of GMOs is only possible for scientific purposes. Russia cannot completely abandon GMOs due to WTO rules, so it was decided to ban the cultivation of GM plants and breeding of animals, but leave the possibility to import food with GMOs. At the same time, the developers of the law initially did not even talk about the harm of GMOs to humans, but about the impact on the environment – the possibility of cross-pollination between cultivated and wild plants and the transfer of new genes to the wild.

The state, having banned the production of GM food in Russia, stipulated in the law that "the Government of the Russian Federation has the right to prohibit the import into the territory of the Russian Federation of genetically engineered modified organisms intended for release into the environment, and (or) products obtained with the use of such organisms or containing such organisms». However, this will be done only after studying the impact of such products on humans and nature. Therefore, it turns out that it is technically possible to import food with GMOs to Russia.

Many European countries prohibit the cultivation and sale of GM products, but most often it only applies to individual crops. For example, some varieties of GM corn are banned in France. There is a complete ban in New Zealand, Italy, Austria, Switzerland and Japan. In the United States, the cultivation of GM plants and breeding of GM animals is almost ubiquitous except for a few counties in the state of California.

Conclusion

The doctrine of food security defines that "taking into account the risks and threats to food security, the state economic policy in the sphere of its provision, of which the state agricultural and Maritime policy is an integral part, should be implemented in the following main directions (Aseev, 2013).

Improvement of economic availability of foodstuffs to all groups of the population have to pay special attention to the implementation of measures aimed at reducing poverty, ensuring priority support for the most needy segments of the population that do not have sufficient funds for the organization of healthy nutrition, and to organize healthy nutrition for pregnant and lactating women, infants, preschool and school-age healthy eating in social institutions (hereinafter – social power).

In terms of physical accessibility of food products, we will need to develop interregional integration in the field of food markets and food supply, make more effective use of support mechanisms for regions that are in areas of

insufficient food production or are in extreme situations, increase the transport accessibility of remote regions for guaranteed and relatively uniform food supply | 48

to their population, create conditions for increasing the number of trade infrastructure and public catering facilities of various types.

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