

PHILOSOPHY
(speciality 09.00.13)

***V.V. Atayan* The regulative function of values in the society**

A retrospective analysis of axiological concepts is given. As analytical materials the achievements of the following philosophical schools and philosophers are utilized: M. Sheller, N. Hartman, G. Rikkert, M. Veber; behaviorist tradition, pragmatist, philosophy of life, evolutionary epistemology, psycho-analysis, works by A. Maslou, traditions of the soviet axiology are studied as well. Deductions from the analysis are as follows: values are dominating individual phenomena. Availability of "life values" and impossibility of social communication without values, subject determination by values are established.

Key words: axiology, axiological concepts, life values, behaviorist tradition, pragmatism, philosophy of life, evolutionary epistemology, psychoanalysis.

***Lomonosov Moscow*
*state university***

December, 7, 2008

***E.V. Papchenko* The role of scent in ergonomics**

Professional activity of a person in modern production conditions requires from a person great effort of physiological functions and long-lasting activity of mental processes, and this all leads to exhaustion, performance decrement, stress situations formation. As a result labour productivity decreases, there emerge changes in different systems of an organism which influence both person's health and performance effectiveness and his or her creative potential. It is distinguished that scent influencing psychophysiological human state can be used for labour condition optimization.

Key words: ergonomics, tension, exhaustion, performance, productivity, psychoemotional state, scent, condition optimization.

***Technological Institute*
*Southern Federal University***

December, 16, 2008

***E.A. Ribalka* The problem of the individual space in the open society**

It is considered the problem of the space influence on the life of an individual. It is shown that the concepts of open society not only put forward different basis for the realization of an individual I but also give a general methodological set in the comprehension of the social open as the ground of the open individual space. Different phenomena of this space are revealed first of all in everyday interpersonal interaction. Investigating the problem of personal identity within temporal and topological senses it is taken into consideration the perspectiveness of the analysis of those spatial structures of social life that can contribute to the transition from survival strategies to the the strategy of normal life.

Key words: open society, individual, identity, open space of an individual.

Rostov Law Institute MIA of Russia

December, 12, 2008

(speciality 09.00.08)

***E.V. Polykarpova* Neurophysiological mechanism of high-hume technologies influence**

It is presented the neurophysiological mechanisms of high-hume technologies influence which include natural substrate of human consciousness, motivational and cognitive components, cerebral organization of intellectual activity of a human, neuronal plasticity of human brains.

Key words: technology, consciousness, man, motivation, brain, mind activity, organization.

*Technological Institute
Southern Federal University*

December, 5, 2008

E.V. Polykarpova Cultural basis of high-hume technologies

The article is dedicated to the analysis of the cultural basis of high-hume technologies which includes symbol systems, culture codes, communal memory, cultural traditions, impressions culture. The effectiveness of high-hume technology is explained by its bipolar essence: nature and social-cultural environment and their mutual penetration.

Key words: technology, symbol, culture, culture code, culture of sensations, memory.

*Technological Institute
Southern Federal University*

December, 5, 2008

**PHILOLOGY
(speciality 10.02.04)**

L.M. Mikhailova The semantic description of the constituents of the field “speaking” with the key word “say”

It is described the construction of the nominative field of the concept “speaking” in Modern English. It is revealed the direct nominations of the investigated concept, the key word and its synonyms that leads to the distinguishing of the core of the field. The periphery is analysed through the construction of the lexical and phraseological field of the synonyms of the key word.

Key words: concept, language means, nominative field, lexical and phraseological field, core, periphery.

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Southern federal university*

December, 22, 2008
