

## ABSTRACTS

### SOCIOLOGY: PROFESSION AND VOCATION

#### **Interview with Olga Bessonova**

Olga Bessonova answers questions of JSSA editor Vladimir Kozlovsky concerning her life and academic career.

#### ***Bessonova O. The Integral-Institutional Paradigm of the Civilization Development as a Basis of the New Methodology of Social Knowledge***

The integral-institutional paradigm of the civilization development as a basis of the new methodology of social knowledge is offered in the article. This paradigm sets a fundamental opposition to a paradigm of two ways civilization development, in which exists immemorial antagonism between market-democratic West and nonmarket – authoritative East.

This new paradigm sets holistic and integrative principles and carries out the synthesis of formation and civilization approaches on the basis of institutional methodology. It provides new understanding of social reality structure, of objective laws and roles of actors, and understanding of global logic of civilization development. The relations of policy and economy are further discussed: the view of automatic correspondence between market and democracy, on the one hand, and non-market and dictatorship, on the other hand, is rejected.

### SOCIAL COMMUNICATIONS

#### ***Antonov K. Manufacturing TV Messages: the Uses of Ethnographic Analysis***

The uses of the ethnographic analysis of TV news manufacturing process are discussed. The author investigates latent mechanisms of the influence of an organization and professional tradition on events selection for display on air. The research is based on the analysis of foreign sources and observation of the Russian broadcasting companies. Originality of the author's position consists in refusal of the traditional approach when the media content serves the basis of the analysis.

#### ***Scheblanova V. Cinema Representation of Terror: Heroic Deed, Perfidious Mistake or Theatrical Performance?***

The problem of terrorist violence has been worrying the representatives of politics and art, theatre and literature, sociology and especially cinematography that records the situation when social space is being filled with violence, emphasizes and intensifies the situation depending on the motives of referring to the topic of violence. The article outlines the leitmotifs of movie texts and representative estimations of terrorism in the end of 19th and the beginning of 20th century. Besides, the article considers the key models and images that represented terrorists in feature films of the past and present and uses some films as the examples. The films of different artistic concepts and different involvement into the topic of terrorism are considered with terrorism being either the main theme or the supporting one.

## SOCIOLOGY OF PROFESSIONS AND OCCUPATIONS

### ***Abramov R., Voronova Y. Professional Tennis: Subculture, Biography, Sports Industry***

The article explores the professionalization process in the field of sports in Russia. It is based on empirical research which consisted in biographic interviews with professional tennis players and secondary analysis of publications. The theoretical background of the article belongs to sociology of professions and sociology of sports. A brief review of sociology of sports as independent academic discipline is made. The article shows relations between sportsmen from different sports, mass communication and leisure. Authors make conceptual distinction between amateur and professional tennis and show how the social status of parents influences the success of tennis players. This research pioneers in the academic study of tennis players' professional environment.

### ***Kasyanova A. Healer or Witch? Changing Representations of an Occupation in Rural Communities of Krasnodar Region***

This article examines the organization and functioning of the communication which produces "rural community" through meaning construction. A biography of an atypical countrywoman – a certificated healer – is analyzed against a background of social and economic processes in Southern Russian village in recent years. The author demonstrates how negative stigmatization is formed and exploited in a village community. Methodologically the research is made in the framework of discourse analysis and uses Niklas Luhmann's concept of communicative facilities.

## SOCIAL COMPETENCE

### ***Sadokhine A. The Competency Approach in the Inter-Cultural Communication***

The article looks into the substance and role of the competency approach in the inter-cultural communication. The author maintains that this approach is of high efficiency to understand the intercultural communication and undoubtedly helpful to acquire and procure strong skills in this area of expertise. The author regards this approach as a tool to study the strength of the skills of an individual to perform a particular kind of activity and to put them to use to achieve his targets.

## SOCIOLOGY OF EDUCATION

### ***Darinskaya L., Buzina O., Ivanova M. The Issues of Higher School in Social Sciences and Humanities Periodicals***

The authors focus on issues of higher education, raised in social sciences and humanities periodicals in recent years, discuss the main topics of the publications and analyze the major problems in the sphere of education as well as the structural and methodological preferences in the periodicals. Modernization, innovations and education quality are examined in connection with the modernization concept, since restructuring and integration into the European framework are of urgent necessity for Russian education. The analytical part of the article treats the main contradictions, values and methodological aims of the higher education. The issues raised in social sciences and humanities periodicals reflect the issues

of the educational system itself; yet solution to the problems is not getting under way. Thus the higher education is treated only on the level of theorizing which demonstrates strategic vagueness and inner contradictions in the realm of higher education.

***Leontyeva O. Informal vs Corrupt: Two Approaches of Shadow Relations in the Sphere of Education***

This paper is a critical review of research on informal relations in education typical for Western authors. It is pointed out that such terms as “informal” or “shadow” are not in use and any deviations from formal norms and rules are treated as corruption. Meanwhile domestic researchers consider some of these practices as informal relations for example using of students’ work, teachers’ favors to students of a certain social group, etc. The author argues that such understanding of corruption is not adequate and creates serious problems both for theory and practice.

SOCIAL POLICY

***Vasilyeva V., Kamilova T. Child Neglect in Contemporary Russia: Theoretical Analysis and Practical Solutions***

The article considers the issues of child neglect and homelessness in contemporary Russia, their reasons and consequences for the society. The theoretical analysis not only helps to evaluate the efficiency of current solutions but provides the basis for practical recommendations on neglect preventive measures.

***Plyusch I. Main Factors of Birth Rate Models Transformation and their Consideration in Social Policy***

The article presents the main regularities of development of family’s reproductive motivation which reflects on the qualitative changes in process of natural reproduction of population. Consistency of the development stages has a logical interconnection and helps to explain changes and values. These changes should be taking into account by politicians in their demographic policy and social policy as a whole.

SOCIOLOGICAL EDUCATION

***Semina M., Ganzha A. Visual Sociology and Development of Sociological Imagination***

The article analyzes methodological aspects of the teaching of visual sociology at the sociological departments of Russian universities. It presents two different approaches towards teaching visual sociology. The course “Sociological imagination: a practical guide to visual sociology” offered by the Sociological Department of Higher School of Economics combines the sociology and photography. The course is given by two professionals. One is a sociologist, the other is a photographer. Students choose main research question and make series of photos, which they analyze both from sociological and photographic points of view. The main idea of the course “The Development of sociological imagination through participant observation and visualization” at the Department of Sociology

of Moscow State University is to develop different views of social reality with the help of participant observation and visualization. The course is based on the constructionist ideas of Pierre Bourdieu. Students develop their imagination by using photo, video and audio material. Visual images are used not only for supporting the existing phenomena of social reality but also for constructing new understandings and approaches to the same reality. They are trying to find “the unknown features in the well known context”. The authors share their opinions about the main problems they face while teaching the courses and explain their methodological attitudes.

#### ETHNOPOLITICAL STUDIES

##### ***Barbashin M. Clashes between Traditionalism and Postmodernism in Modern Ethnopolitical Processes in the Transition Society***

In the article the ambiguous character of modern ethnopolitical processes is analyzed. The postmodern culture dominating in the society has an impact on the traditionalist and adaptational dimension of such processes. The author analyzes main postmodern theories and conceptions and comes to the conclusion that traditionalist reactions of ethnic revival are inadequate. It is necessary to develop ethnocultural distinguishing features only taking into account modern challenges.

#### REPORT

##### ***Kovaleva A. Self-Care Behavior in the System of Health Affecting Factors***

The importance of the so-called self-care behavior as a factor affecting health is considered in this article. Particular attention is given to the system of factors affecting health such as living conditions, social economic differences, psychological factors, ecology, etc. Empirical indicators of self-care behavior of youth and its connection with healthy lifestyle are described in detail. Types of culture and orientation of self-care behavior are defined. Sociological research conducted in 2006–2007 years in Murmansk Region is described, findings are summarized and analyzed.

#### NEWS / INFORMATION

##### **VIII International Academic Conference “Russia: Key Issues and Solutions”**

The VIII International Academic Conference “Russia: Key Issues and Solutions” was organized by ISISS RAS and 15 other academic institutions and 4 academic journals 18–19 December 2007 in Moscow.

##### **The First Psychological-Social Youth Congress**

The First Psychological-Social Youth Congress was held at St. Petersburg State Institute of Psychology and Social Work 14–15 May 2008.

#### NEW BOOKS ON SOCIAL SCIENCES

##### ***Krebel I., Pershin Y.***

**Davydov V. et al. Aginskaya Street, Fire Dance and Aluminium Arrows: Claims of Cultural Landscapes. Khabarovsk: Khabarovsk Academic Centre for Continuing Higher Education RAS, 2006. 191 P.**