

Land Sciences

V.O. Khoroshevskaya

The Results of Field Study of Vanadium, Nickel and Molybdenum Content in the Azov Rivers

Key words and phrases: gross content; molybdenum; vanadium; nickel; the Azov rivers.

Abstract: The paper presents the results of the author's six expeditions organized (from April 2012 to July 2013) as part of a large study of metal content in the rivers of Northern Azov. For the first time the data on the content of V, Ni, Mo and the sources of their emergence in the waters of the Azov basin are given. The study takes into account seasonal variations in the sources and the content of these metals. The selection is made by experimental method, by selecting the most characteristic points that identify the dynamics of the behavior of metals in the water. For the first time the link between the presence of vanadium in the water of some rivers (the Seversky Donets, the Mius, the Mokry Elanchik, the Kundryuchya, etc.) and the Donetsk tectonic fault has been proved. All the data are described in detailed tables and charts.

page 7-12

Pedagogical Sciences

D.N. Devyatlovskiy

The Essence and Content of Praxiological Knowledge of University Students

Key words and phrases: knowledge; learners; praxiology; praxiological knowledge; praxiological training.

Abstract: The paper deals with pedagogical problems related to the essence and content of praxiological knowledge of university students. The author identified the essence of the concept "praxiological knowledge of students", identified and described the totality of praxiological knowledge of students aimed at the success of their professional activities.

page 13-15

T.N. Kochetkova

A Stereotyped Image of a Successful Woman

Key words and phrases: conflict; alienation; professional activity; self-esteem; family; a successful woman.

Abstract: The paper briefly reviews social ideas about a contemporary successful woman. Based on the positions of classics and contemporaries the conclusion is made about a masculine character of woman's success. Social stereotypes are still very important in the life of contemporary women, causing "personal inflation" if a woman is single.

page 16-19

A.P. Legaev, A.P. Sharukhin

Pedagogical Models of Developing Officer's Honor in Cadets of Military Institute of Internal Troops of Russia

Key words and phrases: the notion "officer's honor as a goal and result of educational process at university of Russian Ministry of Internal Affairs"; essence and model of developing officer's honor in cadets; pedagogical conditions for developing officer's honor in cadets.

Abstract: The paper is devoted to developing officer's honor in cadets at higher educational military institutions of internal troops of Russian Ministry of Internal Affairs. One of the main conditions of scientific organization of the educational process of developing officer's honor in cadets is an understanding of its nature and structure, the development of a theoretical model and pedagogical conditions for its implementation. The paper discusses the above issues.

page 20-22

D.S. Tsygankov, E.I. Fedak

The Main Ways of Raising Motivation for Professional Activity of Internal Troops Officers of the RF Ministry of Internal Affairs

Key words and phrases: selection; pedagogical ways; professional activity of officers; self-identity; solidarity; motivation.

Abstract: The paper proposes and discusses the main pedagogical ways to improve the efficiency of the process of raising motivation for professional activity of internal troops officers.

page 23-25

Cultorology

I.I. Nazipov

Internal Sovereignty over North-Eastern Russian Lands in XIII–XV Centuries as an Attribute of the Horde-Russian State Unity

Key words and phrases: internal sovereignty; the Horde; the Horde officials in Rus’; state attribute; Russian lands; the Khan’s labels.

Abstract: Manifestation of a state attribute – internal sovereignty – is investigated in the context of Russian-Horde relations analysis on the state accessory of Russian lands to the Horde. The system of the Horde officials and garrisons of non-Russian origin, the Horde system of determining personal body of rulers in Russian principalities and their official duties to the Khan in the process of their performance, Russian lands subjection to the Horde legislation, the Khan’s legislative instruments of supremacy over the territory of Rus’ are investigated in the paper. It may be concluded that Russian lands and princes did not possess an internal sovereignty against the Horde.

page 26-29

Nguyen Thanh Ha

Cultural Connotations of Proper Names

Key words and phrases: proper names; Russian language; Vietnamese language; culture; custom; phraseological units.

Abstract: The paper describes cultural connotations of proper names in the Russian and Vietnamese languages expressed in phraseological units. Proper names as language realia reflect specific features of culture, traditions and customs of people.

page 30-32

S.Yu. Popov

Basic Principles of Information Policy of the Union State Russia-Belarus

Key words and phrases: media space; information; information policy; information space; political mass communications; state; Union State Russia-Belarus.

Abstract: The paper deals with the problems of realization of governmental information policy exemplified by the Union State Russia-Belarus. The author concludes that global information space requires the development of new principles of information policy, taking into account the interests of both countries, united in the Union, and the formation of the mass media of the Union.

page 33-35

E.G. Renev

Izhevsk People’s Army: Definition of Social Content

Key words and phrases: Izhevsk People’s army; social content; staff list; parish registers.

Abstract: The author argues that the social composition of the armed forces and the anti-Bolshevik uprising in Izhevsk was significantly different from that represented in traditional historiography.

page 36-38

A.V. Rogova

Assessment of Public Awareness of Crowdsourcing Development Opportunities in the Region

Key words and phrases: crowdsourcing; public awareness; regional management; efficiency.

Abstract: The paper considers the term “crowdsourcing”, reveals the assessment of public awareness of crowdsourcing development opportunities in the region. The author describes the results of the sociological survey on the use of crowdsourcing in Belgorod. The information resources of crowdsourcing sites are shown. Proposals on the crowdsourcing application in regional management are made.

page 39-42

A.V. Shchipkov

Civil Society and Factor of Majority

Key words and phrases: civil society; democracy; communitarianism; liberalism; meritocracy, elitism; competence; privileges factor of majority.

Abstract: This paper describes the crisis of modern liberal society and its institutions, which manifests itself in the growth of deep and compelling contradiction between democracy and liberalism.

page 43-45

Linguistics

D.T. Alieva

Cognitive-Stylistic Analysis of Onomastic Lexemes in Azerbaijani and Turkic Proverbs and Sayings

Key words and phrases: azerbaijani proverbs and sayings; onomastic lexemes; semantics of

page 46-51

proper names in the text; expressiveness; quantitative.

Abstract: The paper is devoted to studying the theoretical problems of onomastic lexicon of proverbs and sayings. The author considers the existing theories and techniques of studying onomastic lexemes at the present stage, and discusses the specifics of onomastic lexemes in the Azerbaijani folklore, namely, proverbs and sayings. The author proposes a classification of poetic onomastics. The role of proper names as components of proverbs and sayings in creating images is shown. Special attention is given to interaction of different groups of poetic onomastics in the text, intertextuality of onomastic lexemes.

A.A. Sozaeva, M.K. Borieva, O.Kh. Khavpacheva

Inflectional Category of Voice in the Russian and Karachay-Balkar Languages

Key words and phrases: typological similarities and distinctions; comparative analysis; coherent speech; Russian speech development; native language.

Abstract: In this paper, some aspects of comparative and typological characteristics of morphological category of voice in Russian and Karachay-Balkar languages are considered. The research allowed establishing similarities and distinctions between the two languages. The findings can enhance the development of coherent Russian speech of Balkar pupils, and overcome the manifestations of mother tongue interference.

page 52-53

Computer Science, Computer Engineering and Management

O.V. Kolesnikova, V.E. Lelyukhin

Algorithm for Determining the Manufacturing Steps Sequence of "Falling leaves" Product

Key words and phrases: planning algorithm; loading of equipment; discrete manufacturing; engineering; pre-production.

Abstract: This paper proposes an algorithm for determining the sequence of manufacturing parts and assembly of units when preparing production plan. In contrast to the algorithms in which the structure of the product is decomposed by levels of entry, the given algorithm is based on the decomposition of a graph-tree structure of the product in layers.

page 54-57

S.V. Makarov, V.N. Shipitsyn, A.V. Makarov

Modes of Heat Treatment of Welding Electrodes

Key words and phrases: thermal treatment; welding electrodes; defects; liquid glass; nanopowder.

Abstract: The paper discusses thermal treatment modes of welding electrodes for manual arc welding, the causes of cracks formation in the coating of electrodes and measures to eliminate these defects.

page 58-60

L.M. Oniskiv

The Upper-Bound Method for Elastic-Plastic Processes Simulation

Key words and phrases: determinate correlations; theory of multi-section processes; upper-bound estimation; finite element method; mathematical model; elastic-plastic processes theory.

Abstract: The author formulated geometrical linear and non-linear determinate correlations of multi-sectional processes in calculated and actual configurations allowing description of elastic-plastic deformations with complicated loading. The mathematical model of sheet stamping is described.

page 61-65

S.G. Nikolaev, M.T. Mukhametsafin

Identification of Maneuvering Characteristics of Marine Vessels

Key words and phrases: identification; ship; maneuver; dynamics.

Abstract: The article deals with the identification of the ship steering dynamics. The characteristic patterns of autopilots were analyzed. A review of the most commonly used maneuvers was conducted.

page 66-69

I.P. Neporozhnev

Different Systems of Splitting Eight Elements into 4 Fours of Pairs and 4 Threes of Pairs without Common Pairs

Key words and phrases: systems of splitting; groups of automorphisms; final projective planes with an oval; symmetric Latin squares.

Abstract: We considered different options of splitting eight elements into four fours of pairs and

page 70-74

four threes of pairs without common pairs. The link of the problem with symmetric Latin squares of the 9th order and the final projective planes with an oval is noted

V.P. Pervadchuk, D.B. Vladimirova, D.N. Dektyarev

Optimal Stabilizing Control over MCVD Heat Source in the Variation Problem Described by Two- Dimensional Equations of Parabolic Type

Key words and phrases: optimal control; distributed systems; optimal process; MCVD.

Abstract: The paper examines the mathematical model presented in the two-dimensional equations of parabolic type. The problem of optimal control with boundary control and distribution of the observations has been formulated. The resulting optimality system is solved and the control function u has been found

page 75-
81

G.A. Pushkarev, E.Yu. Vorobyova

About one Particular Case of the Two-Point Valle- Poussin Problem

Key words and phrases: bounded linear operator; functional-differential equation; boundary value problem; method of monotone operators.

Abstract: We established an attribute of existence of the solution of a nonlinear boundary value problem $(\Lambda x)(t) = f\left(t, \int_a^b x(s) d_s R_0(t, s)\right)$, $t \in [a, b]$, $x(a) = \alpha$, $x(b) = \beta$ in assumptions: operator $\Lambda: \mathcal{W}^2 \rightarrow L$ defined by equality $(\Lambda x)(t) = x''(t)$; function $R_0: [a, b] \times [a, b] \rightarrow R^1$ are measurable in the square $[a, b] \times [a, b]$; full variation $\int_{s=a}^b R_0(t, s)$ integrated in absolute value on $[a, b]$; $R_0(t, s)$ does not decrease on s in almost all $t \in [a, b]$; function $f: [a, b] \times R^1 \rightarrow R^1$ satisfies the conditions of the Caratheodory spaces: $f(t, u)$ measurable in t at all u and is continuous on u for almost all $t \in [a, b]$.

page 82-
86

S.V. Shirobokova, G.N. Khubaev

Tools for Conversion of IDEF3-Business Process Models in UML-Diagrams

Key words and phrases: conversion of IDEF3 models in UML-diagrams; visual and simulation models; business process; resource costs; simulation.

Abstract: The paper describes the features of IDEF3 methodology. The author justifies the relevance and economic feasibility of using IDEF3 models for description and analysis of business processes. The conversion rules for IDEF3 models in UML-diagrams are shown. By the examples of real business processes the author demonstrated the possibility of presenting IDEF3 visual models in notation of a unified modeling UML-language.

page 87-
96

Ecology and Nature Management

V.G. Krasnov

Legal Basis for the Use of Micro Hydropower Plants on Small Rivers in Kyrgyzstan

Key words and phrases: law; micro hydropower plants; price; tariff; public policy.

Abstract: The paper studies the mechanism of legal framework for the use of micro hydroelectric power plants on small rivers of the Republic of Kyrgyzstan. The findings showed that currently there are no mechanisms of regulation of price and tariff policy in this area. The regulatory authority is responsible for the implementation of the state policy in the field of antitrust regulation, fuel and energy complex, consumer protection, advertising.

page 97-
99

Economic Sciences

L.A. Vatutina, E.B. Khomenko

Intellectual Business: Subjects, Typology and Infrastructure Maintenance

Key words and phrases: intellectual business; business infrastructure; subjects of intellectual business.

Abstract: The paper discusses theoretical and methodological aspects of intellectual business. The authors analyzed the main types of intellectual organizations and organizational changes in the infrastructure of intellectual business entities.

page 100-
103

E.Yu. Makarenko

Design and Territorial Marketing in Children's Magazines of Different Types

Key words and phrases: design; typology; children's magazines; illustrations; territorial marketing.

Abstract: The topicality of this article is based on the value of children's information products. The objective is to identify the correlation of design and typology of children's illustrated periodicals. The research was conducted on the materials of the Publishing house "Egmont Russia" and magazines "Murzilka", "Veselye kartinki", "Kizili" and "Kipinä". The research methods were as follows: content analysis was used to investigate the design of empirical material; comparative analysis allowed identification of design differences of domestic and foreign adapted children's magazines. In this article the foreign projects were contrasted in terms of design of domestic formats of children's magazines. The key problem was the fuzzy age borders of children's periodicals; it was difficult to determine compliance of children's magazines with the mandatory requirements of their design. The author came to the main conclusions that in Russia the design of children's periodicals should be regulated according to age groups, but in fact it doesn't focus on a specific age, because magazines try to reach a wide audience. In contradistinction to the age groups of readers, gender characteristics of the audience have an influence on the design of the magazine. Domestic projects are difficult to compete with foreign ones; however, they have their advantages in providing quality media content. The author addressed the theme of media image of the regions and territorial marketing (place branding) as widely distributed domestic children's magazines can have a positive influence on the image of the region or country.

page 104-
107

M.A. Sevodin

On Univalent Conditions in Parabolic Type Regions

Key words and phrases: family of parabolas; quasi-conformal reflection; univalent conditions; price equalization; one to oneness.

Abstract: The author studied univalent functions regular in parabolic type areas. The study of the functions is based on the properties of stellar and spiral-shaped regions, as well as the quasi-conformal extension method. The author considered application of the research findings to the problem of factor pricing.

page 108-
112

A.V. Tsarev

Features of Organization of Marketing Department of a Bank in Conditions of Using Social Networks

Key words and phrases: customer-oriented marketing strategy; social media; marketing in social networks; blogs; bank community.

Abstract: Evolution of marketing of banking products and services in a social network is linked with reforming of enterprise marketing. In this article a new strategy for customer management is developed. The channels of communication with selected target groups of customers are defined. The policy of communication with consumers of banking products and services is determined.

The research into assessment of banking community performance has resulted in recommendations for developing a strategy of the bank's presence in social networks.

page 113-
117

N.S. Bakutina

Network Principles in Social and Political Processes

Key words and phrases: network; network analysis; network theory of social organization; world information space; network management of political processes; network principles in social processes.

Abstract: The paper deals with manifestations of network principles in social and political processes. The concept of "network" is generally used in social sciences in two senses. In the first

page 118-
121

sense, "network" refers to formal, mathematical tools for representation and analysis of social relations. In the second sense, "network" is used as a form of social organization. The purpose of the article is to review the applicability of these two approaches for the analysis of social processes.