

PHILOSOPHY
(specialty 09.00.13)

Basistaya E.V. Gender stereotypes of traditional culture

The correlation of stereotype of manhood and womanhood in modern culture, the history of their formation and social consequence is considered. It is determined that traditional stereotypes of “manhood” and “womanhood” can cause negative consequences because of strict rules of what is dominating for women and for men.

Key words: gender stereotype, gender culture, the value idea, manhood, womanhood, gender cognition and consciousness.

*Novorossiysk college
of medicine*

February, 12, 2009

E. Yu. Vakhrusheva The beautiful within the aspect of the antique and aesthetic idea

The subject's interaction with the beautiful is one of the mysteries of being that caused interest of the representatives of different epochs and cultures. Equally with the existed categories in aesthetics “the beautiful” has one of the central positions. Taking into account basic periods of ancient aesthetics we can judge about common characteristic features of its schools, trends and conceptions development. Within the frame of this very science the idea of the subjective aspect of beauty was established, its connections with cognition and subjective excitement, enlightenment of general regular rules of the category “the beautiful” characterizing the development of study in this direction.

Key words: “the beautiful”, aesthetics, subjective aspect of beauty, conscience, feelings, cognition.

*North Caucasus
Scientific Center HS SFU*

January, 29, 2009

E.M.Kovalenko Culture as a symbolical expression of the validity in philosophy of culture of E.Kassirera and A.F.Losev

The conceptual bases of symbol and culture ideas of A.F. Losev and E.Kassirera are considered that allow to hold a comparative analysis of their concepts. As a result, E.Kassirera's cultural urological symbolism can be considered as gnoseological one, and A.F.Losev's – as ontologic one.

Key words: symbol, symbolism, culture, philosophy of culture.

*Pedagogical institute
Southern federal university*

February, 3, 2009

E.V. Papchenko Non-verbal etiquette

Considering the role of odour in human life we should note that odour is not just a biological and psychological phenomenon. Odour is a cultural phenomenon. It is confirmed by a centuries cultural tradition of odour using in life and activity of humans. Tradition of odour using as an element of etiquette is not new (we may recall culture of ancient Egypt or ancient Rome). Today everyone is always within a peculiar odorological cover which is made with the help of perfume means. And one or another perfume can underline the individuality and also can be used to hold an image required.

Key words: odour, odorological cover, perfumery, trimness, image, social relationship.

*Technological institute
Southern federal university*

January, 16, 2009

***E.A. Ribalka* The comparative analysis of the spatial concepts in philosophy**

The problem of space in social philosophy and anthropology is analyzed. Within the frame of the distinguished trends the content characteristics of territorial, substantial and system forming conceptualization of the social space initials are investigated. It is concluded that social space cannot be defined as a “part of being” or “form of existence”. It is a prescription of being, its development in the civilization and culture history, in the existence of life way of an individual and social communities.

Key words: space, concept of space, personality, culture, society.

Rostov Law Institute MIA of Russia

February, 21, 2009

***A.I. Subbotin* The forms of social self expression of self conscious individual**

It is considered the genesis of philosophic ideas about the forms of social self expression of self conscious subject beginning with the ideas of “made forms of consciousness” of K. Marks. It is shown how the ideology of “made forms” is changed by their ontologization that creates the social field of possible forms for subject self definition.

Key words: subject, individual, man, “made forms of consciousness”, self consciousness, self expression.

Pedagogical institute

Southern federal university

February, 21, 2009

***M.N. Turina* The dynamics of language culture in the globalized world**

It is considered the questions of person and society's language culture formation in the globalized world, it is touched upon such problems as a wide distribution of the English language, first of all because of the rise of the Internet, and also the threat to the classical and modern literary English that Internet can cause. The article is dedicated to the investigation of the sociocultural contradictions connected with the internationalization of the English language with the action of “language power”.

Key words: language culture, global society, “language power” in culture.

Southern federal university

February, 3, 2009

(specialty 09.00.08)

***E.V. Polykarpova* High-hume technologies as control technologies**

The article shows probabilities of high-hume technologies role in the management of society and human behaviour by means of manipulation of social and individual memories. It is impossible to accomplish the optimum alternative of mass media influences on human consciousness without a set of values and ideals.

Key words: technology, information, mass-media, virtual, memory, values, time, consciousness, management.

Technological institute

Southern federal university

January, 16, 2009

ECONOMICS
(specialty 08.00.05)

E.V. Ketova International competitiveness as a priority factor of the external economic activity of enterprises development

The ability of the state to have a decent place within the global economy depends on the possibilities of its enterprises to save these places in the world market. Consequently the achievement of competitiveness of enterprises and its support is a required term for the rise of the national competitiveness. It is necessary to point out the trends of the world development and with its accordance to hold policy directed not only on the decrease of expenditure but also on the complex increase of the effectiveness of internal and external factors that provide the enterprise competitiveness.

Key words: competitiveness, international competitiveness, competitiveness advantage.

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February, 27, 2009
