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CULTURAL SCIENCES

TRADITIONAL CRAFTS IN THE GLOBAL SPACE OF THE INTERNET: SPECIAL ASPECTS OF FIELD-ORIENTED SOCIAL NETWORKS

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Abstract

In this article had been discussed a method of social communication on the Internet based on general professional hobbies in the field of amateur creativity. The urgency of the research is demonstrated feasibility of the fact that the social life of a modern person in the sphere of social production seems to be extremely formalized and it often happened that the person has no possibility to show his personal individuality, which can negatively influence the state of both an individual and society as a whole. Compensating for this deficit makes it possible to engage in amateur creativity in various fields, and communication in social networks with like-minded hobbies can enhance the sociocultural effect of creative satisfaction. In the research has been used the method of analyzing documents like the posts of forum participants on the site of sewing lovers "burdastyle.ru". The analysis revealed that the initially horizontal structure of network communication in the process of forming a network community gradually acquires the properties of a vertical hierarchy, where each participant receives his conditional social status with his inherent role. Thus, the effect of social stratification arises according to significant social characteristics (material security, level of education, etc.). Long-term participation in network communication with specific participants through the monitor leads to the fact that it can be perceived as a kind of plot of a series, where forum participants acquire the qualities of character-types. The main conclusion of the article is that the creative potential of handmade placed in the Internet space increases a great deal and as a result an atmosphere of collective immersion into the depths of artistic communication with its inherent function of growing up the vital energy of society and individuals arises.

Keywords: social communication, social networks, handmade, social stratification, social statuses, roles.

Modern researchers are increasingly talking about changes in the society structure. An indicator of this factor is as following: a noticeable increase in the value of the network structure and a significance narrowing of the vertically hierarchical structure. Thus, the authors of the publication "Social network as a new form of social space organization" have noticed that the hierarchical structure of the society has become as ineffective structure and does not meet the requirements of modern history, and the result is the current global crisis. An alternative to hierarchy should be the worldwide Web (WWW) which is capable to resist the entropic processes in the society [1].

Another issue of social development in the world community is the problem of post-industrial displacement of people's activities mostly from production to office-management and services, and less to research and education. All designated areas of professional activity have the unpleasant property of bringing an individual to emotional burnout, the impossibility of achieving a sense of happiness as the immanent human need like a biosocial being. An aggravating factor is also such a property of modern society as the atomization of personality expressing in the sense of real or potential loneliness, based on the limitations and fragility

of social connections between people. It is often happened when a person has one social role (family or professional) which suppresses the entire set of roles and as a result, its loss leads to a sense of life's collapse.

One of the ways to resist existential crises, to intensify strong social connection based on the spiritual closeness and to find happiness becomes *handmade* it means amateur creativity in various fields. Creativity itself carries a charge of happiness, but this charge is multiplied if it has a response from like-minded people. The Internet has become a convenient space associating in the common virtual community of people occupying themselves with different kind of applied aesthetic activity.

It should be noted that there is a large number of sites and forums including people by their creative interests, such as knitting, sewing, felting, embroidery, tanning, wood carving and embossing, weaving paper baskets, scrapbooking, decoupage and patchwork, etc. it can still be continued. People have been included in the worldwide Web of a hand-made and entered it "like a fish falling into a net" the most of them often entered it by chance, through the perception of published posts in the most common social networks of general profile,

for example, popular Russian websites "Classmates/Odnoklassniki" or "VKontakte". The network space has been pulling and absorbing them, makes people an active participant in the events, assigns a place in its own structure. It has been taking their time, but gives in return such preferences as the possibility of self-presentation, obtaining social approval, satisfying their need to give their own point of view to the events and to the people who live in the worldwide Web. All these directions are referred by sociological researchers to "social capital", which manifests itself either as "structural capital", taking into account the institutional aspect of communication, or as "cognitive capital" presenting the intentional aspect of communication (trust, relationships and other values) [2].

From the very beginning of its formation the network structure has a horizontal structure, a priori, where each participant is equal to each other. However, in the process of development, it becomes more complex and spontaneously, it is often imperceptibly for its subscribers and has acquired some properties of the hierarchy. For example, a group of researchers - the authors of the publication "Model of Social Stratification in the Virtual Social Networks" mentioned that a type of stratification has been formed in the worldwide Web based according to the Russian scientist P. Sorokin, and his main highlighting criterion of well-being that is the ability to use expensive technology to create and consume content (camera, video camera, a computer with a powerful processor, access to fast Internet, etc.) [3].

For our part, we can mention that the stratification of the worldwide Web into vertical strata can be also occurred according to the criterion of content - text quality, novelty, compositional alignment, the inclusion of an artistic component. According to the comment of the Russian researcher I.G. Ovchinnikova carnival traditions inherent in Internet culture, the use of masks and methods of alienation from the real social self, the realization of the individual are in many ways facilitated. [4]. The perception of conventionally carnival acts through a computer screen gives them the form of a spectacle and, in some cases, the kind of art. The carnival element is the most clearly manifested in the blogosphere communication and on the Internet platforms like forums.

We propose to consider the implementation of the carnival and entertainment start on the example of the photo-forum of the website "Burda-style", the network association of needlework amateurs. This website has been effective since 2014 and has been connected through the network 550880 subscribers of the popular Russian websites "Classmates/Odnoklassniki" and 371561 subscribers" of the other popular Russian website "VKontakte" (data/information as of March 24, 2018). There is a photo-forum (PhF) on the website and the structure is organized as a constantly updated gallery of photos showing the result of the creativity of the participants with links to their personal posts attached to them. The first page of PhF has been already perceived by the public as a kind of virtual excursion to the photo exhibition, which gives rise to artistic and aesthetic evaluation and comparison of the works presented. The eye snatches out of two dozen "pictures"

the most amazing one and the viewer honors it with applause in the form of "likes" and takes the opportunity to follow the link to view the entire post.

There is screenings of uninteresting works have been already done in the phase of the original gallery, or waste of participants who are poorly mastered the technology of aesthetic presentation of their sample. For example, the photos of stitched things presented not on a living person but on the tailor's mannequin have been received less approvals. It's clear in this case that there is no attachment of the clothes to the personality image, which makes it impossible to show the artistry itself through associations with the general cultural values of humanism, and the participant of PhF has been perceived as impersonal and there is nobody who wants to communicate with him. The participants who put several works in the gallery at once are not very popular as well. The reason is that the psychological mechanism of limited communication with unfamiliar people has been working: by writing a comment about the clothes of the author the guest will not contact him the second and the third time. There is not much interest in the forum posts dedicated to the very simple manufacturing technology products, such as knitted sweatshirts, which have been sewing for a couple of hours. This result is caused not only by the primitiveness of the labor invested, but also by the absence of the artistic-figurative potential of the thing. However, if the author has presented an interesting work in artistic and aesthetic way, but subsequently he does not respond to the expressed impressions, comments and advice, then the interest of the photo forum community towards him has been also quickly diminishing.

The authors remaining after such a "dropout" make up the core of the forum, hierarchically rising above the other participants. The majority of the "guests" has come to their personal pages and as a rule there are authors among them with a high status as well. Thus, the virtual elite have been formed, which set a general tone for communication on the forum, which by personal example form the rules of communication.

The posts themselves have a traditional form: a number of photos have been accompanied by the author's textual description of the work; there are guests' comments on the page with the possibility of cross-communication with the "owner" and among the guests themselves. Long descriptions can be written only by the most "titled" forum users. Many of them differ in the artistic text features; others provide very detailed descriptions of the technological process of the production. However, the main "link-baiting" for the guests is the video sequence - the sequence and quality of the posted photos. Experienced "post-makers" organize their own micro gallery based on the principles of artistic dramaturgy, which traditionally represents sections of the plot, development, culmination and denouement. You can also use the similarity of musical shaping, for example, rondo forms, where the same type of pictures (refrain) alternate with others in the composition of the photo (episodes). It is solved individually every time depending on the available photographic material, but the structure is always visible. The author himself be-

comes the protagonist of the show, representing his creative self in his own posts, not only in accordance with their quality, but also with their quantity.

The perception of photo-forum information occurs through a long accumulation of impressions, resulting in a holistic view of his work as an artistic program like an epic or a series. Forum participants acquire the qualities of character types representing a certain hyperplot. Naturally, this plot corresponds to the archetypical structure of traditional folklore text since it hasn't been forming by professional authors but by collective consciousness.

Due to the fact that 99.9% of the participants in the photo-forum are women, self-arisen characters have also a feminine image, or an image of deified natural elements that can change their gender character. For example, the image of a forum woman named *Arvovna* is associated with the mythological image of the Sun - warming, giving wealth to everyone falling into its rays. She deserved such title by selfless love to the art of sewing, constant updating of the personal photo gallery with sturdy works, the highest professionalism, activities outside the forum in the field of sewing craftsmanship. Objective indicators of status are meant to be the number of views of her posts and the number of subscribers to her account equal respectively to 46782 and 509. *Arvovna* answers absolutely everyone who has left comments to her posts.

Participant *Gaika3022*, who has been perceived as a Goddess in artistic collective consciousness, has the same high, but somewhat different status. She regularly presents sewing things filled with taste, made in perfect technology, puts photos of individual components of the product before exhibiting them. In the whole the thoughts about the inaccessibility and the divinity of this level of skill have been created. *Gaika3022* herself has noted the participation of the divine providence of her talent, when she has written on the main page of her account that at the time of her birth, God put a needle and thread in her hand and ordered her to sew and decorate the world. The author's communication with the guests has been in the form of restrained gratitude for reverence and worship.

The role of the goddesses has been tried to put on the next website persons *YliaM* and *Elena_Zorya* who has a huge number of subscribers with the enthusiastic-kneeling attitude to them. However, *YliaM* gradually had lost her position, apparently having spent her creativity resource, and *Elena_Zorya* could not compete with *Gaika3022*. So *Elena_Zorya* had taken her subscribers and went (ascended) to Instagram, where no constant reminder is that she is not the only one and is divine. Characteristic features of the Goddesses are revealed in these characters with astonished and painful perception of the critics, saying "How dare?" But cases of criticism are extremely rare, because the phenomenon of social perception has been working, including such elements as prejudice, intra-group favoritism, halo effects, presumption of reciprocity, etc. [5].

If the Sun and the Goddess are single characters, so there may be several Stars and Queens. The participants of photo-forum *Sok-1*, *poz-gala* and *Elena Leo* can be attributed to the Stars demonstrating brilliance,

brightness, activity, a huge positive resonance among the audience. With time one of them may become the Sun or the Goddess.

Several photo-forum characters can be described as the "Queen", distinguished by the exquisite style of clothes and royal postures on the background of rich interiors or landscapes, a certain detachment in the manner of communication, the use of only expensive high-quality branded materials for their needlework, and the use of high-quality digital equipment to create post (*Svetlana Gysymova* and *kyhta*). There is a Queen Mother character, associated with the participant of photo-forum *irinabeletskaja*, who has all the above qualities, with a good character and she is always ready to support and encourage successful experiences of ordinary forum participants.

Along with the characters of the Goddess, the Sun, the Stars and the Queens, princesses have occupied a prominent place in the plot. They are young, beautiful and elegant craftswomen who have an exquisite taste and aristocracy, like the British princesses Diana and Catherine.

The fairy God-mother, witch and sorceress, the alien and artist, Mary the Wizard and Vasilisa the Wise can also be singled out as the protagonists of the forum's super-story. In addition to the main characters, there are many minor characters in the text, and the people as a whole, who constitute and fill the artistic chrotonope of photo-forum.

However, according to one of the participants' remarks in the photo forum, everyone has their own Forum, i.e. the choice of the main characters and the hyper plot of the artistic narrative have been composed of different participants and spectators subjectively, based on their own aesthetic and cultural settings. Thus, a multitude of stories have been unfolded on the forum in parallel, similar to either a fairy tale or modern television soap operas.

Practice shows that photo forum has been daily visited by many participants and guests attracted the opportunity to show personal artistic abilities besides the hobby of sewing needlework and they can also be spectators of the others' artistry. The ordinariness of the sewing craft presented on the screen in the form of interaction has been acquired artistic outlines that can evoke a sense of aesthetic pleasure, the desire to serially continue this spectacle, and empathy for the main characters.

In addition to achieving the main goal of many participants of the Bourda-style forum - to overcome chronic fatigue syndrome from the production and family routine - the aesthetic development of the individual, re-socialization and inculcation through the perception of new patterns and standards of interaction, self-knowledge and replenishment of positive mental energy to use it in a real complex world. Tracing the way of many characters long-living on the forum, we can see the undoubtedly effect of communication in the forum on their aesthetic taste, on the formation of a more positive outlook on the surrounding life and on themselves. In some cases, the benefits of photo-forum had been also expressed in real improvements over a

certain period of the somatic health of the participants - weight loss, physical fitness of the figure, etc.

Concluding our research we can say that the creative potential of a handmade item placed in the space of the Internet increases many times over. As a result, an atmosphere of collective immersion into the depths of artistic communication has been arising with the function immanently inherent in it to repeatedly increase the vital energy of the society and individuals. The undoubtedly psychotherapeutic effect for individual participants of online communication concerns the handmade is very important, but as a by-product of this process. The main thing is the actualization in the public consciousness of the mythological picture of the world saturated with cultural archetypes, emotions and aesthetics, the increase in the value of each individual, the ability of society to resist hard functionalism and pragmatism, spread by modern management in professional and political-economic spheres.

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FEATURES OF SALT LAKE ECOSYSTEMS**Egorov A.N.***Doctor of Geographical Sciences**Institute of Limnology RAN –**SPb FIC RAS**St. Petersburg, Sevastyanova, 9***DOI: 10.24412/2701-8369-2021-9-2-8-10****ОСОБЕННОСТИ ЭКОСИСТЕМ СОЛЕНЫХ ОЗЕР****Егоров А.Н.***Доктор географических наук**Институт озероведения РАН –**СПб ФИЦ РАН**СПб, ул.Севастьянова, 9***Abstract**

Many researchers have noted the special properties of salt lake ecosystems, which makes them important natural objects for ecological research. The ecosystems of saline lakes differ from those of freshwater lakes, they can be defined as relatively discrete areas of nature, where causal interdependent relationships between all components are noted, where energy flows are distributed along certain paths and where essential elements of the ecosystem are biochemical cycles. Features of physicochemical and biological structure of salt lakes and high dynamics of their evolution form the unique natural resources, which potential is very high and underused today.

Аннотация

Многими исследователями отмечаются особенные свойства экосистем соленых озер, что делает их важными природными объектами для экологических исследований. Экосистемы соленых озер отличаются от таковых для пресноводных озер, они могут быть определены как относительно дискретные области природы, где отмечаются причинные взаимообусловленные связи между всеми компонентами, где энергия потоков распределяется вдоль определенных путей и где существенными элементами экосистемы являются биохимические циклы. Особенности физико-химической и биологической структуры соленых озер и высокая динамика их эволюции формируют уникальные природные ресурсы, потенциал которых очень высок и сегодня используется недостаточно.

Keywords: ecosystems, peculiarities, links, cycles, structure, evolution, natural resources, potential, use.

Ключевые слова: экосистемы, особенности, связи, циклы, структура, эволюция, природные ресурсы, потенциал, использование.

Сегодня нет универсальных критерии для определения на основе биологических и физико-химических признаков "пресных" и "соленых" вод. Однако, учитывая тот факт, что реакция биологических и физико-химических свойств на изменение пороговых значений минерализации воды существенно различается, Поэтому считается возможным принять пороговую величину минерализации в 3 г/л, ниже которой вода считается пресной, а выше - соленой. Как выяснилось, этому порогу минерализации соответствует выпадение кальция из природных вод и возможность вкусового определения солености [1]. Многими исследователями отмечаются особенные свойства экосистем соленых озер, что делает их важными природными объектами для экологических исследований [2] и, в первую очередь, для изучения такой гидробиологической характеристики как трофическая структура, в рамках которой рассматривается видовое разнообразие, дискретность, гетерогенность среды обитания, трофические связи, свойства "микрокосма" и

макроскопических объектов и т.д. Так например, одним из важных вопросов в лимнологии соленых озер является зависимость видового разнообразия от общей минерализации озера. По данным S.U.Husainy [3] для некоторых озер Австралии эта связь выглядит следующим образом (Таблица 1). Как видно из таблицы с увеличением солености уменьшается видовое разнообразие зоопланктона в ряде озер с минерализацией до 60г/л. Одной из важных и сложных проблем в экологии является выделение экосистем различного ранга для экологических исследований ввиду невозможности, зачастую, точного определения их границ. Однако, большей частью это относится к морским, пресноводным и сухопутным экосистемам [1]. В отношении соленых озер эта задача упрощается в связи с тем, что они, как правило, являются закрытыми системами, не имеющими стока а, иногда и притока, и слабо контактирующими с прилегающими экосистемами.

Таблица 1

Индексы видового разнообразия зоопланктона для некоторых озер Австралии

Озеро	Общая минерализация, г/л	Индекс разнообразия	
		по Simpson	по Shannon-Weiner
Purumbete	0.42	2.24	1.55
Elingamite	1.19	1.98	1.37
Bullenmer	7.19	1.06	0.37
Gnarputt	15.2	1.01	0.35
Corangamite	26.6	1.64	1.11
Gnotuk	56.3	1.03	0.07
Ceilambete	57.5	1.00	0.03

Свидетельством этому является, например, слабое влияние динамики и процессов энерго-массообмена небольших и средних соленых озер на формирование береговой линии. У этих водоемов она, как правило, слабо развита: большинство озер Восточно-Степной и Гобийской ландшафтной областей и некоторые озера Хангай-Хэнтэйской области Монголии, озера равнинных областей Казахстана и Средней Азии, соленые озера высокогорных пустынь Восточного Памира, Боливийских Анд, Тибета и равнинных областей Китая, и, вообще, озера аридных и полусавановых областей Мира имеют слабоизрезанные берега с плавными очертаниями [4].

Пресноводные водоемы, как правило, имеют большее, чем соленые озера, разнообразие морфометрических характеристик и, в частности, глубин, от которых зависит проникновение световой энергии и, соответственно, усвоение ее гидробионтами. Поэтому условия их существования в пресноводных озерах являются, довольно, разнообразными. Большинство соленых озер являются мелководными и, как результат, уменьшается разнообразие среды обитания. За исключением определенных случаев (например, соленые озера с "парниковым эффектом" [4].) мелкие и средние соленые озера характеризуются минимальной физической, биологической и химической стратификацией. Даже в относительно глубоких озерах, таких как Хяргис в Монголии и Иссык-Куль в Киргизии, где существует вертикальная стратификация биоты среды обитания проявляет большую, чем в пресноводных озерах, гомогенность [4]. Таким образом, соленые озера обладают некоторой упрощенностью экосистемы, что обуславливает большую доступность изучения их трофических связей.

Исследования соленых озер важны для таких научных дисциплин, как экология (например, вопросы бедности видового состава гидробионтов, упрощенные трофические связи и т. д.), физиология водных организмов (проблемы их адаптации к экстремальным условиям), эволюционная биология (например, проблемы ферментативного воздействия на галлофилы), гидрофизика и гидрохимия (закономерности и особенности формирования термохалинной структуры), а также для разработки нетрадиционных методов ресурсосберегающих технологий и охраны окружающей среды. Экосистемы соленых озер могут быть определены как относи-

тельно дискретные области природы, где отмечаются причинные взаимообусловленные связи между всеми компонентами, где энергия потоков распределяется вдоль определенных путей и где существенными элементами экосистемы являются биохимические циклы. Соленость водоема и видовое разнообразие гидробионтов в нем взаимосвязаны. Численность видов гидробионтов и их видовое разнообразие последовательно уменьшаются от пресноводных водоемов к мезо- и гиперсоленым водоемам. Ряд физико-химических условий окружающей среды выделяет соленые озера независимо от того факта, что их минерализация превышает 3 г/кг. Для пресноводных или морских гидробионтов абиотические условия соленых озер превышают все допустимые лимиты их выживаемости и поэтому их биота должна адаптироваться к условиям высокой солености, высокой температуры и световой интенсивности, низкой концентрации кислорода, изменчивости гидрологических условий и изолированности. Адаптация к этим условиям идет различными путями в различных таксономических группах. При адаптации к высокой солености простейшие развиваются в себе только увеличение клеточной толерантности. Другие же организмы делятся на два типа: тех, которые обладают осмосогласованностью и тех, которые обладают способностью к осморегуляции [5]. В цианобактериях, как неорганических, так и органических присутствуют осмолиты. Одноклеточная водоросль *Dunaliella* использует глицерол как собственный осмолит. *Lamprothamnion papulosum* (харофит) использует калий, хлориды и органические растворы. Из всех водных растений соленых озер наиболее толерантна к солям *Ruppia*, которая использует аминокислоты как осмолит как это делают, по-видимому, большинство толерантных растений, растущих по берегам соленых озер [4]. Меньше известно насчет способов использования животными осмоприспособления. Удалось отметить, однако, что многие водные животные могут использовать осмоприспособление для адаптации только при тех значениях солености, при которых существуют. Так, гастропода *Coxiella* слабо осморегулирует при низких соленостях и осмоприспособливается к высоким соленостям - при чрезмерно высокой солености она просто изолируется от внешней среды посредством закрытия специальной крышечкой (operculum) своего устия, тогда как вся

его раковина открыта. Большинство беспозвоночных, найденных в соленых озерах проявляют осморегуляцию. Они имеют физиологические механизмы, которые могут регулировать концентрацию жидкости в их теле для приспособления к осмодавлению внешней среды [1].

Кроме ценности соленых озер как объектов гидробиологического исследования они, как уже было отмечено, являются уникальным природным объектом для палеолимнологии. Наиболее выраженная, по сравнению с пресноводными водоемами, стратиграфия донных отложений дает большую информативность о роли климатических условий в эволюции флоры и фауны от прошлого к настоящему [4]. В значительной степени это обусловлено тем, что соленые озера, благодаря особенностям своей физико-химической и биологической структуры, более быстро, чем пресные озера, реагируют на изменения внешних условий, приводящих к мгновенному (в геологическом и, даже, в реальном времени) формированию нового химического состава, изменению уровня воды, накоплению автохтонного и аллохтонного материала, что позволяет рассматривать их как удобные индикаторы внешних естественных и антропогенных изменений.

Необходимость изучения лимногенеза соленых озер позволяет говорить о новом, перспективном, интенсивно развивающимся направлении лимнологии, имеющим большой практический выход.

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ECONOMIC SCIENCES

METHODICAL APPROACH TO THE ASSESSMENT OF THE ECONOMIC SECURITY MANAGEMENT SYSTEM OF THE ENTERPRISE

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МЕТОДИЧНИЙ ПІДХІД ДО ОЦІНКИ СИСТЕМИ УПРАВЛІННЯ ЕКОНОМІЧНОЮ БЕЗПЕКОЮ ПІДПРИЄМСТВА

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Abstract

The article is devoted to exploring the methodical approach to the assessment of the economic security management system of the enterprise. Methods of assessing the economic security of the enterprise, which measure the level of threats to the economic activity of the enterprise, its level, degree and efficiency, are studied and presented.

Анотація

Стаття присвячена дослідженням методичного підходу до оцінки системи управління економічною безпекою підприємства. Вивчено та представлено методи оцінки економічної безпеки підприємства, що вимірюють рівень загроз економічній діяльності підприємства, його рівень, ступінь та ефективність.

Keywords: economic security, enterprise, management, evaluation methods.

Ключові слова: економічна безпека, підприємництво, управління, методи оцінки.

Economic security as a fundamental category of security is an important category for the functioning and development of Ukraine as a sovereign state. The urgency of the outlined problem is caused by a number of socio-economic preconditions, methodological and system-structural factors.

The problem of exploring the essence and ensuring the economic security of the enterprise is quite widely represented in the scientific works of such Ukrainian and foreign scientists as: M. Bayeux, I. Blank, S. Bir, O. Vishnevskaya, S. Glazyev, E. Grandry, E. Gottelmann, R. Datskiv, Z. Zhivko, O. Zakharov, E. Kamyshnikova, O. Kirichenko, G. Kozachenko, A. Laptev, T. Logutova, O. Lyashenko, N. Mayer, V. Ortynsky, I. Stratan, V. Tambovtsev [1].

The vast majority of modern threats to the economic security of the enterprise is in the plane of economy and finance. Force (raider) seizures of property of the enterprise and authorized persons of the enterprise by armed people have remained in history today. They are being replaced by more intelligent, sophisticated, but dishonest, but mostly legitimate ways of taking ownership of business entities, in particular, through the manipulation of debt instruments, bankruptcy, takeovers, redistribution of property, and so on. Such methods are usually developed and implemented by highly qualified economists and lawyers. At the same time, careless interaction with a counterparty, which is classified as dangerous by the tax authorities, can lead to disputes, lawsuits, blocking of VAT invoices, additional tax liabilities due to non-compliance with the price of the "outstretched

arm" rule and more.

The development of telecommunication technologies, simplifying and automating a significant number of business processes in the enterprise, exacerbates the problem of its protection against information leakage, including through the sale and falsification of data and electronic signatures, increases requirements for control systems for electronic processing and access to information. At the same time, scientific and technological progress puts forward new requirements for staff qualifications, their compliance with the company's requirements, including the ability to learn and rapid mastery of innovations. And given that the main purpose of the creation and operation of any enterprise is to make a profit, the relevance of adequate assessments of the situation at the enterprise, including the profitability of transactions, business projects, innovation and investment activities.

Therefore, methods of assessing the economic security of enterprises, first of all, should offer specific measures to adjust the organization of the enterprise, which in the short term can bring profits, increase the economic attractiveness of the company to shareholders and investors, and neutralize or minimize external and internal threats to the economic security of the enterprise.

Today, in the practice of enterprise management, a large number of methods are used to assess the economic security of the enterprise, which measure the level of threats to the economic activity of the enterprise, its level, degree, efficiency, etc., and which often intersect. The theoretical literature describes the following approaches: analysis of

the financial condition of the enterprise; profit and investment; three-dimensional; resource-functional; indicator-index; indicated; program-target; by functional components of economic security; expert; matrix; narrowly functional; based on the theory of economic risks; economic and mathematical modulation; the probability of bankruptcy of the enterprise and others. The most developed are: resource-functional, indicator (threshold), complex (program-target), as well as the approach based on the theory of economic risks.

According to the resource-functional approach of EBP, its level is determined by the efficiency of resource use (labor, technological and financial). The level of EBP is determined on the basis of prevention of threats and dangers, elimination of their negative impact by comparing the level of EBP with reference values, including its individual components [2].

The approach involves assessing the effectiveness of the use of all resources of the enterprise for each functional component of its economic security: financial, personnel, technical and technological, political and legal, environmental, information, force. The resulting indicator (aggregate criterion) is calculated based on weighing the values of partial functional criteria. Partial criteria are calculated as the ratio of the total averted damage for a particular functional component to the amount of funding for measures to neutralize the damage. Separate calculation methods are offered for each component of EBP. Of course, the impact of each of the factors on EBP is assessed by experts using confidence factors on a scale from -1 to +1. Assessment of EBP is proposed to be carried out in stages, distinguishing three main stages: preparatory, analytical-calculation and effective. Improving the economic security of the enterprise is carried out at each economic stage.

The indicator (threshold) approach involves the development of special indicators that have threshold values, followed by a comparison with them of actual indicators. The deviation of the actual data from the established limit indicates the need to take measures to eliminate shortcomings in the organization of the enterprise. In other language, within the framework of the indicator approach, the assessment of individual elements of the economic security system is carried out with subsequent weighing of the obtained results in the resulting integrated indicator, the dynamics of fluctuations of which are monitored in the process of enterprise activity. The disadvantages of this approach include ignoring such important from the point of view of the organization of economic security of the enterprise points as the probability of raider seizures [3].

There are several blocks of such indicators, for example: quality of potential; production; the state of the market and the position of the business entity on it; financial condition of the enterprise; social and environmental indicators. The indicator-index approach, which is a kind of indicator approach, involves the use of general and special indicators, the threshold values of which are determined at the sectoral level. It is proposed to use indicators of technological, resource, financial and social security.

The program-target approach is based on the definition of targets at the physical level with their monetary evaluation, which acquire the status of a program or plan to achieve certain goals of the enterprise after their approval by authorized persons (management, shareholders), such as

market share. Particular attention is paid to the list of indicators, methods of their evaluation and interpretation. The approach, first introduced by multinational corporations, is becoming more widespread in public finance management. The approach involves the integration of indicators that determine the level of EBP, including based on methods of expert assessments. The level of EBP can be determined by sectors, for example: production, sales, finance, productivity [4].

The approach, based on the theory of economic risks, is to identify the probability of occurrence of adverse events that may adversely affect the financial condition of the enterprise, as well as to assess the probability of their occurrence. The economic security of the enterprise is directly related to the economic risks that arise at different stages of development of the enterprise. Risk is a derivative category of threat and danger, because in the general sense it is considered as the probability of occurrence of an adverse event. At the same time, the risk causes not only an adverse event. The most primitive illustration is winning at the Casino or at the racetrack. The player risks his money, because in case of an undesirable result, he loses his bet. And in the event of an expected event, the player can significantly increase their wealth.

The classification of economic risks, as well as the selection of appropriate tools for their weighing, evaluation and management, is a rather difficult task and is beyond the scope of this study. After all, in the same economic situation, the company may be exposed to several different dangers and threats, which, in some cases, can bring profits. For example, the supply of products is associated with the accrual and payment of VAT, and violation of the terms and conditions of supply leads to an unpredictable diversion of working capital to repay tax liabilities that arise from VAT under the rule of the first event [5].

Description of the risk management process according to standardized methodologies are tools that help companies to effectively integrate risk management into their business practices. Standardization is applied in various areas: finance and banking (eg Basel Accord III, BIS, 2010), accounting and financial reporting (eg Sarbanes-Oxley Act, USA, 2002), internal audit practice (eg COSO, 2004).) and information technology standards (eg ISO / IEC 27001: 2005).

The standards describe different types of risks or different stages of the risk management process. For example, ISO / IEC 27001: 2005 provides guidance on how to manage information security risks, ISO 14001: 2004 covers environmental risks, and ISO 9001: 2008 covers operational risks.

Effective risk management is evidence of qualified enterprise management. In the global dimension, the reflection of effective risk management is the creation of vaccination, development and differentiation of the insurance system, fire and meteorological services, construction of dams and storage facilities, etc. The main purpose of risk management is to prevent unnecessary unforeseen and reversible losses of assets.

Risk also means danger, consequence, potential adverse factors or threats and opportunities. ISO 31000: 2009 considers risk as the effect of uncertainty on the achievement of objectives. Uncertainty about the achievement of

goals can be the result of both negative and positive deviations from expectations, or a combination of consequences of the event. The external environment in which the organization seeks to achieve its goals encompasses the cultural, social, political, legal, regulatory, financial, technological, economic, natural, and competitive environments, whether international, national, regional, or local.

Risks are classified by industry or type of economic activity and are divided into levels: macro-, meso- and micro-level. Assessing such risks is important for investment, so many stock exchanges calculate special industry indices. Criteria for identifying economic risks are determined by their determinants [6].

By the nature of the risks are divided into political, economic and others. Political ones arise as a result of the participation or intervention of the state in economic activity, in particular, through its regulation and taxation. Economic risks arise in the course of economic activity, and are manifested as a result of adverse events, such as violations of supply conditions, guarantees, settlements, robbery, theft and more. Others include natural disasters, military conflicts, ie those that are usually declared force majeure in business agreements.

Of course, all types of risks to varying degrees affect the economic security of the enterprise. However, the company cannot neutralize political and other risks, it must adapt to the circumstances created by the external environment. But in terms of economic, here the company has every opportunity to prevent or neutralize the consequences of an undesirable and unexpected event. Economic risks almost always have a monetary dimension.

Economic risks are also allocated by source, as the direct source of risk is danger or threat. Regarding economic risk, it is considered that the object of risk is in a changing state of uncertainty, the characteristic feature of which is the probability of its transition to such an undesirable state for the enterprise.

Risks are also classified according to the scale of consequences, and are high, medium and low. According to the form of consequences, economic risks are divided into material, financial, reputational and moral. Simultaneously with the threat, the property may also carry a risk [7].

Many special methods and technologies are used in practice to assess and identify various risks. This is a method of "spontaneous" identification / identification of possible risks and study of business processes in order to identify "internal" and "external" risk factors and their impact on the organization. Popular are surveys and questionnaires based on specially designed questionnaires, as well as industry analysis and technical audits and inspections. To assess the risks use marketing research, interdependence modeling, statistical analysis and threat analysis, SWOT, BPEST, PESTLE FMEA analysis, event and error tree [8].

Risks are identified by brainstorming based on their classification. Sometimes a series of interviews is conducted, based on pre-designed questions. A useful risk identification tool is the Delphi method, which allows to reach a consensus and conduct a preliminary safety analysis (PAS), to form a list of threats and risks taking into account the characteristics of materials, equipment used or manufactured in this process or industry, operating conditions and relationships. communication between the components of the enterprise management system.

ISO / IEC 31010: 2009 proposes the use of HAZOP (hazard and performance study), ie a structured and systematic study of the response of a system, process, procedure or product to changes in key parameters. HAZOP analyzes each part of the project in order to identify deviations that may occur as a result of achieving the desired performance, their potential causes and possible consequences. A simplified alternative to the HAZOP study is a structured analysis of possible options ("what-if").

A more generalized tool "scenario analysis" is used, which includes analysis and assessment of possible options, including on the basis of developing descriptive models of future expectations. "Possible scenarios for the future are created by imagination or extrapolation from it, and various risks are analyzed with the assumption that these scenarios can be realized," explains ISO / IEC 31010: 2009

One widely used method of systemic risk analysis is the Event Tree, which provides an introductory failure analysis to determine the causes and consequences of a possible future failure for overall systemic risk or reliability. Event tree analysis (ETA) uses similar logic and calculations as fault tree analysis (FTA), with a different approach. In the latter case, a deductive approach is used (from system failure to its causes), while in ETA - an inductive approach (from standard failure to its consequences).

Another semi-quantitative method for assessing the risks associated with an adverse event or scenario is the Layer of Protection Analysis (LOPA), which determines the adequacy of control measures and risk mitigation. Other quantitative methods that can be used to assess risk are Markov analysis, Monte Carlo simulation, sensitivity analysis; scenario analysis, FN-curves, Bayesian statistics and Bayesian networks, human reliability analysis and risk indices.

Well-known audit company Deloitte has developed a concept of risk management, which includes 9 principles of building a Risk Intelligent organization. The authors argue that the fundamental principles of the Risk Intelligent concept are equally effective for any enterprise. The main criterion of Risk Intelligent-organization is effective communication within the entire organizational structure both vertically and horizontally. Under this concept, risk is seen as the loss, damage or reduction of the chances of success in achieving the company's goals.

The concept of Risk Intelligent-organization provides for the use of a single definition of risk, which can equally be used to maintain or increase the value of the company. At the same time, the company uses a single model of risk management that takes into account all the internal needs of the organization. The most well-known risk management models: COSO ERM (The Committee of Sponsoring Enterprises of the Treadway Commission); CoCo (Canadian Institute of Chartered Accountants (CICA) "Guidance on Control"); FERMA (Federation of European Risk Management Associations); CAS, (The Casualty Actuarial Society); AS / NHS (Australia / New Zealand Standard).

The concept of Risk Intelligent-organization is based on a clearly defined and formalized key role, area of responsibility and authority for risk management. The Risk Intelligent organization is built on the basis of creating a single environment that supports the activities of all departments and business functions in the field of risk management. Employees responsible for implementing the Risk Intelligent

Concept must have all the necessary risk management skills and responsibilities for developing, implementing and supporting risk management.

The Concept provides for joint and several liability of all structural units for the implementation of risk management programs, and individual business processes (cross-cutting functions: finance, information technology, personnel management) must provide the necessary support for the risk management system. At the same time, there is a constant control over the risk management system, including in order to identify and eliminate its shortcomings.

Some authors propose to assess the market, organizational, legal, political and interface threat by building special matrices and diagnostic algorithms. To do this, it is proposed to identify five groups of indicators for each component of economic security (labor, production, financial, tangible and intangible resources, management, marketing). This approach is based on in-depth differentiation and identification of problematic issues that the company faces in the process of economic activity. However, the approach is quite complex for practical implementation, as it requires the distraction of qualified professionals and a significant amount of time [9].

Approaches based on the comparison of the actual performance of the enterprise with the calculated (marginal) ones have also gained popularity. Ideally, each indicator develops a kind of corridor, the boundaries of which set the minimum and maximum allowable values of a variable. Deviation of the indicator from the set parameters is a signal for the development and implementation of measures to adjust the economic activity of the enterprise. In some cases, such a corridor is divided into components (zones), which increase the sensitivity of the indicator.

The state of economic security of the enterprise is also determined by identifying and assessing the level of security by functional components. This assessment is carried out in two stages. First, determine the availability of economic security of the enterprise by assessing its ability to reproduce capital. And based on the results of the assessment of the company's profitability, including the ability to reproduce capital in the current inflation rate, a conclusion is prepared as to whether the company is in economic security. The criterion for assessing the level of economic security of the enterprise is the ratio of gross investment and investment, the amount of which is necessary to ensure economic security. The approach is criticized for the difficulty of allocating the actual amount of money needed to ensure normal reproduction [10].

This method evaluates the multidirectional components of economic security of enterprises, such as financial, intellectual, personnel, technical and technological, informational, environmental and other components, the combination of which creates a system of economic security of enterprises. The process of assessing the level of economic security in this approach begins with the selection and definition of economic security indicators and their rationing.

If the method involves the use of weights, they are ranked and calculated weight indices and adjustment factors, which are then reduced to an integrated index of economic security comparisons [11].

The criterion of economic security of the enterprise proposes to determine the volume and quality of profits, distinguishing individual components, namely, operating, investment, financial and extraordinary activities.

In the future, including with the use of cluster analysis, the most significant components are identified, which become an information base for assessing the level of economic security and its monitoring. They also develop regression models of the dependence of net profit on the indicators of production and commercial activity of enterprises. At the same time, some authors propose to establish a rational level of profit in order to compare it with net profit [12].

A fairly popular method within this approach to determine the level of economic security of enterprises is the analysis of deviations of actual values of financial, material, labor, information and other resources from the calculated optimal values, using the model of fuzzy inference.

The formation of a comprehensive assessment based on the definition of the aggregate criterion involves the allocation of several groups of indicators, such as those that characterize the economic independence of the enterprise, economic efficiency and relationships with the environment.

The methodology is based on a situational-subjective approach to ensuring the economic security of the enterprise in the process of interaction with the external environment [13].

The approach based on the analysis of the financial condition of the enterprise consists of five stages, and the assessment is based on an integrated indicator. The ratios of liquidity, autonomy, maneuverability, turnover, financial risk, profitability, depreciation and efficiency of fixed assets, material consumption and energy intensity of production are calculated. Each indicator is assigned a score depending on the deviation of its actual value from the limit. Based on the weighing of scores, an integrated indicator is derived, which can then be tracked in real time. As a rule, there are several groups of economic security, for example: absolutely safe, safe, safe enough, dangerous enough, dangerous.

The return on investment approach is based on the comparison of net profit with the profit required for normal reproduction, ie, when the net profit exceeds the calculated limit, the company is in a state of economic security [65]. At the same time, compare the amount of investment made at the expense of reinvested earnings with the amount of investment required to ensure the economic security of the enterprise. It is proposed to use different methods to calculate the value of the minimum profit required for simple reproduction, as well as to calculate the absolute safety indicators (safety margin and reproduction factor). A special rating scale is used, usually with five zones: high; normal; unstable; critical; catastrophic.

The three-dimensional approach involves the allocation of current, tactical and strategic economic security. To assess current security, financial and economic indicators are used, which characterize the level of financial independence, the liquidity of assets, the ability of the enterprise to meet current obligations.

Tactical security is characterized by the ability of the enterprise to reproduce in the course of economic activity. Strategic security is determined by the level of economic

potential, the defining characteristic of which is the ability of the enterprise to continue successful development in the future. The level of economic security of the enterprise is calculated as the weighted average of current, tactical and strategic security [14].

The matrix approach involves the use of algorithms that are formed on the basis of logical messages and conclusions. Depending on the company's plans to implement a particular strategy, the goals of its further development, approaches are chosen to assess the level of its economic security. The most common matrix methods of portfolio analysis: portfolio matrix Boston Consulting Group (BCG matrix); General Electric-McKinsey matrix; Dibba-Simkin method; ADL / LC matrix; Shell / DPM model; Hofer / Schendel model; D. Abel's matrix; Thompson-Strickland model; Hussey matrix; Steiner matrix; MACS matrix. Also use BCG matrices, multicriteria matrices McKinsey, Shell, as well as matrices G. Day, D. Monieson, McNeim, Hex-Majlaf.

Matrices can contain an unlimited number of cells. The more cells a matrix contains, the more difficult it is to construct, but the more informative it is. In modern matrix analysis, matrices are divided into quantitative and semantic. In practice, when using the matrix method, first choose the type of matrix and develop rules for its construction. Then the threats are identified and ranked by their significance and determined with a set of tools available to the company [11].

Narrowly functional and accounting approaches are used in the analysis of financial and accounting statements. Economic and mathematical modeling is carried out on the basis of identifying certain interdependencies that mimic the situation of the enterprise in the future. However, such dependencies are built on the basis of statistical data collected from accounting and management reporting. In retail, it can be daily revenue, average check, number of customers per day and more.

Thus, based on the above, we can conclude that the practice of enterprise management uses a large number of methods to assess the economic security of the enterprise, which measure the level of threats to economic activity, its level, degree, efficiency, etc., and often intersect.

That is why today it is especially important to develop effective methods of assessing the management system of economic security of enterprises, which can level, timely predict and reduce the devastating effects of external and internal threats to economic activity, leakage of confidential information, non-repayment of receivables or ordinary fraud.

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THE CURRENT STATE OF THE THEORY OF FINANCIAL STABILITY

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Abstract

The article systematizes modern concepts of financial stability. Practical significance: the main provisions and conclusions of the article can be used to assess the financial stability of Russian companies.

Keywords: financial stability, market stability, economic stability, financial strategy, investment.

The concept of financial stability includes both quantitative indicators (solvency is assessed by quantitative methods) and qualitative indicators (competitiveness). Although there are various methods for converting qualitative indicators of competitiveness into quantitative ones, all these methods have elements of subjectivism and cannot be fully used in economic science. Thus, in the foreign economic school, the term financial stability was approached from the point of view of managerial, rather than economic analysis [1, p.471].

From the point of view of modern Western economic thought, the following elements affect the financial stability of a company:

1. Competitiveness of sales markets;
2. Competitiveness of manufactured products;
3. Organizational structure of the company;
4. Innovative activity of the company;
5. Volume of foreign direct investment;
6. The level of external borrowing;
7. The level of development of the production system;
8. Macroeconomic indicators of the country in which the company operates.

In fact, all of the above indicators affect the financial stability of the company not directly, but indirectly, by determining the demand and supply for the products or services of the company, the financial stability of which needs to be evaluated.

If the demand for the company's products increases, and the resulting profits are reinvested in production and innovation, then the financial stability of the company increases. In the same case, if the demand for products increases, and the company increases the

volume of external borrowing, financial stability decreases, because the company's dependence on external sources of financing increases [2, p. 12].

Thus, Western concepts of financial stability are quite complex due to the fact that Western economies have implemented qualitative characteristics in the theory of financial stability. As a result, financial stability has become synonymous with the concept of market stability, that is, the ability of a company to develop while maintaining a balance between assets and liabilities in the conditions of changing factors of the internal and external environment, while guaranteeing solvency and maintaining investment attractiveness.

The domestic concept of financial stability differs from the Western one. In Russian economic thought, the financial stability of an enterprise includes the following elements::

1. The company freely manages the funds;
2. There is an uninterrupted process of production and sale of products;
3. There is an uninterrupted process of expanding the company's activities;
4. The company is updating its fixed assets.

The financial stability of an enterprise in Russian economics is not related to market stability as a more abstract concept, but to the economic stability of which it is a part. That is, the financial stability of an enterprise reflects only one part of the economic stability, in the sense that self - financing of operating activities comes to the fore. But the very stability of the organization is not limited to the framework of financial stability.

In fact, financial stability is presented as a theoretical concept, which has many points of view, but no specific definition.

From the point of view of L. A. Bernstein, "financial stability is expressed in the stability of the enterprise's activities, which can be assessed by the structure of the balance sheet and the level of financial dependence on the persons who invested in the development of the enterprise, as well as creditors."

Within the framework of this definition, financial stability is assessed by a set of coefficients that are associated with the definition of debt capital and the adequacy of equity capital to finance the operating activities of the enterprise [3, p.30].

Why financial stability studies focus on the operating (current) activities of an enterprise, and not on its investment activities, is explained by the fact that investment activities are traditionally associated with the financial activities of the enterprise, that is, with the search for borrowed sources of financing.

The effectiveness of any investment project depends largely on the validity of its financing plan.

In the theory of financial management, this financial plan is called the investment project budget. The capital budget of an investment project is a form of presentation of the results of the current, operational plan of capital investments, which is developed at the stages of reconstruction, modernization or purchase of fixed assets of the enterprise. Capital investments are the main factor of economic growth, they are for the development of the material and technical base of enterprises. Improving the efficiency of business activity depends on the introduction of new production schemes and new fixed assets [4, p. 86].

Thus, a financially stable enterprise will generate cash flow in operating activities, which in turn will be a sufficient basis for attracting borrowed capital to investment activities. And investment activity, provided with appropriate financing, will increase the scale of innovation in the enterprise and labor productivity through the use of new innovative technologies. All this requires not so much an increase in the volume of capital investments as an increase in their efficiency. The increase in the efficiency of investment in the production, selection of the best and cost-effective types of areas of capital works, providing the most natural - hundred per ruble of investments, reduction of terms of payback - all this is important in the management of financial stability of the enterprise [3, c.30].

L. V. Dontsova and N. And. Nikiforova define financial stability as "a stable financial position of the company, which provides a high share of own funds".

A.V. Sevostyanov defined financial stability as "the state in which an enterprise ensures the fulfillment of all obligations to the labor collective and contractors at its own expense". This interpretation of financial stability again refers to the provision of operating activities with its own funds, while investment activities can be financed from borrowed sources.

O. V. Zetkina considers not financial stability, but economic stability, which is defined as the profitability of the company's production and sales activities, which occurs due to an increase in the efficiency of using production resources and managing the organization.

Sustainable development of an enterprise, from the point of view of Yu.V. Maschenko, is a development that provides a certain type of balance according to the selected financial strategy of the organization's development.

Thus, financial stability is not only a part of economic stability, but also an element of financial strategy [1-4]. Financial stability management in the financial strategy format is of interest to both financial directors and professional managers.

The financial strategy of the enterprise has always been among the most problematic issues of corporate and strategic management [1-4]. Given the above definitions of the concept of "strategy", it can be defined as a plan of any activity that covers a long chronological period, defines the goal itself and the way to achieve it, not only under current conditions, but also taking into account the long-term risks of changing favorable environmental conditions to unfavorable ones.

Financial stability management within the framework of the financial strategy is one of the most important types of the company's functional strategy, which serves to ensure the main directions of the development of the financial activities of the organization and establishes financial relations through the formation of long-term financial goals, by choosing the most cost-effective ways to achieve goals, taking into account the adequate adjustment of the directions of formation and use of financial resources in a changing external environment."

When forming the financial strategy of an enterprise, it is necessary to take a broad approach to the understanding of risks and consider both external conditions that can create additional risks, and internal ones [2]. The most convenient tool for assessing external risks is PEST analysis, which is a strategic marketing tool and aims to determine the favorable and unfavorable aspects of the external environment in the current and projected conditions [1].

There are several approaches to managing the financial stability of the company at the level of financial strategy:

1. Financial sustainability management in the general financial strategy;

2. Operational strategy of financial stability management, which acts as a strategy for managing the financial resources of the enterprise in the current conditions;

3. The situational model of financial stability associated with the implementation of individual tasks, which is often used in holding structures and in the implementation of project tasks, when a special financial strategy is developed for each project.

The general financial strategy is the highest step in the hierarchy of financial strategies and, as a rule, is subject to adjustment only in the event of extremely significant events that seriously affect or may affect the financial condition of the company. For example, the devaluation of the ruble that occurred in December 2014 could lead to a revision of the general financial strategy of companies importing any products in Russia. The termination of a contract with a customer who accounted for 50 percent or more of product sales may also lead to a revision of the general financial strategy. Thus, the criterion of the materiality of the new conditions is the main criterion for the revision of the general financial strategy.

Financial stability management in the operational financial strategy is more mobile than in the general financial strategy and covers current payments to customers for products sold, proceeds from credit opera-

tions, payments to suppliers of materials, wages and social security, repayment of tax obligations, that is, everything that ensures the normal functioning of the enterprise in the current mode. Thus, the operational financial strategy is part of the general strategy and details it at a specific time interval.

The classical methodology for developing a model for managing the financial stability of an enterprise includes the following stages:

1. Determining the time period for which the financial stability management strategy is developed. At this stage, it is necessary to understand how predictable the economy is, within which the financial strategy will be formed;

2. SWOT and PEST analysis, analysis of financial coefficients, analysis of financial results are carried out. SWOT and PEST analysis of the company is more of a qualitative analysis. The analysis of financial ratios is a quantitative analysis;

3. The assessment of the strengths and weaknesses of the enterprise is carried out;

4. A comprehensive assessment of the strategic financial goal of the enterprise is carried out;

5. Develop the strategic financial sub-goals of the organization. System of strategic sub-goals standards;

6. The financial indicators for the periods of the company's activity are specified;

7. Strategic indicators of financial activity are determined;

8. A set of key strategic financial decisions is being developed;

9. The effectiveness of the chosen financial strategy is evaluated;

10. A person responsible for monitoring the selected financial strategy is appointed.

The result of the economic activity of the enterprise

- this is the money that the enterprise has left after financing investment programs. The positive value of the result of economic activity may indicate that the enterprise has an investment potential, that is, the ability to implement investment projects.

The result of financial activity shows how effective the financial policy of the enterprise is. In addition, the result of financial activity may generally characterize the level of financial policy

- how much the company spends on attracting loans, how often it attracts loans, etc.

The result of financial and economic activities shows the total amount of cash that remains in the company after the implementation of investment programs and financial activities (attracting loans and borrowings). The positive value of the result of financial and economic activity as well as the positive value of the result of economic activity indicates that the company is able to implement large-scale investment projects. But in the case of a positive value of the result of financial and economic activity, the margin of safety for the implementation of large-scale projects is significantly higher. The normal development of an enterprise is possible when the period of a positive result of financial and economic activity is replaced by a negative result,

because there is an increase in investment programs. An increase in investment programs, which invariably leads to a negative result of financial and economic activities in the short term, is a characteristic feature of an effective production strategy of the enterprise. The most important thing is that the result of financial and economic activity is not negative for a long period of time. The time period is not understood here as the reporting period. As a rule, the result of financial and economic activity can be approximately calculated according to management reports, so if in one month the result of financial and economic activity is negative, then in another month the management of the enterprise should strengthen the organization of the work of the commercial service in order to accelerate the turnover of products or find other ways to solve the problem. One way or another, a negative result of financial and economic activity in one month due to management actions can be replaced by a positive one in the next month.

Thus, as a result of the consideration of several methodological approaches to the development of a strategy for managing the financial stability of an enterprise, it can be concluded that at the moment the most complete methodology is the one that:

1. Includes the company's strategic goals as fully as possible;

2. Based on this methodology, a comprehensive approach to the planning and analysis of the company's financial and economic activities arises;

3. The set of rules of financial stability is observed:

- the rule of minimum financial balance, that is, mandatory compliance with the minimum level of liquidity;

- debt rule - short-term debts finance the short-term needs of the enterprise (operating activities), long-term debts finance the development program (investment activities);

- the financing rule, which is that the use of borrowed capital is possible only in certain cases, established in the financial strategy of the enterprise and the development strategy.

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**ABOUT NEW APPROACHES TO ANALYSIS OF THE SUBJECT AND
EFFICIENCY OF USE OF RESOURCES PROVIDING THE LIFE CYCLE OF THE SUBJECT**

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**УДК 007.51
О НОВЫХ ПОДХОДАХ К АНАЛИЗУ ПРЕДМЕТА И ЭФФЕКТИВНОСТИ ИСПОЛЬЗОВАНИЯ
РЕСУРСОВ, ОБЕСПЕЧИВАЮЩИХ ЖИЗНЕННЫЙ ЦИКЛ ПРЕДМЕТА**

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Abstract

A new technology for analyzing objects of various nature and complexity is proposed, characterized by a special disclosure of the structure of the object's potential, which, by means of a specific mathematical regularity of the relations of the object's elements, establishes previously unknown quantitative connections between the potentials of the form and content of the object, a number of other philosophical categories. The consequence of the rule of disclosing the structure of an object determines the optimal, according to the criterion of the maximum, the ratio of the potential (quality) of the object to the resources that ensure its life cycle, their distribution into parts that provide the life cycles of all specific elements of the structure of the object, which allows you to open a new page of previously impossible calculations necessary for construction of mathematical models of objects, from the most complex world and state ergatic control systems to production, man, labor, art and many others. The proposed technology clarifies one of the main requirements of the theory of operations research - the requirement of "equal strength". It opens up the opportunity to find conditions for the balance of both physical and social systems.

Annotation

Предлагается новая технология анализа предметов различной природы и сложности, отличающаяся особым раскрытием структуры потенциала предмета, которая путем специфической математической закономерности отношений элементов предмета устанавливает неизвестные ранее количественные связи между потенциалами формы и содержания предмета, ряда других философских категорий. Следствие из правила раскрытия структуры предмета определяет оптимальное по критерию максимума отношения потенциала (качества) предмета к ресурсам, обеспечивающим его жизненный цикл, их распределение на части, обеспечивающие жизненные циклы всех специфических элементов структуры предмета, что позволяет открыть новую страницу ранее невозможных расчетов, необходимых для построения математических моделей предметов, от сложнейших мировых и государственных эргатических систем управления до производства, человека, труда, искусства и многих других. Предлагаемая технология уточняет одно из основных требований теории исследования операций — требование «равнопрочности». Она открывает возможность найти условия равновесия как физических, так и социальных систем.

Keywords: тектологическая функция, форма, структура, эффективность, модель.

Ключевые слова: тектологическая функция, форма, структура, эффективность, модель.

Введение. Развитие человеческого общества потребовало интеграции массы областей человеческой деятельности, уже созданных систем, которые появлялись и развивались независимо друг от друга, используя различные термины, технологии анализа, разработки, подходов к созданию и совершенствованию. Это привело к существенным трудностям их соединения, снижению эффективности использования ресурсов, обеспечивающих их жизненные циклы. Особые трудности возникают, когда необходимо проанализировать потенциалы эргатических систем, найти оптимальные решения их построения, наиболее эффективное использование средств, обеспечивающих их жизненный цикл. Эти трудности определяются наличием в расчетах одновременно имеющих разные размерности потенциалов человека, физических и программных средств. Как пишет А. Тахтаджян [1], "Новые достижения мировой науки и техники, интуитивное предчувствие единства мира, его организации,

жизни и развития вынуждают искать правила, законы этого единства. Человеческое знание, раздробленное специализацией, вновь начинает объединяться. Поэтому для передового фронта современной науки характерен все усиливающийся интерес к поискам принципиальной структурной общности самых разнородных систем и общих механизмов самых различных явлений. Идея структурного единства мира, выражаясь в гомоморфизме и даже изоморфизме различных классов явлений, все глубже овладевает современным научным мышлением". В рамках теории систем Александр Александрович Малиновский (1909-1996) — советский и российский учёный и философ, специалист в области биологии и генетики, теории и практики применения системного подхода, тектологии и кибернетики "считает, что структурный подход не нашел еще своего полного выражения ни в одной науке. Из существующих ныне наук, по его мнению, наиболее близко к его

разработке подошла кибернетика, но и она не располагает теорией структур."

1. Постановка задачи. Учитывая место технологии раскрытия структур предметов в анализе их потенциалов, представляется необходимым искать такую технологию, которая была бы приемлема для анализа предмета любой природы и сложности. Под предметом предлагается понимать имеющее определенные свойства, одушевленное и неодушевленное материальное (неорганической природы и живое), абстрактное, материально-абстрактное, любое из того, что нас окружает, что нами создается, что служит объектом или источником какой-либо деятельности, какого-либо состояния или отношения, что служит содержанием мысли, речи. Величину способности предмета выполнять заданные функции, соответствовать своему предназначению, степень возможного проявления им какого-либо действия назовем потенциалом предмета. Размерность потенциала предмета характеризует его сложность. Совокупность ее элементов однозначно характеризует потенциал предмета. Все элементы размерности перемножаются, а исключение из нее любого элемента уничтожит его совсем или превратит в совершенно другой предмет. Такое размышление о размерностях потенциала предмета намекает на характер технологии раскрытия его структуры, описанный тектологической функцией. Уточнить эту технологию позволил анализ сути формы и содержания предмета. Философы и ученые на протяжении веков ошибочно относили к форме произведения искусства его эмоциональную составляющую воздействия на знакомящегося с произведением наряду с его информационной составляющей. Форма произведения искусства есть взаимозависимость элементов его содержания между собой [2]. Учитывая ортогональность элементов содержания произведения искусства, его форма всегда равна единице, а его потенциал равен произведению потенциалов формы и содержания. Поэтому заявлять о "изумительном, единственном по эффективности слиянии вечного по своей правоте и широте философского содержания поэмы с ее поэтической формой" [3] представляется неправомерным, поскольку, очевидно, что во-первых, эмоциональная (поэтическая) и информационная составляющие содержания поэмы ортогональны — они не влияют друг на друга, но влияют на потенциал произведения каждый по своему, во-вторых, форма поэмы равна произведению величин взаимозависимости элементов содержания предмета, и в третьих, существуют и могут появиться поэты создающие творения с более высокими потенциалами элементов их содержания.

2. Создание специфической технологии раскрытия структуры предмета различной природы и сложности и определение эффективности использования ресурсов, обеспечивающих жизненный цикл предмета. Размышления о влиянии соотношения величин потенциалов формы и содержания предмета на потенциал предмета привели к их соотношению в виде произведения: $U_{\text{предмета}} = U_{\text{формы предмета}} \cdot U_{\text{содержания предмета}}$, так как уменьшение любого сомножителя до нуля приведет к гибели предмета, а увеличение любого сомножителя ведет к увеличению потенциала предмета. Если со-

держание предмета состоит из двух и более элементов, то считая эти элементы как новые предметы их тоже можно представить как состоящие из своих форм и содержаний. При этом размерность выявляемых элементов будет все время уменьшаться и может дойти до одномерной. Размерность у элементов формы предмета естественно отсутствует, а их величина принимает значения в интервале от единицы, когда элементы содержания предмета ортогональны, до нуля, когда их взаимозависимость абсолютно полная. Полагая наличие формы и содержания у предмета любой природы и сложности, представляется допустимым считать рассмотренный вариант раскрытия структуры предмета, как целесообразный при анализе такого предмета. Графически структура предмета, раскрыта таким способом, имеет вид пирамиды, расширяющейся к низу, где от каждого элемента, кроме завершающих её раскрытие, вниз идут связи к элементам, которые полностью и непосредственно определяют раскрываемый, увеличение потенциала (величины) каждого из которых ведет к увеличению его потенциала, а стремление к нулю — лишает его смысла, предназначения, обращает в нуль. Таким образом получается, что потенциал элемента, находящегося на вершине пирамиды, равен произведению потенциалов всех элементов, завершающих раскрытие его структуры, а ресурсы, обеспечивающие жизненный цикл предмета (элемента на вершине пирамиды), распределяются между элементами первого ряда от вершины и далее вниз, включая завершающие раскрытие структуры потенциала предмета. Рассматривая, например, распределение ресурсов, обеспечивающих жизненный цикл автоматизированной системы управления (АСУ), можно утверждать, что она полностью и непосредственно состоит из элементов: сил управления АСУ, сил системы связи АСУ, сил инфраструктуры АСУ и взаимозависимости всех перечисленных сил. Взаимозависимость пары систем или их элементов $f=1$, когда взаимозависимости отсутствуют, и падает до нуля, когда взаимозависимость полная. Не вызывает сомнений, что если все средства P_0 направить на обеспечение жизненного цикла только одного из элементов АСУ, то потенциал АСУ упадет до нуля, что распределение P_0 между элементами АСУ желательно иметь в некоторой пропорции, при которой потенциал U_0 будет максимальным. Такое распределение ресурсов назовем оптимальным. При этом представляет интерес, как меняется потенциал предмета при отклонениях от оптимального распределения ресурсов, обеспечивающих жизненный цикл предмета.

Исходя из указанной зависимости потенциала АСУ от величин ее элементов $U_0 = U_{0-1} \cdot U_{0-2} \cdot U_{0-3} \cdot U_{0-4}$, где U_{0-1} — потенциал сил управления АСУ; U_{0-2} — потенциал сил системы связи АСУ; U_{0-3} — потенциал сил инфраструктуры АСУ; U_{0-4} — произведение величин взаимозависимости элементов U_{0-1} , U_{0-2} и U_{0-3} . Таким образом, потенциал предмета в самом общем виде

$$U_0 = \left(\prod_{i=1}^n U_i \right) \cdot \left(\prod_{j=1}^m f_j \right), \quad (2.1)$$

где n – количество всех элементов потенциала предмета, m – количество потенциалов (коэффициентов) взаимозависимости f_j всех пар элементов, равное сочетанию из n элементов по 2 элемента, U_i – потенциал i -го элемента структуры потенциала предмета. Произведение сомножителей U_i в выражении (2.1) объясняется тем, что, во-первых, исходя из сути АСУ, её потенциал U_0 упадет до нуля, если потенциал любого ее составляющего указанного элемента упадет до нуля. И, во-вторых, увеличение или уменьшение потенциала любого составляющего предмета ведет к увеличению или уменьшению потенциала предмета. Таким образом, первое правило раскрытия структуры потенциала предмета (**правило I**): **Если предмет может быть полностью и непосредственно определен (описан, охарактеризован) несколькими элементами (свойствами, характеристиками), увеличение потенциала (величины) каждого из которых ведет к увеличению потенциала предмета, а стремление к нулю – лишает его смысла, предназначения, обращает в нуль, то потенциал предмета (U_0) равен произведению потенциалов этих элементов и потенциалов (коэффициентов) взаимозависимости всех пар его элементов. Если такие элементы определяются другими элементами, а те своими и так далее несколько раз, и все они отвечают изложенному выше условию, то потенциал такого предмета равен произведению потенциалов элементов ($U_{k,i}$), завершающих раскрытие структуры потенциала предмета, и коэффициентов взаимозависимости f_j всех пар элементов всех уровней структуры потенциала предмета**

$$U_0 = \left(\prod_{i=1}^{n_{y,k}} U_{k,i} \right) \cdot \left(\prod_{j=1}^{m_c} f_j \right), \quad (2.2)$$

где $n_{y,k}$ – количество, завершающих раскрытие всех ветвей структуры потенциала предмета U_0 и отвечающих требованиям правила I, $U_{k,i}$ – потенциал i -го элемента, завершающего раскрытие структуры потенциала предмета; m_c – количество взаимозависимости f_j всех пар элементов всех уровней структуры потенциала предмета.

В качестве примера раскрытия структуры потенциала предмета по правилу I на рисунке 2.1 представлен малый фрагмент варианта раскрытия структуры потенциала АСУ.

Ресурсы P_0 , обеспечивающие жизненный цикл потенциала предмета U_0 , делятся на части, обеспечивающие жизненные циклы потенциалов элементов, составляющих предмет. Такое деление продолжается от более крупных элементов к меньшим и в конце концов самыми мелкими частями, обеспечивающими жизненные циклы элементов завершающих раскрытие структуры потенциала предмета. Зная оптимальные величины этих ресурсов и поднимаясь по структуре предмета в сторону элемента с потенциалом U_0 определяются оптимальные величины ресурсов, обеспечивающих жизненные циклы всех элементов предмета. Если предмет состоит из двух элементов, отвечающих условиям правила I, то

$$P_0 = P_{0-1} + P_{0-2}, \quad U_0 = k_{0-1} \cdot P_{0-1} \cdot k_{0-2} \cdot (P_0 - P_{0-1}) =$$

$$k_{0-1} \cdot k_{0-2} (P_0 P_{0-1} - P_{0-1}^2).$$

$$dU_0 / dP_1 = k_{0-1} \cdot k_{0-2} \cdot P_0 - k_{0-1} \cdot k_{0-2} \cdot 2 \cdot P_{0-1} = 0.$$

$$k_{0-1} \cdot k_{0-2} \cdot P_0 = k_{0-1} \cdot k_{0-2} \cdot 2 \cdot P_{0-1} \cdot 2 \cdot P_{0-1} = P_0.$$

Таким образом, оптимальные P_{0-1} и $P_{0-2} = P_0 / 2$. Аналогичные результаты получаются и при большем количестве $n_{y,k}$, то есть оптимальное распределение ресурсов между элементами предмета, завершающими раскрытие его структуры по правилам I,

имеет место, когда $P_{k,i} = \frac{P_0}{n_{y,k}}$.

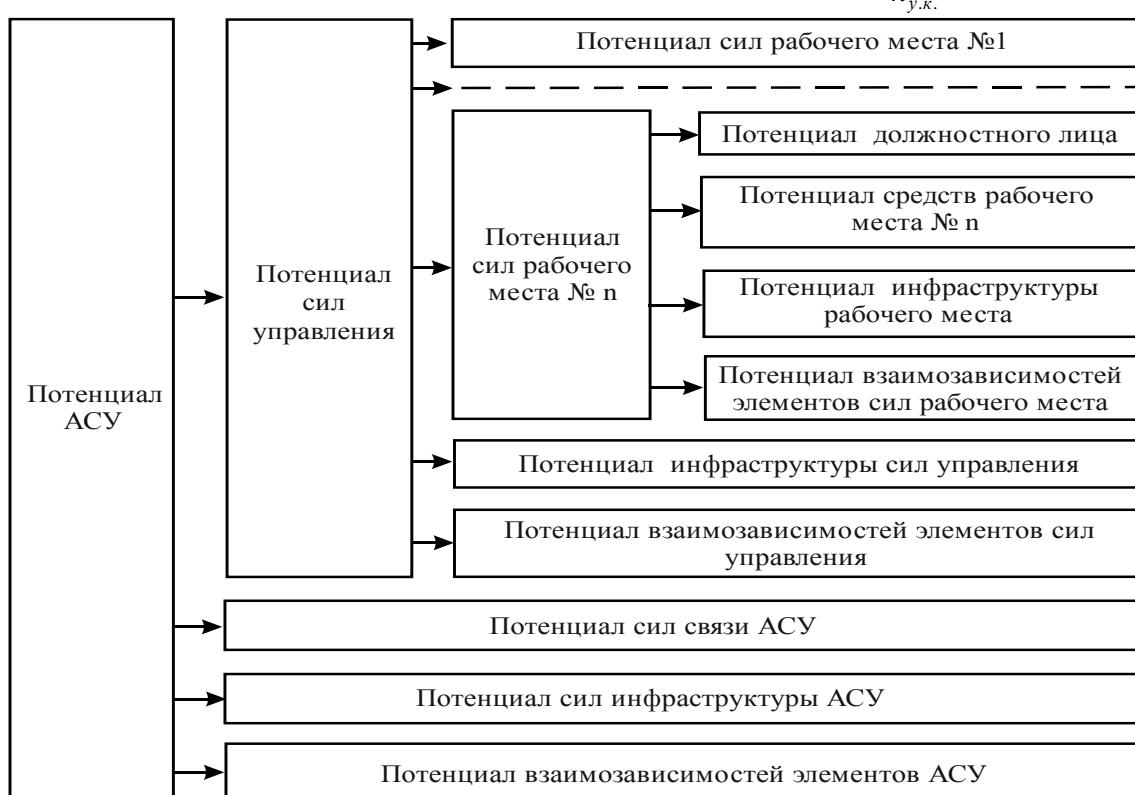


Рис. 2.1. Фрагмент варианта структуры потенциала АСУ.

Для оценки влияния на величину потенциала предмета отклонений от оптимального распределения ресурсов, обеспечивающих его жизненный цикл, раскроем выражение относительного потенциала предмета, структура которого отвечает правилу I, (отношение потенциалов предмета, когда средства, обеспечивающие его жизненный цикл, распределены между его элементами не оптимально, к его потенциальному при оптимальном распределении средств между всеми его элементами)

$$U_{00.p.} = \frac{U_0}{U_{0.\max}} = \prod_{i=1}^{n_{\text{эл.}}} (1 + \Delta_i), \quad (2.3)$$

где $\Delta_i = (U_i - U_{i.\text{опт.}}) / U_{i.\text{опт.}} = (P_i - P_{i.\text{опт.}}) / P_{i.\text{опт.}}$. При этом очевидно, что сумма всех отклонений Δ_i равна нулю.

График на рисунке 2.2 построен с помощью компьютерной программы на основе выражения (2.3). Из выражения (2.3) следует, что относительный потенциал предмета не зависит от коэффициентов k_i и f_j и поэтому удобен для анализа влияния на него отклонений от оптимального распределения средств (ресурсов) между его элементами. Относительный потенциал предмета $U_{00.p.}$ подобен прочности физической цепи из звеньев с прочностью, эквивалентной $(1 + \Delta_i)$. Средства P_i эквивалентны массе звена цепи. Чем больше разброс по массе (толщине) звеньев, тем ниже прочность всей цепи, определяемой самым слабым звеном, ниже эффективность использования средств, обеспечивающих жизненный цикл предмета. Рисунок 2.2 показывает, как стремительно падает потенциал сложного предмета при ничтожных отклонениях распределения ресурсов от оптимального. Таким образом, при наличии отклонений от оптимального распределения ресурсов потенциал АСУ

$$U_0 = k \cdot P_0 \cdot \eta, \quad (2.4)$$

где k - коэффициент пропорциональности между U_0 и P_0 при оптимальном распределении ресурсов, η - коэффициент снижения потенциала АСУ, определяемый компьютерной программой исходя из величин отклонения от оптимального распределения ресурсов P_0 согласно выражению 2.3.

3. Развитие правила раскрытия структуры потенциала предмета. При раскрытии структур некоторых предметов встречаются случаи, когда условия первого правила раскрытия структур предметов не выполняются — снижение до нуля потенциала любого элемента предмета не приводит к падению до нуля потенциала предмета. В таком случае второе

правило раскрытия структуры потенциала предмета (**Правило II**): Если предмет может быть полностью и непосредственно определен (описан, охарактеризован) несколькими элементами (свойствами, характеристиками) (U_k) с одинаковой размерностью, увеличение потенциала (величины) каждого из которых ведет к увеличению потенциала (величины) предмета, а стремление к нулю уменьшает потенциал предмета, не меняет его смысл, предназначение и не обращает предмет в нуль, то потенциал такого предмета (U_0) равен сумме потенциалов всех его элементов U_k , умноженной на произведение коэффициентов взаимозависимости всех пар элементов потенциала предмета,

$$U_0 = \left(\sum_{k=1}^{n_c} U_k \right) \cdot \left(\prod_{j=1}^{n_f} f_j \right), \quad (3.1)$$

где n_c — количество элементов, отвечающих требованиям правила II.

На изображениях структур потенциалов предметов элементы, потенциалы которых перемножаются, предлагается изображать прямоугольниками, а которые складываются — эллипсами. Эти правила (первое и второе) представляет собой некоторое развитие теории структур известного математика Г. Биркгофа, который в основе этой теории видит две бинарные операции, аналогичные во многих отношениях обычному сложению и умножению [4]. Пример раскрытия структуры потенциала предмета с использованием первого и второго правила представлен рисунком 3.1, на котором изображен крайне малый фрагмент варианта структуры потенциала человека, профессиональная разработка которой до сих пор не проведена, несмотря на острую в высшей степени необходимость в ней структур потенциалов эргатических систем.

Заключение. Предложена технология раскрытия структур потенциалов предметов различной природы и сложности, которая позволяет выявить:

- а) количественные соотношения потенциалов всех специфических элементов предмета, облегчая и конкретизируя его анализ;
- б) размерность потенциала предмета любой природы и сложности;
- в) суть и величину потенциала формы предмета, представляющую собой произведение коэффициентов взаимозависимости f_j всех пар потенциалов элементов содержания предмета (взаимного расположения элементов поверхности предмета однородного содержания);

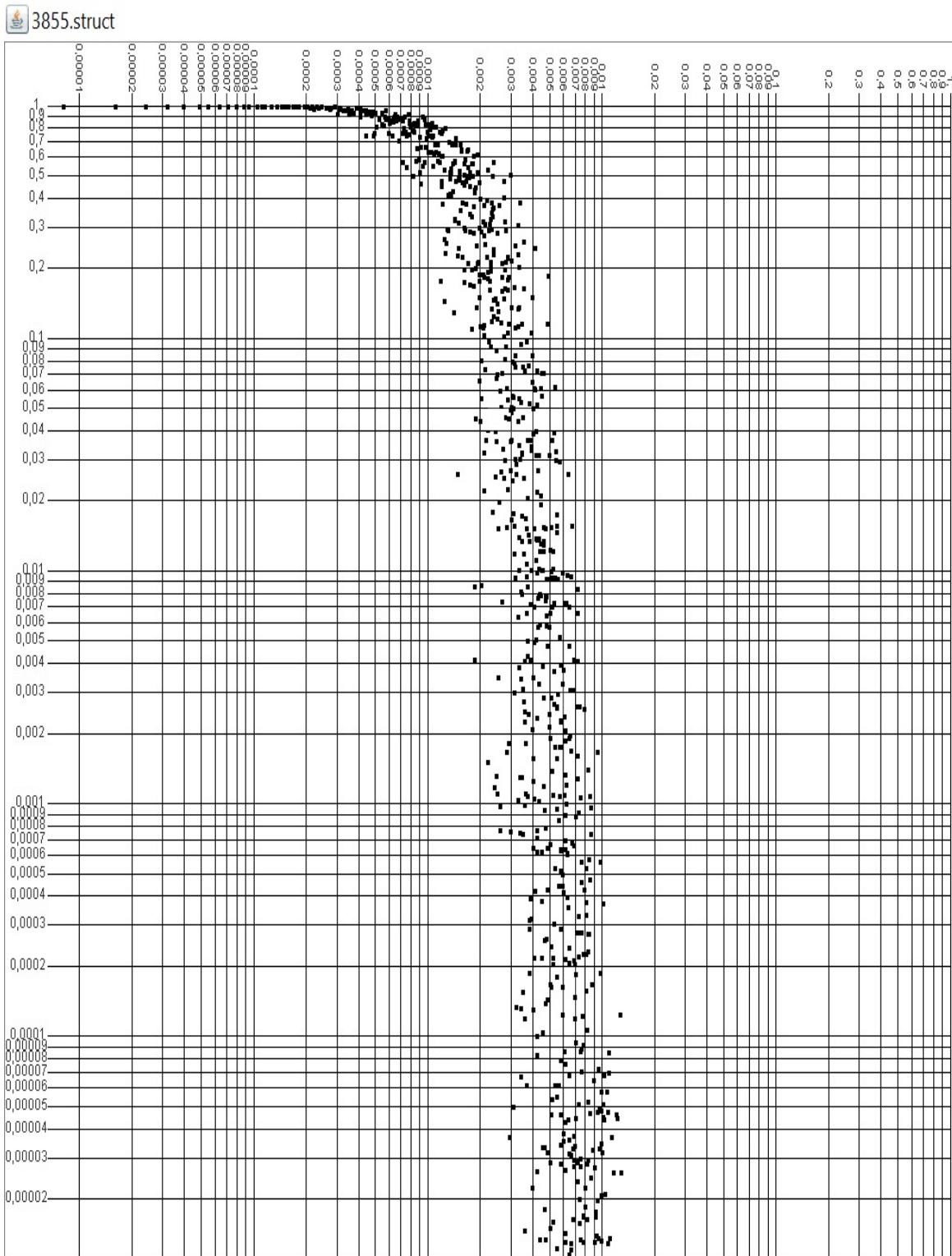


Рис. 2.2. Зависимость величины нормированного потенциала предмета от отклонений от оптимального распределения между элементами предмета ресурсов, обеспечивающих его жизненный цикл.

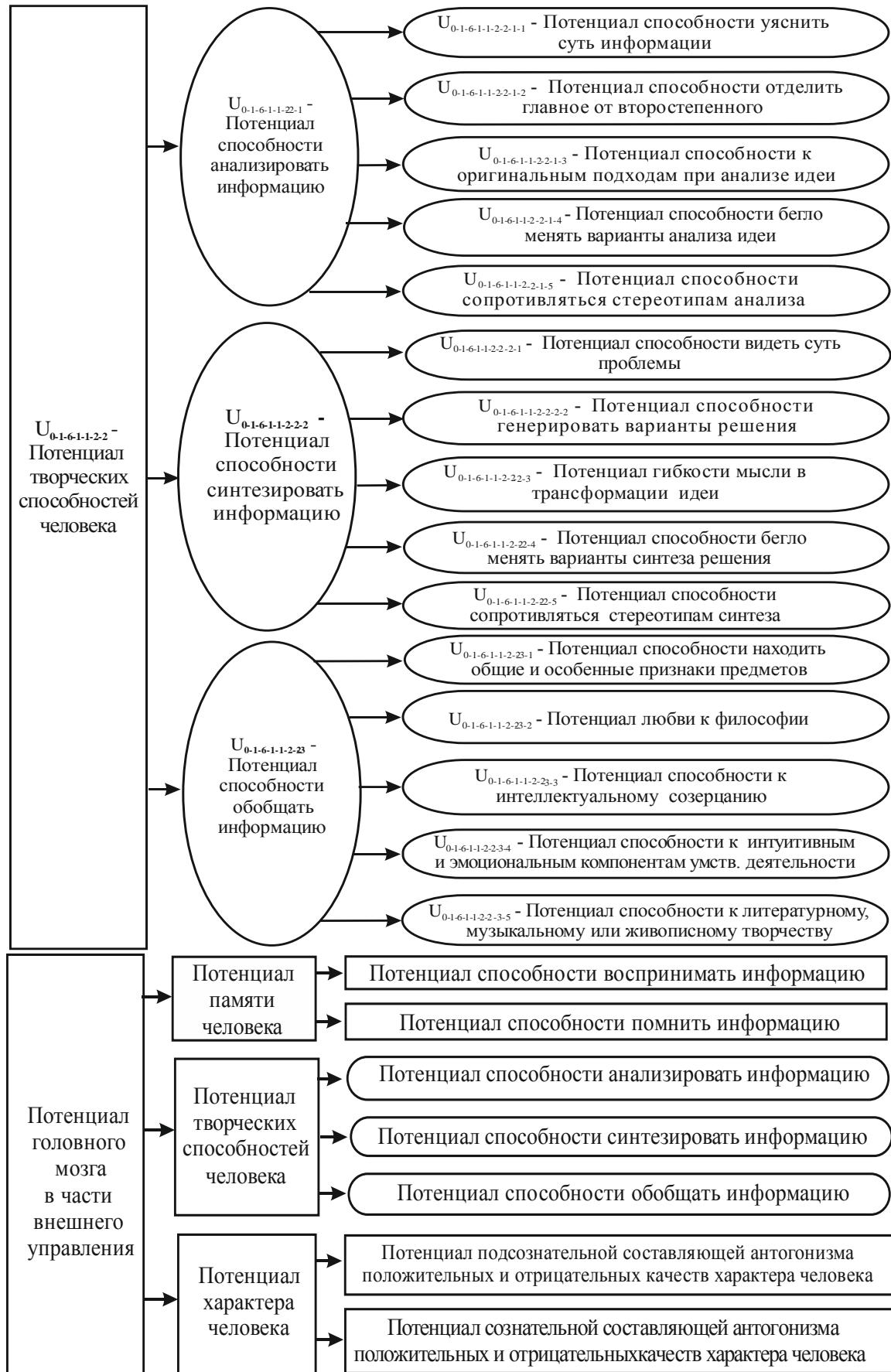


Рис.3.1.

Фрагмент варианта структуры потенциала головного мозга человека в части внешнего управления.

г) величины ресурсов, направляемых для обеспечения жизненных циклов всех специфических элементов предмета;

д) оптимальное по критерию цена-качество распределение ограниченных ресурсов между частями, обеспечивающими жизненные циклы всех элементов предмета, и условие равновесия системы;

е) зависимость величины потенциала предмета от отклонений от оптимального распределения ресурсов, обеспечивающих жизненный цикл предмета, между частями, обеспечивающими жизненные циклы элементов его структуры;

ж) структуру потенциала системы для построения ее математической модели и вносящее свой вклад в единую теорию структур предмета;

з) более точное определение зависимости между ресурсами и выпуском продукции по сравнению с предлагаемой производственной функцией Кобба-Дугласа ($Q = A \cdot L^\alpha \cdot K^\beta$), в отличии от которой предлагаемые правила позволяют при анализе как действующей, так и перспективной системы производства уйти от использования субъективно назначаемых величин константы A , коэффициента эластичности по труду — α и коэффициента эластичности по капиталу — β . Эти величины появились, чтобы учесть уже сложившиеся на момент анализа системы, но не раскрытые ее структурой, имеющие место и остающиеся отклонения от оптимального распределения ресурсов в ней и другие имевшиеся в ней ранее недостатки.

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PEDAGOGICAL SCIENCES

THE ROLE OF THE ENGLISH LANGUAGE IN TOURISM AND TOURIST DIFFICULTIES AND RISKS

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Abstract

This article discusses various issues related to problems of tourism international cultural exchange, risks of this activity as part of the economy, as well as the processes that affect the development of intercultural communication. The article reveals the importance of intercultural communication for international tourism activities, as well as describes the main directions in professional tourism education and the difficulties travelers have.

Keywords: cross-cultural communication, travel, risk, advantages, tourist expenses, tourism, English, cultural globalization.

In all ages, tourism has been the most important form of cross-cultural contacts, an effective means of mutual enrichment of different cultures. We can say that the history of humanity is a history of travel. It will remain so in the foreseeable future, in which tourism will play a unique role in strengthening the already existing common cultural fund and deepening the spiritual and moral solidarity of humanity.

Tourism as part of the economy. Today tourism is a growing industry. The benefits of tourism include employment opportunities, service industries, foreign exchange earnings, recreation opportunities, economic growth, cultural exchange, improved international relations, enjoyment, improved health and social well-being.

Cultural contacts have taken place at all times and in all regions of the globe. Interaction between cultures is an integral part and essential component of the cultural and historical process. But the process of their qualitative transformation, transformation into the world, in the sense of global interdependence, began only in modern times. Cultural contacts, while continuing to be an incentive for distinctive national development, have become a factor in the process of world integration, a means of forming a unified system of world relations.[1]

And this trend is quite natural – the process of self-development of cultural systems involves the constant interaction of their constituent structural units. It is possible under the condition of a mutually enriching dialogue of cultural worlds, each of which reveals its semantic depths and uniqueness in the zone of cultural communication.

The specificity of the tourism industry lies in the fact that the product produced is completely or partially intangible, and the effect of the service is assessed by the consumer under conditions of a certain emotional state, depending on a huge number of factors, including such subjective characteristics of the tourist as upbringing, age, cultural traditions of the population, the representative of which is the guest, the concept of comfort, habits, well-being or psychological state at the time of receiving the service, physiological

characteristics of the body, etc. New impressions, a charge of positive emotions, interesting people, beautiful views, broadening one's horizons, it seemed to be great. But travel is indispensable.

First, I want to write about the benefits of tourism. Foreign Currency Earnings: Many tourist destinations attract large numbers of foreign tourists. This helps the country to earn foreign exchange.

Entertainment: Camping makes everyday life easier. Changing the place, social circle, surrounding culture and climate helps the traveler recharge their mind, body and spirit.

Economic growth: tourism helps the country's economy develop. It helps local people to earn their living. Tourists spend lavishly on vacation. The local residents of the cities who are involved in helping tourists make a very good income.

Lastly, this is acquaintance with new people: a new culture helps local residents learn more about the national character of people of another country or region of the Republic of Kazakhstan. Human relationships also help build international relations outside of politics.

Disadvantages of tourism include increased costs, labor intensity, environmental risks, loss of architecture and ecological balance, increased waste, damage to wildlife, and disruption to socio-economic and cultural conditions.

The challenge or experience for a tourist is, first of all, to go on vacation to another country without knowing the language. If you do not know the banal check-in at a hotel or a trip to the store, in one word you will start your journey unsuccessfully. You will have to actively gesticulate, draw something, explain for a long time, or even run, jump. If you are a true specialist in tourism, then you must not only be able to decipher all the wishes of the client, take into account financial possibilities, but also make the trip truly unforgettable. The first problem faced by foreigners in Kazakhstan is the low level of English proficiency. From getting medical help (it is very difficult to find a doctor who speaks English), to the usual purchase of train tickets. They are stopped by the police and cannot explain what

they want from a foreign guest - they use gestures. Hotels must speak English, it is not always possible to find an English speaking employee.

Tourism has its advantages, such as the ability to travel and visit different countries, large incomes, which are seasonal. This profession includes not only travel but also personal expenses. Therefore, it is always worth carrying spare cash with you. They can be very helpful in an emergency. For example, if your card is blocked or your wallet is stolen. Money "just in case", of course, should not be carried in a wallet and stored separately from valuable things. But what to do if you were robbed: cut off your bag, pulled out your wallet? First inform the team leader, and then - the police immediately! If documents are stolen, you should contact the consulate - they will help. If bank cards are stolen, urgently call your bank with a request for blocking.

Get travel insurance. Insurance costs very little and can save you in the event of a problem. Everyone is sure that nothing will happen on the trip, but anything can happen, and it is better to be prepared. If you go to a hospital without insurance, you will have to pay a lot more.

I will leave here tips for all cases of various events while traveling (not only while traveling):

- Never ever panic, so that it does not happen, keep calm and a cold mind, act deliberately, without haste. You can handle it.

- If you are not traveling alone, try not to spoil the rest and mood of your loved ones, relatives and simply companions, do not "turn the arrows". What are they to blame? Even so, treat the situation with a bit of humor - it will definitely work!

- Know your rights, anytime, anywhere.

Vacation travel is good for your health. But hectic travel can be stressful and have the opposite health effects. It can also lead to environmental hazards such as pollution from cigarettes, car exhaust, plastic bags, and disregard for rules and regulations for natural and cultural artifacts. Tourism can be detrimental to socio-cultural characteristics. Local residents humiliate themselves in order to earn more or begin to imitate someone else's culture, a new way of life, and someone else's mores.

Tourism attracts huge spending on a portion of the tourists. Travel expenses include car rentals, hotel and resort rentals, food costs, and so on. This increases a person's overall expenses.

Of course, risk is inherent in any field of human activity, including tourism, which is associated with many conditions and factors that affect the positive outcome of decisions made by people.

For tourists, the most important issue is the responsibility of the tour operator for the full provision and quality of the promised services. Along with the growth in the number of tourist trips, the number of conflicts and claims to the quality and volume of tourist services is steadily growing. But the tour operator and the quality of his work are not the only "source" of risks for tourists. Natural disasters, sudden illnesses, accidents are beyond the control of anyone, therefore, in order to more or less successfully control risks in the

tourism sector, it is necessary to have a systematic understanding of them and possible ways of countering their consequences.

Risks must be classified in order to successfully deal with them. First, you need to divide the risks by their bearers. In tourism, these are the risks of tourists and the risks of travel agencies. Then, for each bearer of risks, it is necessary to organize them according to the classes of objects to which they threaten, the causes of their occurrence, the possibility of influencing the risks.

The risks that a tourist is exposed to while traveling are divided into the following groups:

- consumer risk;
- risks threatening life and health;
- property risks;
- risks of civil liability.

The tourist's consumer risk consists in the failure to provide services included in the tour package, or in the provision of services of insufficient quality. For troubles caused to customers, the tour operator is responsible, which is obliged to compensate for the damage. The level of consumer risk depends on many factors:

- average trip duration;
- type of tours (cruise, beach, health, educational, religious, business, event, ecological, extreme, etc.);
- the number of services included in the tour package;
- the nature of the sale of tours (terms of booking and payment);
- seasonality.

Transport is one of the most threatening areas for the life and health of tourists. The carrier is usually responsible for the consequences of transport risks, the boundaries and norms of such liability are established by national legislation, and for international transport - by interstate agreements.

A specific component of property risks is the tourist's financial risk, which consists in monetary losses in case of cancellation of the planned trip and return of the voucher.

Knowledge of a foreign language, especially English, also plays an important role. Knowledge of English is a very important factor for the employees of the tourism industry and for the tourists themselves. If you speak English, you get many benefits:

- communicate with people around the world;
- conducting conversations in international chats and groups;
- the ability to travel around the world;
- the opportunity to learn a lot of new and interesting things about the life and culture of other countries and nations.

Thus, the education of specialists for international tourism activities, contact personnel of the tourism and hospitality industry in the current conditions of globalization cannot be considered effective if it is not based on the principle of interculturality. According to the researchers, the effectiveness of international tourism education based on the principle of interculturality should be associated with the ability, capacity and willingness

of tourism and hospitality professionals, tourism managers not only to ensure sustainable tourism development, sustainable forms and practices of management, but also to create conditions for interaction and mutual understanding between communities, their cultures and heritage . Strengthening the role of foreign languages in the curricula of tourist universities in both quantitative and qualitative indicators will contribute to improving and improving the effectiveness of intercultural communication in the field of international tourism.

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FOREIGN LANGUAGE COMMUNICATIVE COMPETENCE OF HIGH SCHOOL STUDENTS IN INTERCULTURAL DISCOURSE

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ИНОЯЗЫЧНАЯ КОММУНИКАТИВНАЯ КОМПЕТЕНЦИЯ УЧАЩИХСЯ СРЕДНЕЙ ШКОЛЫ В МЕЖКУЛЬТУРНОМ ДИСКУРСЕ

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Abstract

The article presents the main characteristics of the conditions of harmonious intercultural interaction for the formation of foreign-language communicative competence of high school students. The development of the student's personality, and accordingly, the increase in foreign-language communicative competence, occurs as language activity becomes more complicated, while in the discourse there is an interaction of various types of knowledge and a concept is formed as a combination of all types of special knowledge (from the simplest cultural units to complicated language turns).

Annotation

In the article, the main characteristics of the conditions of harmonious intercultural interaction for the formation of foreign-language communicative competence of high school students are presented. The development of the student's personality, and accordingly, the increase in foreign-language communicative competence, occurs as language activity becomes more complicated, while in the discourse there is an interaction of various types of knowledge and a concept is formed as a combination of all types of special knowledge (from the simplest cultural units to complicated language turns).

Keywords: Communicative competence, intercultural communication, discourse, integration, information space.

Ключевые слова: Коммуникативная компетенция, межкультурная коммуникация, дискурс, интенция, информационное пространство.

В настоящее время межкультурная коммуникация приобретает особое значение в качестве основного социального механизма взаимодействия различных культур. С расширением информационного пространства сети Интернет, усиливается сфера социально-культурного взаимодействия

представителей различных культур, на основании чего происходит рост академической мобильности пользователей.

В процессе взаимодействия определяются главные константы контрастов в коммуникациях, определяющих содержание общения в зависимости

от характеристик взаимодействующих представителей культур.

Происходящее активное межкультурное взаимодействие является системой динамических отношений субъекта с миром, - в течение всего процесса происходит распределение окружающей среды и определение в ней субъекта. Согласно деятельностной теории, деятельность субъекта здесь рассматривается двойственno: как внутренняя, направленная на утверждение личных концепций и категорий, и внешняя – освоение символов и предметов определенной сферы деятельности. В деятельности субъект оперирует множеством культурных кодов, одним из которых является язык.[1]

Интегративность деятельности определяет дискурс, выступающий как вербально опосредованный процесс межкультурной коммуникации. В дискурсе происходит формирование иноязычной коммуникативной компетенции личности учащегося, где личность является субъектом деятельности, в процессе деятельности происходит формирование коммуникативной компетенции личности, в ходе вербально опосредованной деятельности учащийся овладевает иноязычной коммуникативной компетенцией, так как сфера деятельности межкультурная.

Поскольку коммуникация участников в межкультурной среде носит кумулятивный характер, можно говорить о стратификации концепта и об освоении различных условий коммуникации в разных типах дискурса.

Концепт «родная культура – иная культура», являющийся основой коммуникации, закрепляет границы информационной среды. Этот аспект является показателем межкультурного взаимодействия, но и, одновременно, является противопоставлением культур. Другая культура может восприниматься как чуждая, непонятная, неправильная, некомфортная по сравнению со своей «родной культурой».

Иноязычную коммуникативную компетенцию следует трактовать как вербально опосредованную деятельность, предполагающую коммуникацию представителей, принадлежащих различным культурам, и обладающих разными языковыми компетенциями.

Формирование иноязычной коммуникативной компетенции обусловлено готовностью учащихся к общению и достижению взаимопонимания с носителями иностранных языков, при этом реализуется формирующий аспект развития способности учащихся в реализации коммуникативного речевого поведения на основе социолингвистических и страноведческих знаний в рамках различных ситуаций общения.

В ходе коммуникации учащийся видит бытнюю проблему, в связи с чем, он начинает осмысливать, рассуждая на иностранном языке. При этом – основным здесь является сама мысль о возникшей проблеме и путей ее решения языковыми средствами в контексте языковой культуры.

Коммуникативная компетенция учащихся – понятие многогранное, аккумулирующее природу

общественно значимых и языковых аспектов величин. Так, например, само по себе говорение, чтение и письмо школьника показывает степень овладения им речевой деятельностью и научением воспроизведению языковых символов. Однако, аспектом речевой компетенции здесь является – умение планировать свое речевое поведение и управлять им.

В связи с этим, следует обозначить и другие важные составляющие коммуникативной компетенции: языковую компетенцию, и соответственно – социально-культурную, компенсаторную и учебно-познавательную. Для языковой коммуникативной компетенции будут характерными сформированные навыки систематизации усвоенных ранее знаний, овладения иными языковыми приемами для увеличения числа языковых единиц, оперирования языковыми средствами принепосредственным общении в выбранной сфере коммуникации.

Социокультурная компетенция предполагает, в свою очередь, умение учащегося выделять общие и отличные характеристики в культуре своей страны и других стран. Компенсаторская компетенция способствует решению проблемы выхода из положения дефицита языковых средств, при реализации передачи информации способами иных языков. Сущность учебно-познавательной компетенции заключается в способности самостоятельного удовлетворения познавательных интересов в процессе овладения умением анализировать информацию, синтезировать данные и оценивать результаты. Совокупность всех составляющих коммуникативной компетенции способствует овладению учащимися языковыми, лингвострановедческими и социокультурными знаниями.

В настоящее время особо актуальной становится проблема развития межкультурного компонента в обучении иностранному языку учащихся средней школы. Информационное пространство Интернет является эффективным средством погружения учащихся в культурную среду языковой группы или страны в целом.

Главным здесь является практическое участие школьника в коммуникативной деятельности, являющейся основным условием для решения образовательных, воспитательных и развивающих задач обучения. В процессе социокультурного освоения присутствуют основные формирующие компоненты компетенций: лингвистический, деловой, страноведческий и культурный [2], являющиеся основополагающими при восприятии картины окружающего мира и становления мировоззрения школьника.

Однако, наличие языкового барьера не является основанием осуществления неполнценной коммуникации. Межкультурные барьеры определяются более сложными для преодоления - от понимания коммуникативного поведения представителей иных культур.

Действительно, для носителей конкретных лингвокультур характерно восприятие действительности через призму своей культуры. Умение воспринимать чужую культуру с пониманием ее

особенностей, ценностей, позволяет быстрее приобщиться к новой социально-языковой среде. Таким образом, учащийся адаптируется к восприятию иной культуры, народных традиций, ценностей, образа жизни других этносов и проводит сравнение со своей культурой – традициями, общественным достоянием, языком.

По словам Ж. Деррида, «какими бы разнородными ни были сущностные структуры различных конструированных языков и культур, перевод в принципе есть задача всегда возможная: два нормальных человека всегда априори будут обладать сознанием своей общей принадлежности к одному и тому же человечеству, живущему в одном и том же мире». [3]

Имеющийся опыт взаимодействия показывает, что знания об иноязычной культуре лучше усваиваются учащимися при сопоставлении с теми знаниями, которые они усвоили в родной культуре. Новое понимание мира, нетрадиционные мнения, установки, ценностные ориентации, традиции сопоставляются с теми, которые уже были усвоены в процессе социализации, в связи с этим, не происходит конфликта между привычным и новым. Исследование особенностей культуры повышает мотивацию учащегося к освоению нового языкового пространства.

Язык и культура представляют собой единство, в котором ведущим компонентом является культура. Языковая коммуникация, являясь, по своей природе, социально интегрированным действием, определяет монолог культуры. Усвоение языковой системы изучаемой культуры способствует установлению взаимопонимания между народами, поскольку каждое слово другого языка отражает другой мир и другую культуру, за каждым словом стоит обусловленное национальным сознанием представление о мире. Исследуя другую культуру, учащийся формирует культуру мира в своем сознании посредством сравнения языковых явлений, обычаяев, искусства, жизненного уклада представителей иных культурных традиций.

Для успешного овладения иноязычной коммуникативной компетенцией необходимо сочетание нескольких компонентов: стимула к использованию языка как средства общения, способности школьника к овладению иностранной языковой деятельностью и непосредственный доступ к языку и культуре другого народа. Эффективность овладения языком зависит от готовности учащегося к интеграции в новую социокультурную среду.

Знания о культуре страны могут быть усвоены учащимися, при условии, если выстроено взаимодействие, при котором бытийная проблема рассматривается с нескольких позиций: на национальном и глобальном уровнях. Т.е. учащийся должен быть осведомлен о многообразии и ценности различных культур, уметь ориентироваться в культурной среде современного глобального общества, быть способным к участию в диалоге культур. В ходе коммуникации школьник проводит оценку межкультурных контрастов, используя механизм

стереотипизации при интерпретации коммуникативной среды и ее участников.

При этом, культурологические границы участников коммуникации не являются статичными, а изменяются в процессе коммуникации. Толерантность есть сформированное отношение в рамках осведомленности и межкультурных различиях и границах. Учащийся, характеризующийся толерантным отношением к участнику культурной коммуникации, следует принципу уважения иных культур в процессе собственной социализации в социуме, тем самым совершая дискурс собственного существования.[4]

В соответствии с принципом системной конгруэнтности действие языковых и культурных кодов согласовывается с интерпретацией знаковых обозначений этих систем.

Иноязычная коммуникация, являющаяся дискурсивной деятельностью, представляет собой процесс воспроизведения участником коммуникативного акта конкретных интенций и соблюдения условий общности коммуникации, с целью решения социальных и когнитивных задач.

Тематический репертуар отражает двоякую сущность каждого дискурса, который обусловлен особенностями социокультурной ситуации его участников – этнической и национальной принадлежностью, культурой, ситуация коммуникации и др.). Дискурс межкультурного взаимодействия в рамках одной культуры предполагает наличие общего стиля поведения, интересов и целей участников.

Носители разных языков как представители разных культур формируют тематический репертуар дискурсов в зависимости от контекстуальных ограничений. Каждое языковое сообщество обладает своим, чаще всего имплицитным кодом, определяющим социально-ролевые правила коммуникации (создание дискурса, интерпретация интенции участника и др.). Понимание, принятие и выполнение этих правил является условием успешной коммуникации. Истинное понимание любого дискурса зависит, с одной стороны, от когнитивных способностей коммуникантов, а с другой стороны, от контекста.

Этим объясняется различие воспринимающими одного и того же текста разными рецепторами в зависимости от различий в их мнениях, стереотипах.

Современное образование, в рамках личностно-ориентированного обучения, предполагает учет потребностей учащихся в коммуникативном действии в сети Интернет, так как это дает преимущество в повышении мотивации школьника к диалогическому общению. Такая ситуация способствует проектированию специальных обучающих модулей, направленных на формирование компетенций учащихся в виртуальном социальном пространстве.

В настоящее время имеется необходимость создания специальных методических пособий для поэтапного обучения в сети иноязычной коммуникации, основанием создания которых будет являться

функционально-практический аспект. Естественная среда виртуальной коммуникации будет являться важным условием планирования тактических и стратегических задач в соответствии с законами Интернет-коммуникации в глобальном масштабе.

Структура учебного пособия может содержать части этической, pragматической направленности, обучающих аспектов и компонентов межкультурного взаимодействия. При этом следует отметить важность проектирования упражнений, по формированию компетенций учащихся с учетом лингвистических особенностей.

С одной стороны, они должны быть направлены на обучение формулированию лексических единиц в устной и письменной форме с соблюдением основных требований к коммуникативному общению, с другой стороны - применимы к конкретной коммуникативной ситуации. Подготовленные упражнения должны нацеливать учащихся на выполнение коммуникативно-практической задачи, что соответствует требованиям современного коммуникативно ориентированного обучения. Прагматический аспект заданий будет предполагать распознавание интенций собеседника, и далее - формирование реакции на высказывание.[5]

В настоящее время социальные сети Интернет являются современным инструментом осуществления межкультурного диалога и ресурсом применения новых методических средств изучения языков. Учет положительных аспектов лингвообразовательной среды важен при проектировании методических разработок изучения иностранных языков учащимися средних школ. Такими прагматическими аспектами, с позиции научения, являются: проявление самостоятельности учащегося в процессе обучения, интерактивный режим контроля учителя, наличие постоянной обратной связи учителя и учеников, возможность коллективной коммуникации, использование различных форм взаимодействия и др.

В этом случае, будет осуществляться иноязычная коммуникация как взаимосвязанная учебная деятельность в виртуальном режиме в форме образовательного сообщества, для которого будут характерны индивидуализированный образовательный процесс, возможности мгновенного получения и предоставления рефлексии, и снижение вероятности неадекватного оценивания учебного результата.

Технологизация учебного процесса подразумевает создание преподавателем необходимых условий обучения в рамках виртуального пространства. Формами обучения могут стать различные сообщества по интересам изучения культур, что будет способствовать внедрению новых технологий изучения основ языка, преодолению психологических барьеров и облегчит налаживание прямой коммуникации.

Школьники охотно используют при обучении интерактивные формы общения - учебная группа демонстрирует развивающуюся сплоченность, уча-

щиеся начинают чувствовать себя друзьями, общаются на темы, не входящие в содержание курса, терпимо относятся к ошибкам и затруднениям других участников, оказывают помочь друг другу в освоении нового и закреплении изученного материала.

В процессе обучения могут быть использоваться ресурсы социальных сетей, пользователями которых являются участники других стран, как представители иных культур. При таком взаимодействии учащиеся смогут получить опыт взаимодействия по соблюдению сетевого этикета и сетевой безопасности, соблюдению авторского права, а также соблюдение прав и интересов других участников сообщества.

Таким образом, формирование компетенций происходит с учетом компонентов иноязычной коммуникации – мобильности, открытости, готовности к диалогу, толерантности и эмпатии. Умение правильно и своевременно пользоваться арсенал языковых средств, учитывать контекст и другие особенности ситуативного общения, стремиться к достижению целей разнообразными языковыми и речевыми способами — главная педагогическая цель при формировании иноязычной компетенции в межкультурной коммуникации.

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PHILOLOGICAL SCIENCES

VIDEO AS A MEANS OF GENERATING LEXICAL SKILLS IN AN ENGLISH LESSON

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ВИДЕО КАК СРЕДСТВО ПОЛУЧЕНИЯ ЛЕКСИЧЕСКИХ НАВЫКОВ НА УРОКЕ АНГЛИЙСКОГО ЯЗЫКА

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Abstract

The article analyzes the most effective methods and techniques for the formation of lexical skills. The stages of working with video materials are considered. The relevance of this article is determined by the use of video to form lexical skills, which has great opportunities to enrich the lexical minimum and vocabulary in the process of learning English language. Aim of the research is to identify the most effective methods and techniques for the formation of lexical skills, as well as to develop a set of exercises for the formation of lexical skills, using video materials. The object of the research is the formation of lexical skills using video materials in the process of teaching a foreign language at school. The subject of the research is various educational films and cartoons as a means of forming lexical skills in the process of teaching a foreign language at school.

Аннотация

В статье проанализированы наиболее эффективные методы и приемы формирования лексических навыков. Рассмотрены этапы работы с видеоматериалами. Актуальность данной статьи определяется использованием видео для формирования лексических навыков, который имеет огромные возможности для обогащения лексического минимума и словарного запаса в процессе изучения английского языка. Целью исследования является выявление наиболее эффективных методов и приемов формирования лексических навыков, а также разработка комплекса упражнений на формирование лексических навыков с использованием видеоматериалов. Объект исследования - формирование лексических навыков с использованием видеоматериалов в процессе обучения иностранному языку в школе. Предмет исследования - различные учебные фильмы и мультфильмы как средство формирования лексических навыков в процессе обучения иностранному языку в школе.

Keywords: video materials, formation, authentic materials, self-motivation, lexical skills, educational process, training, language communication.

Ключевые слова: видеоматериалы, формирование, аутентичные материалы, самомотивация, лексические навыки, образовательный процесс, обучение, языковая коммуникация.

English is the most important means of communication, without which the existence and development of the human community is impossible. The whole world is gradually turning into a single multi-ethnic community, this is primarily due to the process of globalization. We can safely say that the 21st century is the age of communication. Learning a foreign language is a long process and requires a lot of work and effort. A foreign language is a means of communication, learning, receiving and accumulating information. In the modern world, foreign language communication has determined the need to master such types of speech activity as speaking and understanding foreign language speech by ear, reading and writing.

Currently, the study of English, is becoming a necessary component of the intellectual and practical activities of most people. Success in mastering the English language largely depends on the method of work of the teacher, his ability to use various modern technologies in the context of solving educational problems. The large amount of information that students need to learn encourages them to look for new, more effective methods, teaching tools that would allow them to give more information in the same unit of study time, as well as to present it more vividly, accessible and emotionally, so that it is easier to perceive and better remembered by students. A partial

solution to this problem is facilitated by the use of authentic animated films [1].

The teacher is faced with the task of creating conditions for communication in a foreign language lesson, using various methods and techniques of work (role-playing games, discussions, projects, etc.), using non-standard forms of work, new technical means of teaching, and all this in order to form a positive attitude to the subject and motivation for its study.

The very concept of authentic materials appeared in the methodology not so long ago, which is associated with the modern setting of goals for teaching a foreign language. In modern foreign and domestic methods, the term "authentic materials" has almost replaced the term "original materials", which was used earlier.

Nowadays videos, films and TV are not only part of people's daily activities, but they also have become an important part in our education both inside and outside the classroom. The use of video materials in English lessons develops two types of motivation: self-motivation-when the video itself is interesting and carries relevant information for students; and motivation, which can be achieved by showing the student that he understands the language he is learning. This is an important point, since the motivation depends on the student's faith in their own strength and desire to improve themselves. It is necessary that students get satisfaction from the video precisely because they understand the language they are learning, and not just because of the fact that the screen has a bright picture and an interesting plot. Many native and foreign researchers-methodologists pay great attention to the problem of selecting authentic video materials for foreign language lessons. Foreign methodologist Matthew Peacock gave the following definition of authentic material: "authentic materials is the materials that have been produced to fulfill some social purpose in the language community"[8]. Martinez also gave his definition of authentic materials: "Authentic would be material designed for native speakers of English used in the classroom in a way similar to the one it was designed for". Referring to the New Dictionary of methodological terms and concepts, edited by E. G. Asimov and A. N. Shchukin, we found out that "authentic materials are materials for language learners that are used in the real life of the country of the language being studied. These include newspapers and magazines, transport tickets, theater tickets, letters, advertising, radio and television programs, ads, etc. "[2].

K.S. Krichevskaya equates authentic materials not only with genuine works of folklore, literature, art and music, but also with everyday objects. In our opinion, audiovisual materials such as information TV programs, news bulletins, weather forecasts, and informational announcements should undoubtedly be referred to the concept of "pragmatic materials"[3]. For elementary school students, children's shows and cartoons may be suitable. The use of such materials is necessary and extremely important, since they create the illusion of participation in the real life of the country of the target language, and this, in turn, stimulates students to further study the language and increases their motivation

to learn. She gives the following definition to authentic materials: "these are texts borrowed from the communicative practice of native speakers" [4].

Analyzing the works of various authors who have been working on this topic for a long time, I can single out the following criteria for selecting authentic video materials:

- materials must correspond to the level of language training of students in terms of language content;
- the subject of the video should be relevant;
- do not forget about the quality of sound and graphic design;
- the features of the genre must correspond to the set educational goals and objectives, as well as the interests of the students;
- it is necessary to take into account the regional specificity of the selected video-materials.

In order to choose video material for the classroom, topics must be chosen based on students' interest and their level of English proficiency, as well as cultural aspects. The design of listening cycles is an important consideration, which involves selecting the content of the video or audio recording and dividing it into sections for presenting in stages to learners [5]. Instructors can design cycles of activities in which learners can participate. The instructor should also be a reflective observer in order not to distract the learners' attention from the video. Therefore, it would be very beneficial for instructors to select video materials that are conducive to language learning. Learners are more motivated to cope with the instruction when given the opportunity to study with the use of video materials. Modern methodologists distinguish several stages of working with video materials: the preparatory stage (pre-viewing), the stage of viewing (while viewing), the post-demonstration stage (post- or after-viewing), you can also highlight the creative stage.

Pre-viewing

Any pre-viewing activity will be associated with developing learners' comprehension strategies. Native speakers use many strategies to aid comprehension and these strategies can also be applied to learning a second language.

Activities:

- Tell learners they are going to watch/listen to a story/advert/news report about.... What do they expect to hear and see?
- Class discussion about video topic.
- Learners do quiz on topic of video. The quiz could be True/False or open-ended questions.
- Give learners two minutes to brainstorm vocabulary connected to topic.

While-viewing

In most cases you will want the learners to watch the video or video extract more than once. The aims for watching the video for the first time and further times will probably be different. Tasks completed while viewing a video for the first time are commonly associated with developing listening skills and in particular listening for global understanding. Activities for a second or third viewing are often associated with providing information (to provide content relevant to students'

needs and interests) and presenting or reinforcing language (grammar, vocabulary, functions).

Activities:

- Developing listening skills
- Learners watch video to confirm predictions made in pre-viewing activity
- Learners answer comprehension questions
- Teacher stops video and asks learners to predict continuation
- Providing information
- Learners make notes about content that will be used in post-viewing activity. This could be information they have heard or information they have seen.

Post-viewing

Post viewing activities are often connected to the idea of using language that came from the video or the video could simply have been used as a stimulus and the post viewing tasks are not connected in any way to language found in the video.

Activities:

Using language

- Learners read story/news report and compare it with the video
- Learners act out/record own version of video
- Learners write similar dialogues to one they heard on the video

Project work

- Make posters/wall displays
- Use Internet to find out more information about topic

Students also like the activities after the film watching, when they go beyond the film – discuss the issues, reimagine the characters in new scenarios created by them. In this process the teacher is a participant because she/he participates in the activities while teaching a foreign language through video/ film. She/he should know the materials and all the details about them. This helps the students feel comfortable and facilitates learning. Taking into consideration all these, the teacher should prepare to promote active viewing and successful language learning. This means that s/he must be familiar with the video materials before they are used in class, then s/he should develop a plan for each video unit and encourage active viewing. To promote comprehension, she/he should prepare viewing guides which are easy and related to the language level of the students. In class the teacher can step in the process whenever she/he wishes; she/he can stop, start and rewind to repeat it for several times where necessary. Any selected short passage from the film can be used for intensive study.

Summing up, it should be emphasized that teaching a foreign language with the help of an authentic animated film will be successful only when this process is strictly controlled by the teacher, and also takes place in stages and includes a competent selection of specially developed techniques and exercises that will correspond to the set goals and objectives of training.

Using video in the lesson can help in solving the following tasks:

- increasing the motivation of learning;
- intensification of training;
- activation of trainees;

-independent work of students;

-improving the quality of students' knowledge.

It is a well-known fact that audio-visual materials are a great help in stimulating and facilitating the learning of a foreign language. Many media and many styles of visual presentation are useful to the language learner. That is to say, all audio-visual materials have positive contributions to language learning as long as they are used at the right time, in the right place. Language learning and teaching process, learner use his eyes as well as his ears; but his eyes are basic in learning. River claims that it clearly contributes to the understanding of another culture by providing vicarious contact with speakers of the language, through both audio and visual means. One of the most appreciated materials applied to language learning and teaching is, of course, video [6].

In recent years, the use of video in English classes has grown rapidly because of the increasing emphasis on communicative techniques. Being a rich and valuable resource, video is well liked by both students and teachers. Students like it because video presentations are interesting, challenging, and stimulating to watch. Video shows them how people behave in the culture whose language they are learning by bringing into the classroom a wide range of communicative situations. Another important factor for teachers that makes it more interesting and enjoyable is that it helps to promote comprehension. We know that deficiencies in vocabulary can make even a simple task very difficult for our students. Video makes meaning clearer by illustrating relationships in a way that is not possible with words, which proves a well-known saying that a picture is worth thousand words. A great advantage of the video materials is that they provide original and authentic input as they are produced originally for native speakers such as films, different TV programs, songs. Videos can be used in variety of instructional and teaching settings in classroom, as a way of presenting content, initiating discussion, for providing illustration for a certain topic and content, self-study and evaluation situations.

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TO CONCERN COMPUTER VISION PROFESSIONAL DOMAIN

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Abstract

The concept of the suggested paper deals with peculiarities of the computer vision language, the language of computers able to understand or interact with their surroundings. The analysis of the paper is concerned with the running standard the length of which comes to 15 pages (A size sheet), and that is about 45.000 printed signs to be regarded as a representative standard to be examined and analyzed. The analysis of the specialized vocabulary demanded various techniques to be used while studying it: the lexical and compositional, statistical, math and comparison approaches. Several protocols are composed during the investigation: the standard representation, the availability and statistics of specialized many component word combinations, and the conclusive one to proclaim the peculiarities of the studied vocabulary.

Keywords: computer, vision, semantic, environment, analysis, specialized, vocabulary, protocols etc.

The analysis procedure includes the goal of the studies to be presented like computer vision specialized vocabulary analysis to consist of the following task - analysis of the composition of the most frequent word combinations. The hypothesis suggested deals with the advanced idea to organize specialized computer vision vocabulary like a systematic list of many component word combinations, and professional verbs (of the Latin origin) to realize the phenomenon of computer vision vocabulary to be manifested like a specific organization of vocabulary units to be able to interpret a highly organized smart systems to be manifested as “computer vision”. The corresponding scientific and engineering knowledge demands an advanced modern specialized and sufficient smart vocabulary to be adequate to the corresponding science. The experimental program is developed like a staged process to skylight many components words combinations, prognosis to further evolution of the adopted represented vocabulary. The scientific novelty is dictated by the notion of the corresponding science sphere like computer vision. This modernized sphere of our time should be interpreted by the adequate modern vocabulary. The theory and significance of the suggested paper is based on the idea to use some specific vocabulary components (see above). New modern IT problems of American science and technology languages are presented through the specialized word combinations like the shortest and smart way to manifest the corresponding science and to fix the investigators' attention over to the perspectives of such investigations within the boarder lines of the established theory. We can say about the formulated theory of specialized lexemes, and lexical units to be regarded as sufficient components of the modern IT specialized smart vocabulary. The experience to have

analyzed such vocabularies is rather rich, and sufficient to formulate such specialized vocabularies theory. Such a theory is based on the experimental data to reveal the reasons of such types vocabularies formation.

The procedure

The computer vision vocabulary consists of many subdivisions to concern the design of modern deep detectors, object detection, major challenges, extending object detection etc. Each subtitle division is confirmed by its own mini vocabulary to realize the notion suggested by the subdivisions themselves. That is the running standard to display the following vocabulary lexemes peculiarities. The history of such peculiarities is defined by the science and engineering notions of the corresponding science. This vocabulary is complex, and the most of lexemes are specialized, and of the Latin origin. As for Germanic words they are not numerous; they are prepositions, conjunctions, irregular verbs, and not numerous lexemes of the common register like good, better, enough, all etc. as for the vocabulary composition it consists of many components word combinations. First let us present the shortest two components word combinations: location objects, primary tasks, usual intelligence, object detection, all the challenges, a major precursor, semantic understanding, the surrounding environment, industry researches, autonomous driving, rescue operations, brand recognition, visual effects, digitalizing texts, aerial images, a major challenge, the semantic gap, visual data, object detection, natural extension, classification problem etc. The above examples are only one small part of the standard chosen. The above two component word combinations carry very important science and engineering information. Despite the fact the very word combina-

tions are very short in length but the science and engineering notions programmed inside are very deep and sufficient. These word combinations are terminology word combinations, they are highly specified. They represent the nucleus of the notion to correspond to the science notion adequately. Such specialized word combinations are free over their composition. Each of them represent a matrix notion but they give the perspectives to further evolution. For ex., digitalizing texts is considered like a very learned and specialized word combination of the Latin origin (from L *digitalis*), it means making calculations with data represented by digits or in a similar discrete form. So the lexeme text - the original word of the author esp. op. to paraphrase of or commentary on them about this in the text; the text is hopelessly corrupt). {ME f. ONE *txtē*, *texte* f. L *textus* tissue, literary style (in med. L= *Gospel*) f. L *texere* text –weave}

{COD, 1980)}. Such a compact word combination carries concrete exact and reliable information. It is represented by a part of the model №1. The part 1 used in the very model strengthens the notion to be evolved. This specialized word combination gives the detailed information to concern the text to be under the process of being digitalized. The two component word combination substitutes for. ex., the whole subordinate clause. It occupies less space, it saves the space but enlarges the semantic space by using only two specialized lexemes. By using the only one attribute the word combination gives the information to concern the text to be not just a simple text but gives some new attributive coloring and adds a new additional shade of meaning to be added to the word “text”. The added meaning to the notion of the lexeme gives an extra attribute function to change completely the notion denoted by the lexeme “text.” After such a change a two component word combination has transformed its notion up to a new digitalized one.

The computer vision professional language is characterized by the usage of many components (three-, four-, five etc.) word combinations such as hand-crafted engineered visual features processed (the longest word combinations), hand-crafted features, linear binary patterns, deep convolutional challenging neural networks, feed-forward artificial neural networks, human visual cortex, multi-character strings, challenging image net data set, a fixed-length feature vector, domain specific fine-tuning etc. The question is to be put why such a specialized vocabulary uses many component word combinations. This vocabulary keeps such word combinations, for ex., hand-crafted engineered features processed uses six components without prepositions. The very word combination substitutes the whole passage to be used. The main component “features” uses one right, and four left attributes. The level of specialized lexemes should be adequate to realize and forecast specialized lexemes language evolution, and the approaches and trends to regulate specialized vocabulary developing. Applied engineering linguistics should realize terminology vocabulary to be developed to use a systematic approach to be based on the deep knowledge of specialized vocabulary features. And such an approach is regarded like a part of linguistic

policy, and language planning. Such a terminology trend is considered to be like a perspective and useful one. So many component words combinations without prepositions are considered to be free over their composition; it means that many word combinations can be organized for any purpose to dispose the necessary specialized lexemes. They should be in wide choice to arrange them in a regular systematic order. So the problem is concerned with specialized vocabulary to display the necessary professional lexemes. The very example is provided with a set of learned lexemes of the Latin origin as well as Greek's. Let's address the analyses of the lexemes used: hand (n) – terminal part of human arm beyond wrist; hand [OE hand, hond=OS hand, OHG hant, ON hond, GOTH. OE handus] the lexeme hand is of the Germanic origin; craft(ed) skill [OE craft=OS, OHG kraft, ON kraptr strength] Craft is also of the Germanic origin. Engineer(ed)- one who designs and constructs military works; works in a branch of engineering asp. As qualified professional Civil –one who designs or maintains works of public utility etc. One who works in a branch of engineering asp. as qualified professional [ME f. OF engigneor f. med. L *ingeniatoris*(*ingeniare* as engine; see-or); ending later assim. to –eer]. The lexeme “engineer” is of the Latin origin concerned with or used in, seeing (visual nerve, organ) [ME, f. LL *visualis* (*virus* (sigit f. *videre* see; see-al)]. The lexeme visual is considered to be of the Latin origin. Feature (n) and v (usu. in pl.). Part of face 2) distinctive or characteristic part of a thing, part that arrests attention etc. [ME,+ OF *felure*, failure form f. L *facture*, formation]. The lexeme is of the Latin origin. Process n., & v.t. 1. Progress, course in construction etc, being constructed etc, by particular process [ME f. OF process f. L *processus* (a) proceed]. The lexeme process comes to the Latin origin.

A many components word combination hand-crafted engineered visual features processed has got six components, and the first two of them are presented like Germanic units, and the other belong to the Latin origin. The word combination is highly scientific but two first lexemes hand and crafted being German words over their origin among the above learned & scientific to undergo the process of term formation under the cognition control to occur inside the unique group to correspond to their science and engineering notion. As for the cognition process it influences the choice of the lexemes to be chosen and used, and the combination of components is also dictated and controlled by it. Every process inside a specialized vocabulary is concerned with the cognition process to govern, and build it out. The problem to regulate specialized vocabulary is concerned with cognition processes too. Specialized vocabularies aren't systematically studied yet, its typology isn't realized yet too. The cognition process occurred is changing with the time, and ideas, and new sciences to appear. The cognition process follows specialized vocabularies formation as science interests changing with new problems to be risen. The problem of the corresponding science is responsible for each specialized vocabulary unit. All these operations are being realized under the cognition control processes. The fact is that new sciences appear to depend upon the

science developing and the corresponding specialized vocabularies are demanded by them and by societies changing conditions to exist and live under these conditions. So social conditions changes are concerned with science progress expecting new smart vocabularies to come to meet the demands of new science branches. Specialized vocabularies, and new specialized lexemes are to be regulated, and put into order. Such are the conditions for specialized vocabularies to be adequate for science developing. The cognition processes control specialized vocabularies evolution. Cognitive terminology is responsible for such vocabularies evolution to answer the standards of newly born sciences.

The analyzed computer vision specialized language demands a unique specialized vocabulary to be studied, and stimulate to further evolution to correspond the changes of computer vision vocabulary. The very vocabulary consists of such divisions as the design of modern deep detectors, object detection, extending object detection etc. to be subdivided into very delicate layers to demand the peculiarities of the studied specialized vocabularies like backbone networks, single stage detectors, cascades, parts-based models, model training data augmentation, complementary new ideas object detection, detecting small objects, weakly super visual detection and many others.

Now let's get down to the architecture of the net works unit. A number of many components specialized units is used by the very delicate vocabulary division of the architecture networks vocabulary: a lego-like construction pattern, chaining different building blocks, the additional difficulties encountered, popular double stage detectors, the object detection performance, the most popular architecture, state-of the-art performances, large down-sampling factors etc. The above many component word combinations are free word combinations, and asyndetic. Now come to the analysis of such free word combinations with conjunctions: backbones in object, large down-sampling factors in classification networks, information for networks focusing on speed, multi-sale nature of object detection, the lower layers with finer resolution, final feature maps of the net works, sizable objects in large images, the context pixels of the object, different feature maps with different receptive fields, standard bottom-up network connected through lateral connections etc. The etymology analysis (the Oxford dictionary data) of free word combinations with prepositions, for ex., large down-sampling factors in classification networks: it consists of six components with a conjunction link , we should reveal Germanic or Latin origin; large (a) of wide range, comprehensive, (large powers, discretion). [ME f. OF, f. fem.. of L largus copious]; -(adv.)denoting motion :from above, to lower place, to ground etc(knock), fall, down; [OE dun=OS duna, perh. Of OCelt.* dunom]. The third lexeme of the analyzed word combination is sampling; that is from sample, take or give samples, get a representative experience, an illustrative or typical examples [ME.,f. AF as sample, OF essample, example]. The next lexeme to be analyzed is factor(s) -(n)- merchant buying and selling on commission [f. F.

facteur or f. L factor]. the preposition “in” expr. inclusion or position within limits of space, time, circumstances etc.[OE=OS, OHG, Goth. ,in f. IE (e)n]. The lexeme classification-classification- arrangement in classes, assignment in classes,assignment to a class [back form f. L classification f. F. (as class). Net [OE – net(t),= OS net(ti), OHG nezzi, ONnet, Goth.nati, fabrikor twine, coard, hair, etc.; joined at interval, to form a set of mashes, piece of this used for catching fish, birds etc. works (n) in pl. Operations in building etc. klerk of (the) works; public works; in pl. often treated as sing.-place where manufacture etc. is carried on iron-works, gasworks; the works is or are closed next week[OE wyrcan (Gmc*wurkjan,wircan (Gmc* werkjan, & we can (f.we(o)rc n); see prec.

So there are seven lexemes and large is OF, L of the Latin origin perh. of the Celt. Origin, and the lexeme down has come from OF; the lexemes factors has come to gothic, and even to Greek; the modern lexeme networks consists of two units: net(s) and works. The first lexeme comes to Gothic, and work(s) pl. –OE and comes to Gmc* warkjan. So the three lexemes large, factor(s) and classification come to the Latin origin, and the preposition in, and the lexeme networks(s) come from Celtic, and Gothic. Upon the whole the above seven components word combination is pure scientific despite the fact that two units aren't of the Latin origin but judging by the origin of “in”, and “down” are assumed to be service words; the word combination is of many components but is considered to be a unique one., and that means both the unit “in”, and “down’ are taken like the necessary to organize a very scientific, and a learned word combination like an integral unit. And that means that separate lexemes to be interspersed among learned pure scientific lexemes of the Latin origin undergo the term process of the term formation, that's why “in”, and “down” aren't grasped like fallen out of a very set of the specialized lexemes.

Let address the analysis of “the context pixels of the object”; this is a many component word combination with a conjunction link. Every lexeme underwent the Oxford dictionary analysis to check the learned lexemes of the Latin origin. The preposition of says about the Germanic origin as for the remainder units context, pixel(s) and object. The etymology analysis shows the belongings of the above units to learned words of the Latin origin. Context (n)- parts that precede or follow a passage, and fix its meaning (out of, without these and hence misleading; ambient conditions etc., [ME, f.7 engine L contextus fr. texere text - weave]. Pixel(s) - pix, var. of pyx[17th c.; origin unk].

Pix n, pl., (colloq.) pictures (addr.), pixie, pixy,n, supernatural being akin to fairy; hat, hood (with pointed crown). Pixil (1)ated (a) bewildered; craze; drunk [var. of pixes led (precooled)]+ -ate+ - ed. Object (n) 1) Thing placed before eyes or presented to one of the senses; material thing; thing observed with optical instrument or represented in picture.[ME, f. med.L obiectum thing presented to the mind, p.p. of L. ob (jicere, ject-throw]. And- conjunction (and, an,or, when stressed, connecting words, clauses, or sentences [OE and=OS and endi, OHG anti, enti-[f. IE* atha].

No doubt the above many component word combination is a very learned one, and is concentrated round the lexeme pixels to be a very modern engineering and science unit; as for the lexemes context and object they confirm the word combinations belonging to the learned sphere, and they are bookish. As for the conjunction “and” and all the other components they are connected to each other by this service element.

Conclusions

The depicted specialized system of “Computer vision” represents a learned science & engineering vocabulary. The peculiarity of this vocabulary consists in using many components word combinations (two-three-and- four etc.). This innovation engineering language uses them easily, and the word combinations are very compact, simple in their organization to substitute long chained sentences. Such formations are easy to be learned and understood. Most of the components are of the Latin origin. As for some service words to realize the conjunction link between them these Germanic lexemes are observed like the necessary elements inside these specialized words combinations. The last ones are considered to be a typical characteristic of new science & technology American Languages. It's engineering achievement to organize new components free words combinations, and it gives the possibility not to study separate lexemes but to realize them in sentences. The word combinations are the product of the corresponding IT science as the product of our millennium.

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THE METHODOLOGICAL MODEL OF THE FORMATION OF FOREIGN LANGUAGE COMMUNICATIVE COMPETENCE OF FUTURE FOREIGN LANGUAGE TEACHERS THROUGH CASE-STUDY TECHNOLOGY

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Abstract

The article describes the model of future foreign language teachers' foreign language communicative competence development through case-study technology. The model is based on objective, conceptual, subject-content, process-technological, and performance-evaluation blocks.

Keywords: foreign language communicative competence, case study.

Proficiency in a foreign language is currently one of the main tasks of professional training in a modern university. The presence of a foreign language communicative competence provides an opportunity for them to participate in international general cultural and professional communication to meet professional needs, as well as further professional self-improvement.

In the field of a foreign language, the result of training is the formation of a foreign language communicative competence. Increasing the level of foreign language communicative competence is the goal of the personal and professional development of the teacher of the foreign language.[1]

Training of a future foreign language teacher aimed at mastering foreign language communicative competence is possible if a certain model of the object under study is constructed.

We believe that for the formation of foreign language communicative competence of future foreign language teachers, the content of the work should be focused on the implementation of the approaches and principles of the implementation of foreign language communicative competence of teaching a foreign language at the university. The main approaches are competency-based, contextual, and linguoculturologi-

cal approaches. The implementation of the competence-based approach is manifested in the orientation of the training system to the formation of the foreign language communicative competence of a foreign language teacher and all its components, as well as in the allocation of communicative competence as a system-forming. The contextual approach is an approach focused on the professional training of students and implemented through the gradual saturation of the educational process with elements of professional activity. The linguoculturological approach is one of the most effective approaches aimed at developing and improving the skills and abilities of intercultural communication through the study of a foreign language as a cultural phenomenon.

The most important of principles are the following: 1) the communicative principle most clearly demonstrates the learning process through educational communication activities that are close to real, which is a necessary condition for objective knowledge of the linguistic culture of the language being studied; 2) the personality centered principle proceeds from the fact that a person is the center of their personal development; 3) the cognitive principle contributes to the spiritual and social formation of the individual.

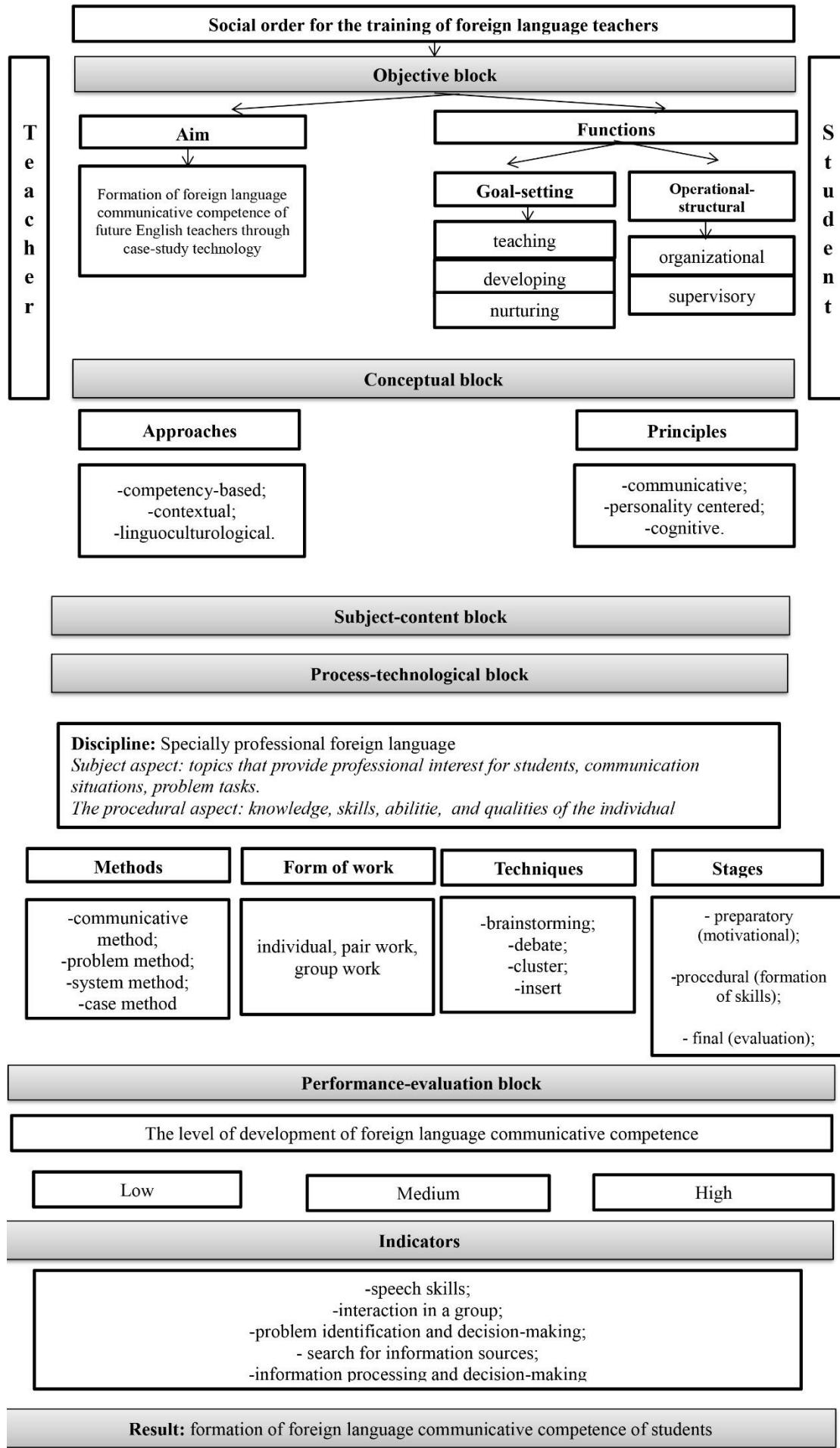


Figure 1. Model of formation of foreign language communicative competence

In the structure of the model of foreign language communicative competence of a foreign language teacher, the following blocks are distinguished: aim, conceptual, subject-content, process-technological, and performance-evaluation blocks. Let's consider the named blocks of the model to the methodology of forming professional and communicative competence among undergraduate students-future teachers of a foreign language.

The aim aspect is represented primarily by the learning goal. The main purpose of teaching a foreign language is to engage in specific activities – the transmission and receipt of information using a foreign language, that is, participation in the communication process. A foreign language lesson has a special specificity that a foreign language teacher should take into account in the course of their activities. Currently, the global goal of mastering a foreign language is to introduce a different culture and participate in the dialogue of cultures. This goal is achieved by developing the ability to cross-cultural communication. It is teaching, organized based on knowledge of a communicative nature, teaching foreign language communication, using all the necessary methods and techniques that are a distinctive feature of a foreign language lesson. [2]

Based on the structure of the foreign language communicative competence of a foreign language teacher, we have identified several functions in which this competence is implemented. The blocks of foreign language communicative competence of a foreign language teacher named by us will influence the performance of these functions. The functions we have identified are divided into two groups: goal-setting and operational-structural functions. Goal-setting functions include: teaching, developing, and nurturing functions. Operational and structural functions include organizational and supervisory functions.

Competence-based, contextual, and linguoculturological approaches to teaching a foreign language and the principles of implementation form the concep-

tual block of the model for the formation of foreign language communicative competence of a foreign language teacher.

The subject-content block consists of the subject and procedural aspects. The subject aspect includes topics that provide professional interest for students, communication situations, and problem tasks. The procedural aspect includes the knowledge, skills, abilities, and qualities of the individual.

Within the framework of the topics offered to students of the 3rd year, we define the subtopics of the content of professional training, which should be the subject of consideration in foreign language classes. Each professional sub-topic includes a set of case tasks aimed at developing a certain skill (communicative).

The process-technological block includes the technology of training and the methods implemented in the exercises, the stages of training, as well as the forms of interaction. The process component is implemented through stages, techniques, and a system of exercises.

In the process of forming a foreign language communicative competence of a foreign language teacher according to the proposed model, various forms of educational interaction are used. The group form of work is preferred during the general discussion of professionally oriented information. When performing tasks of a creative nature, work is organized in small groups. When working with receptive tasks or tasks that require preliminary preparation, the individual work of students plays an important role. [3]

In the course of our research, we also identified three levels of formation of foreign language communicative competence of university undergraduate students, in particular: low, medium, and high levels of formation of foreign language communicative competence. [4]

Indicators of the formation of foreign language communicative competence are speech skills; interaction in a group; problem identification and decision-making; search for information sources; information processing and decision-making (Figure 2).

Indicators	High level	Medium level	Low level
Speech skills	Can communicate in many situations. Can participate in dialogues on a familiar topic without prior training	Can communicate in simple typical situations within the framework of familiar topics and activities. Student can maintain an extremely brief conversation on everyday topics	Can take part in the dialogue if the interlocutor helps to conduct the conversation (repeats his statement and helps to formulate a remark). Students can ask simple questions and answer them.
Interaction in a group	Offers questions for discussion in the group reasonably reject ideas. Understands the main points of clearly pronounced statements.	Asks simple questions in a group discussion, understands individual phrases and the most common words. Checks the adequacy of the understanding of others.	Does not participate enough in group discussion, understands some familiar words and very simple phrases.
Problem identification and decision-making	Describes the desired and actual situation. Formulates the purpose and objectives of the activity	Demonstrates an understanding of the problem and the sequence of actions to solve it.	Demonstrates understanding of the problem. Sets tasks, the solution of which is necessary to achieve the goal.
Search for information sources;	Extracts information from one or more sources and organizes it. Indicates the inconsistency of the information. Gets additional information in the dialog by asking questions.	Realizes the lack of information, independently searches for sources of information.	Does not realize the lack of information or uses the proposed method to get information from a single source.
Information processing and decision-making	Interprets information in the context of its activities, provides arguments, and draws conclusions.	Selects from the available redundant information necessary to solve the problem identifies arguments in it that justify a certain conclusion	Finds the Russian source of information and translates it with an automatic translator. Do not process the received information.

Figure 2. Indicators of the formation of foreign language communicative competence

The model of formation of a foreign language communicative competence of a foreign language teacher developed by us is characterized by integrity (all its blocks are interconnected and aimed at the final result), functionality (serves as the implementation of the functions), pragmatism (acts as a means of organizing practical actions aimed at achieving the desired result) and openness (built into the context of professionally training in higher education and is connected with the external socio-cultural environment). Despite the relative independence of individual elements, the overall structure of the created model assumes an unambiguous interpretation in the sequence of transition from one block to another to solve problems aimed at achieving the designated goal. [5]

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THE BLOODY "RED" STORY OF THE "UKRAINIAN BUKOVINIAN HELL" FROM MARIA MATIOS: THE OEDIPAL AND ARCHETYPAL MODEL OF THE LIFE DRAMA OF IVANKA BORSUK

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DIE BLUTIGE "ROTE" GESCHICHTE DER "UKRAINISCHEN BUKOWINISCHEN HÖLLE" VON MARIA MATIOS: EIN ÖDIPALES UND ARCHETYPISCHES MODELL DES LEBENDRAMAS VON IVANKA BORSUK

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Abstract

In this scientific article we explore the historical and artistic equivalents of the Bukovinian tragedy of the period of the "era of red commissars" based on the story of Maria Matios "Cherevichki of the Mother of God". Using the methods of comparative historical analysis, comparative studies and postmodern strategies for analyzing a literary text (in particular, literary psychoanalysis), we determine the nature of the life drama of the title heroine of the text - Ivanka Borsuk.

Abstract

In diesem wissenschaftlichen Artikel untersuchen wir die historischen und künstlerischen Entsprechungen der bukowinischen Tragödie aus der Zeit der "Ära der roten Kommissare", basierend auf der Geschichte von Maria Matios "Cherevichki von der Mutter Gottes". Unter Anwendung der Methoden der vergleichenden historischen Analyse, vergleichender Studien und postmoderner Strategien zur Analyse eines literarischen Textes (insbesondere der literarischen Psychoanalyse) bestimmen wir die Art des Lebensdramas des Titelcharakters des Textes - Ivanka Borsuk.

Keywords: The bloody "red" story, "Ukrainian Bukovinian hell", Maria Matios, the oedipal and archetypal model, the life drama, Ivanka Borsuk

Stichworte: Die blutige "rote" Geschichte, "Ukrainian Bukovinian Hell", Maria Matios, das ödipale und archetypische Modell, das Lebensdrama, Ivanka Borsuk

Indem wir die Prosaarbeit von Maria Matios untersuchen, insbesondere den ethnohistorischen Diskurs am Beispiel der Biographie der bukowinischen und galizischen Ukrainer, bestätigen wir die Gültigkeit der Thesen, die wir zuvor geäußert haben, nämlich:

1. Genre- und Handlungskomplexität der historischen Prosa des Bukowinischen Zyklus;

2. Die existenzielle Art der bukowinischen Gleichnisse-Sagen von Maria Matios, deren Titelfiguren die Tragödie der nationalen Geschichte verkörpern und ein Symbol für „menschlich, zu menschlich“ sind;

3. In der Struktur der Geschlechterkomponente der nationalhistorischen Studien des Autors werden die Existenz von Einsamkeit und Flucht (Ungeselligkeit, Demenz, emotionale Instabilität, Kommunikationsdefizit, neuropsychischer und physischer Defekt (z. B. Epilepsie)) klar als „Formen der Flucht aus dem tatsächlichen / retrospektiven historischen Kontext und der Art und Weise der Überwindung von Psychotrauma, die durch die individuelle Geschichte des Individuums und

die nationale Geschichte der Gesellschaft ausgelöst wurden“ (5, S. 129).

Das Schreiben dieses wissenschaftlichen Artikels wird auch dadurch verursacht, dass die historische und psychologische Komponente des bukowinischen Diskurses von Maria Matios sehr selektiv untersucht wurde. So wird der Kontext der Arbeit "Cherevichki der Mutter Gottes" hauptsächlich im Rahmen des mythologischen Bewusstseins, der magischen Codes (3) sowie der Verwendung von ethnographischem Material bei der Heilung von Krankheiten (8) analysiert. In der Tat ist der Gleichnischarakter dieses Textes, sein ethnographischer Reichtum, die allgegenwärtige Unterordnung der heiligen und profanen Welt ein interessantes Objekt für tiefe und interdisziplinäre wissenschaftliche Forschung.

Nicht weniger wichtig ist jedoch auch „die Artikulation des Problems von Tatsachen und Mythen in der künstlerisch-historischen Modellierung“ und wird da-

her zu einer Persönlichkeit als Text und seiner subjektiven Erfahrung "(6, S. 367). Denn „die Persönlichkeit selbst fungiert als „Dokument“ als Träger \Leftrightarrow der traumatischen Erfahrung eines Individuums, seiner moralischen Werte und Imperative, über den Kampf zwischen Gut und Böse, über Demut und Angst, über das mütterliche Schicksal als das höchste Leistung, über Wahnsinn und Absurdität, die er selbst durch dieselbe Person von Situationen und Umständen geschaffen hat "(6, S. 137).

Militärchroniken und der traumatische Kontext der Militärgeschichte erwecken die Schaffung von Dokumentar- und Alltagsgeschichten zum Leben, die die gesamte Tragödie der historischen Wahrheit widerspiegeln. Insbesondere „sind die tragischen Ereignisse des Zweiten Weltkriegs sowohl für die ältere als auch für die jüngere Generation europäischer Prosaschreiber interessant“, „und ihre Erfahrung wird künstlerisch als ein dauerhaftes Trauma interpretiert, das das Leben einer großen Anzahl von Menschen und Pässen erfasst hat als Refrain in mehr als einem halben Jahrhundert“ [6, S. 368]. Der "Chronograph der bukowinischen Tragödien" - Maria Matios ist mit dieser These solidarisch.

Der Prosaschreiber fasst die Erfahrung einer Person, eines Historikers, eines "Psychologen der Emotionen", eines Vertreters des "osteuropäischen Zweigs des magischen Realismus", zusammen: „Und heute sind die Zeiten gekommen, in denen der Streitwagen fährt und keine Person sieht. Bewegungen - und Sie werden nicht zu Sinnen kommen, dass Sie nicht mehr da sind, weder Ihr Gewissen noch Ihre Ehre. Es gibt eine Person, aber der Streitwagen ist jedes Mal anders. Er wird keine dumme Person, keine blinde Person, keinen Christen oder Juden vermissen“ [Zitat nach: 3, S. 12].

Als Ergebnis einer Überprüfung historischer Werke, die durch den Versuch einer alternativen Modellierung und Interpretation historischer Ereignisse vereint wurde, fanden wir Folgendes:

1. Das Ereigniskonstrukt kann sich als Version eines anderen Verlaufs historischer Ereignisse entfalten (Zitat: 6.368);

2. Die Verschiebung historischer Epochen bringt Ausdruck in die Fragmentierung des Lebens, der Erfahrungen und der persönlichen Geschichte einer Person. Eine solche Kampagne ist in der modernen Geschichtsschreibung als Mikrogeschichte bekannt (Zitat aus: 6.368);

3. Faktografie ist nur möglich, wenn es lebende Zeugen der Ereignisse gibt. In anderen Fällen sprechen wir nicht über eine historische Tatsache, sondern über die Existenz eines Ereignisses als Gegenstand der Argumentation. „Was existiert, ist was beeinflusst. Die Geschichte ist also nicht länger eine Darstellung zweifelhafter Daten, sondern eine Demonstration bloßer Fakten. Wir schließen daraus, dass die Geschichte die letzten einhundert bis einhundertfünfzig Jahre ist, für die Sie lebende Zeugen bekommen können. Alles andere befindet sich im Bereich der Vorstellungskraft, Spekulation und Verarmung von Zeit und Raum“ (zitiert nach: 6.368);

4. Der Historiker als Wissenschaftler ist aufgefordert, das Bild dessen, was in der Realität passiert ist, zuverlässig zu reproduzieren. Der Schriftsteller als

Künstler versucht auch, die Realität darzustellen, jedoch nicht durch die Vollständigkeit historisch definierter Situationen, die objektiv existierten, sondern durch Auswahl derjenigen, die objektiv existierten wurden von der Gesellschaft subjektiv als günstig oder schädlich für die soziale und geistige Gesundheit wahrgenommen (zitiert unter: 6.369);

5. Man sollte nicht vergessen, dass der Schriftsteller historische Dokumente nicht nur überdenkt - er erscheint als ihr Leser, Interpret, verwandelt sie in künstlerische Bilder (Zitat aus: 6.369);

6. Der Prosaschreiber erbt nach der Theorie der Mimesis nicht die vergangene Realität, sondern ihre Rezeption, die in verschiedenen Texten dokumentiert ist, in denen ein subjektives Verständnis und eine Interpretation von Ereignissen gegeben werden können, die nicht immer der Realität entsprechen. Er muss sich mit den Ideen und Kommentaren der Interpreten auseinandersetzen, daher muss er, um die Wahrheit herauszufinden, einen subtilen historischen Instinkt besitzen, ein intuitives Verständnis der Tatsachen, die sich hinter der Dicke der Zeit verborgen und manchmal durch verschiedene ideologische Modelle und Formen deformiert werden persönliche, empathische oder voreingetragene Einstellungen zur Realität - von der Bewunderung für sie bis zu ihrer Verleugnung, von der Mythenbildung bis zum Ignorieren und Unterdrücken ungünstiger oder unbequemer Tatsachen (Zitat aus: 6.369).

Zuvor haben wir erfolgreiche und in vielerlei Hinsicht einzigartige Versuche unternommen, den bukowinischen Bereich der Romanprosa von Maria Matios zu untersuchen, wobei wir die grundlegenden Thesen von Freuds psychoanalytischer Theorie in Bezug auf die literarische Analyse (insbesondere Ego-Konflikt, Ödipalität) verwendeten (5 ; 6; 7) sowie das Modell von C.-G. Jung (archetypische Forschung) (4).

Insbesondere haben wir die Merkmale der Metaheldin, des Helden-Textes - Darina Ilaschuk (historische Geschichte (Roman) „Sweet Darusya“) analysiert und psychoanalytisch begründet. Die Spur der "Geschichte, die mit Rädern über Menschen fährt" erstreckt sich viel weiter und umfasst nicht nur die Ereignisse, die in den 40-70er Jahren des 20. Jahrhunderts im Dorf Cheremoshnoye stattfanden. Es behandelt die Ereignisse der österreichisch-rumänisch-kommunistisch-sowjetischen Besetzung der gesamten Region Bukowina. Gegenstand dieser Analyse wird in dieser Studie der kommunistisch-sowjetische Diskurs sein, der sich in der künstlerischen Realität der bukowinischen Saga widerspiegelt - das Geschichtengleichnis „Cherevichki der Muttergottes“.

Topographisch ist die „ukrainische historische Hölle“ ziemlich schwer zu lokalisieren: In jedem Mikromoment der neuen und jüngeren Geschichte der Ukraine wurde der politische und ideologische Kontext durch das Schicksal der Helden, die in die Mühlsteine fielen, sehr hart und aggressiv gebrochen der Geschichte.

Laut Drozdovsky D. ist diese Geschichte von Maria Matios „eine Parabel über Gut und Böse, über Liebe und Angst, über „unsere“ und über „Fremde““. „Ukrainian Macondo“ ist ein traumatischer Topos auf der

Karte der Ukraine, und seine Bewohner befinden sich „an einem Scheideweg, sie wissen nicht mehr, woran sie glauben sollen, wem man vertrauen kann“ (1): Wer ist ihr eigener und wer ist ein Fremder, und warum „... so etwas kann die Zeit kommen, in der es keine lachende Angelegenheit gibt“ (2, S. 17).

Die von Maria Matios beschriebene Ereignischronik und der Inhalt der bukowinischen Tragödie spiegeln sich sehr unterschiedlich in den Figuren ihrer „zerrißenen Seite aus der bukowinischen Saga“ wider. Einige von ihnen, zum Beispiel die Meta-Heldinnen Ivanka Borsuk und Severina Katerinovna Severin (Charaktere von Intertexten, Themen der Geschichte, multimodale Heldinnen), verhalten sich verhaltensmäßig und psychologisch, metaphorisch und wörtlich, während sie sich sehr konsequent „demütig widersetzen – O.P.“ der Griff der historischen Realität. Teilnehmer an den „Chroniken der Hinrichtungen in der Bukowina“ werden und als „nicht wie alle anderen“ entlarvt werden - auch nicht aufgrund ihrer Herkunft: „Ein Kind, das von einem russischen Mädchen von einem Dorfmädchen Katrinka geboren wurde, das von ihm während eines beispiellosen Feuers - im Ersten Weltkrieg - vergewaltigt wurde, wurde bereits im Mutterleib als Moskauer bezeichnet“ (2, S. 78), ob aus gesundheitlichen Gründen: „< Ivanka begann zu stottern, und manchmal wurde sie von Epilepsie überwältigt, die im Dorf als schwarze Krankheit bezeichnet wurde (2, S. 62). Die schwarze Krankheit trat nicht wirklich von ihr zurück. Sie hielt sie so fest, dass Gott es verbietet: Wenn sie sie nicht auf den Boden wirft, nimmt sie die Worte weg. Jetzt verstehen nur sehr wenige Menschen Ivanka: Sie ist eine Stottererin geworden“ (2, S. 67), beide „lieben es, mehr zu denken als zu sprechen“, (2, S. 42-43).

In diesem Artikel lassen wir bewusst die ethnografische Komponente weg, die der Autor so meisterhaft geschrieben hat. Ein sehr reichhaltiges Material über die Überzeugungen und vorchristlichen Kulte, die bis heute im Leben der ukrainischen Hochländer erhalten geblieben sind, wurde von M. Matios sorgfältig und korrekt gesammelt, verarbeitet, künstlerisch überdacht und in die Leinwand des Textes eingeführt. Unabhängig davon stellen wir fest, dass in der Geschichte die Welt der Magie heilig ist und alle Umstände der profanen Welt ihr absolut untergeordnet sind. Um Ivankas „Andersartigkeit und Leiden“ zu erklären, werden verschiedene Argumente vorgebracht (böser Blick, Verleumdung, Schaden, Angst), darunter auch Gottes Strafe. Ein neugieriges Mädchen, Ivanka, das „empfindliche Ohren und ein offenes Herz“ hat (2, S. 52), möchte aufrichtig wissen, „wie es dort im Himmel ist“ (2, S. 14), weil „es nicht gut ist auf Erden. / Auch im Himmel. / Wo ist es gut?“ (2, S. 11). Ein möglicher Weg, um etwas über die „Schlacht unter dem Mond von Abel und Kain“ zu lernen und zu versuchen, sie zu versöhnen, sieht das Mädchen ... eine Leiter, „um heimlich zu klettern und zu sehen, was am Himmel passiert ... Aber niemand im Dorf hat eine so lange, lange Treppe, die zum Himmel führen würde“ (2, S. 14). Die Aktionen und blutigen Folgen der Gouverneure des neuen Regimes vor Ort - der repressive und strafende Apparat

des politischen Meisters der neuen Ära - der roten Kommissare - werden zur „Treppe zum Himmel“.

Beachten Sie, dass die von uns analysierten tragischen Ereignisse der bukowynischen Geschichte im Sommer 1941 stattfinden. Der Beginn der „Bukowinischen Blutung“ wird von Männern gelegt, „die seit Mitte letzten Sommers in Militäruniform durch das Dorf gingen und als *rote Kommissare* bezeichnet wurden“ (2, S. 68). Offensichtlich turbulente Zeiten, Zeiten des Aufruhrs, < „Dies ist eine schlechte Zeit, aber es wird noch schlimmer. Sehen Sie, was in der Welt los ist! Was wird als nächstes passieren?“ (2, S. 60). Einige Bewohner, deren weltliche Weisheit, Erfahrung und militärische Erfahrung in der Vergangenheit, insbesondere Ivan Borsuk, Ivankas Großvater väterlicherseits, enttäuschende Vorhersagen über den tragischen und langfristigen Nachgeschmack politischer Technologien und anderer ideologischer Pläne „vom Moskalik“ machen. Verweisen wir auf den Sachtext: „*Moskalik gräbt sich gut ein, sage ich dir. Was ist auf der galizischen Seite, was ist auf der bukowinischen Seite. Oh, der Moskalik kam in einem Schaltjahr aus einem bestimmten Grund zu uns! Und da, schau, der Krieg ist nicht heute, morgen und wir werden beginnen. Sie sehen, wie Polen wie ein gesägter Baum vor einem Deutschen fiel ... und wer hätte gedacht, dass Polen einem Moskalik Galizien geben würde und die Rumänen ohne die Bukowina nicht zucken würden? Sie sortieren durch Menschen und Länder wie Nüsse, sage ich Ihnen. Und sie sortieren nicht im Himmel, sondern auf Erden. Und da, schau, wird einer dieser Teufel ihm den Hals brechen. Und wieder wird es uns wie Nüsse berühren. Aber die Menschen, wie sie für sich selbst gelebt haben - sie werden weiterhin auf ihrem Land leben, nur immer härter...*“ Und niemand entscheidet sich für sie ... (2, S. 60) / ... der Moskalik, vielleicht verschwindet er irgendwie ... - beendete Petro anstelle des Großvaters. - Nun, alles wird wieder von vorne beginnen ... / Weißt du, Petro, *wenn jemand irgendwohin kommt, ist es nicht, um schnell zu verschwinden*“ (2, S. 61).

Es muss gesagt werden, dass die Erwartungen der lokalen Bevölkerung an die „Ära der *roten Kommissare*“ diametral entgegengesetzt waren. Viele - einschließlich Augustina - Ivankas Tante väterlicherseits, „immer unzufrieden ... Jetzt lächelte sie und freute sich über etwas Unbekanntes, ging mit erhobenem Kopf. < Meine Tante streckte unnatürlich beide Hände vor sich aus und trug rundes Weißbrot auf einem gestickten Handtuch. Selbst zu Weihnachten hat im Dorf niemand so viel Brot gebacken (2, S. 133).> sehr leise - sogar der Rand des Handtuchs berührte den Straßenstaub - verneigte sich vor dem *roten Mann* und begann lange Zeit leise und unleserlich mit ihm zu sprechen und sah ihm direkt in die Augen - und sie war so fröhlich und sogar erstaunt, als hätte jemand sie reich gemacht“ (2, S. 134). Es gab auch diejenigen, die das Pathos der neuen Regierung nicht teilten, zum Beispiel Ivan Borsuk, der zunächst das Kriterium des Humanismus in Frage stellte und „was irgendwann im Dorf Kalagoz passieren wird und alle gleich werden“ (2, S. 135): „Aber gibt es solche Leute, auf die wir hier gewartet

haben? ... Oh, es wird immer noch eine schneidige Sache geben, ich sage dir ... oh, das wird es mit diesen Kommunisten ..." (2, S. 61).

Im Text der Geschichte leitet der Autor auch den Diskurs des bukowinischen Judentums ein. Immerhin war ein ziemlich ausgeprägter Prozentsatz der Bevölkerung der Ukraine und ihrer westlichen Regionen (Galizien, Bukowina) die jüdische Kohorte. Und mit dem Beginn ... der Ära der *roten Kommissare* wurden das Eigentum und die Industriestandorte lokaler Juden, um privates Kapital zu verdienen, von der lokalen Wirtschaft des neuen *roten* Eigentümers monopolisiert. So wurde „Klugmans Taverne letzten Sommer geschlossen. Es gibt jetzt ein Büro *roter Kommissare* „(2, S. 71)“In der Gerberei des Sherf nähen Ivanks Vater und sogar Sherf selbst und seine Kinder Stiefel für die *roten Kommissare*, und Eli ballen auch sein dickes Leder mit einem Hammer. Und er lacht nicht mehr laut, so dass keine einzige Seele aus der Taverne des Klugman, die zu einem Büro geworden ist, rennt und nach lautem Lachen schimpft“ (2, S. 71-72); Jakow ist auch auf der Straße nicht mehr zu sehen - er mahlt Mehl in der Mühle seines Vaters auf Kalyuga“ (2, S. 72).

Das gesamte Kaleidoskop der Ereignisse und der historischen Tragödie spiegelte sich natürlich in der Sprachpraxis der Anwohner wider. So sind Wörter, die von ihnen bisher selten verwendet wurden, nämlich *ein Lastwagen, ein roter Kommissar, Brüder-Ukrainer, Kommunisten, Kalagoz*, zu einem Teil des aktiven Vokabulars geworden.

Die Metapher für die Menschenfeindlichkeit der „blutroten“ Regierung wird die „Todesmaschine“ sein, ein mechanisierter Leichenwagen der Unterdrückung - „ein Lastwagen, auf dessen Erscheinen Mütter von der Seite von Vizhnitsa aus Kinder nach Hause jagten Straße mit den Köpfen, Männer senkten niedergeschlagen die Köpfe, und Frauen, die genau dort als eine von Schuppen zu Gemüsegärten geeilt waren, brachen als einer in den unteren Rücken ein und hoben ihre Köpfe nicht mehr vom Stiefel oder Rechen vor sich“ (2, S. 138). Wie mein Vater Ivanka erklärte, „tragen die *roten Kommissare* in diesen Lastwagen, menschliches Unglück“ (2, S. 138). Opfer der ersten blutigen Ernte, die Ivanka sah: „Warum schlafen sie alle, wenn dies hier geschieht?!“ (2, S. 150) wurde ... unzuverlässig gemäß der Definition der operativen Troika vom 13. Juni 1941; Sanktion: Vertreibung „in entlegene Gebiete der SSR sozial gefährliche und sozial schädliche Elemente unter den Kulaken, Mitgliedern nationalistischer Bildungsorganisationen, Sich, zusätzlicher Kameradschaft sowie Mitgliedern der konterrevolutionären Parteien der Tsaranisten, Sozialisten und der Kommunistische Partei der Westukraine, der Hochverrat vorgeworfen wird - Vorbereitung eines militärischen Übergangs vom sozialrevolutionären nach Rumänien sowie Sabotageaktivitäten gegen die Sabets-Regierung unter dem Deckmantel sozialer Aktivitäten“ (2, S. 153). Unter den Ausgestoßenen der ersten Stufe gibt es auch diejenigen, die ... die Technologie des roten Regimes freudig kennengelernt und auf jede erdenkliche Weise dazu beigetragen haben: „Danke du uns so für all unsere guten Kommunisten? Sowohl Shandrov als auch Dariichukov! Für unser Brot und Salz! Für die Tatsache, dass

wir von ganzem Herzen für Sie sind, von ganzem Herzen! Für die Tatsache, dass die Nachbarn mir in den Rücken gespuckt haben, als ich Fahnen für Sie genäht und gute Gastgeber aus dem Weg geworfen habe! Für die Tatsache, dass die Leute mich einen Unruhestifter nannten. <> Die Leute sagten richtig, dass sie ihren Kommunisten immer noch zeigen werden. Und schämen Sie sich nicht, Herr Kamerad, so falsch zu sein? <> Ich habe die Leute aufgefordert zu warten! Und du hast den blinden menschlichen Glauben mit deinen Stiefeln mit Füßen getreten - und du hast keine Angst vor Gott“ (2, S. 156). Der zweite, der fast in die Nähe rollte, der Lastwagen ... ist für die jüdische Bevölkerung gedacht, genannt „Schädlinge und Pris-Pa-Sa-Blants“, die es geschafft haben, in die Glaubwürdigkeit der Svetsk-Behörden zu gelangen, aber von der erfolgreich entlarvt wurden Wachsamkeit der Mitarbeiter der Enkavede und die Wachsamkeit unserer lokalen Ta-va-Rishis ... Gemäß den Artikeln 54-2 und 54-11 des Uesser-Strafgesetzbuchs sind viele der lokalen Juden, die dem Regime vorübergehend geholfen haben, für konterrevolutionäre Aktivitäten von der Sabbatgesellschaft isoliert. Beachten Sie, dass wir in den folgenden wissenschaftlichen Erkenntnissen ausführlicher auf das Thema der jüdischen bukowinischen Martyrologie eingehen werden.

Wir halten es auch für angebracht festzustellen, dass der Inhalt von Ivankas traumatischem intrapersonalem Dialog und Ego-Konflikt, so scheint es uns, eine ödipale Grundlage hat. Im Rahmen dieser Studie sind wir bereit, diese These zu kommentieren. Mit dem Beginn einer neuen - roten - Politik an einem bestimmten Ort in der Bukowina und der Ankunft roter Kommissare sah Ivanka „nichts, was so schön und rot wäre. Nur einer von ihnen war nur ein gut geschriebener gutaussehender Mann! Ihre Atmung hört auf, als sie sich an seine Augen erinnert!“ Und der Rest ... Ivanka konnte nichts Schönes in ihnen sehen. Sie waren unterschiedlich: groß und niedrig, stämmig und dünn, wie ein Kabeljau, gesprächig und still - aber so rot, so rot wie dieser ... etwas, an das sich Ivanka nicht erinnern wird“ (2, S. 68). Die Personifizierung von Schönheit, Männlichkeit und das Auftreten von Adel im Bild des *schönen Roten* initiiert in Ivanka eine Geschlechtsrollenidentität und ein primäres Bewusstsein für ihre eigene Weiblichkeit. Vielleicht erleben die ersten intimen Erfahrungen des Mädchens in ihrem Leben, sowohl metaphorisch als auch physiologisch, das *schöne Rot*: „Ivanka streckte ihren Kopf hinter dem Rücken meines Vaters hervor und sah den Soldaten an, der als erster aus einem noch nie gesehenen Auto auf die Dorfstraße sprang. Eine so schöne - wirklich rot-schöne - Person, schlank und gerade in den Schultern und in jeder Hinsicht - in ihrem Dorf ist seit dem Licht und der Sonne noch nicht gewesen“ (2, S. 130). „Ivanka spürte, wie ungewöhnlich schnell ihr Herz schlug, als er über die Köpfe der Menschen blickte, als suchte er jemanden und hielt für einen Moment seinen Blick auf sie gerichtet. <> Es schien dem Kind, dass in diesem Moment ein beispiellos schöner Mann sie nur mit leicht geöffneten Lippen sehr liebevoll anlächelte - und sie errötete“ (2, S. 131). Die psychologisch sichere Erfahrung, den Roten Kom-

missar zu beobachten, und die euphorischen Erfahrungen, die Ivanka unbewusst gemacht hat, definieren eine Komfortzone, die vor Eingriffen geschützt ist. Alle nachfolgenden Handlungen der *schönen roten* Heldenin nehmen kategorisch wahr, ohne sich zu widersetzen, zu vertrauen: „Der rote Mann sprach erneut, nachdem er darauf gewartet hatte, dass sich die aufgeregte Menge beruhigte. Er sagte, dass mehr Rumänen *Luudi* nicht mit Stöcken schlagen würden, weil sie kein *Luudi* auf Rumänisch sprechen. Dass die kichernden Wucherer nicht länger das Blut von *Luudei* trinken, dass es im Laufe der Zeit *Kalagoz* im Dorf geben wird und alle gleich werden. Er hat auch etwas über den Krieg gesagt“ (2, S. 135). Die für Ivanka neue Erfahrung der „erwachten Libido“ definiert neue Akzente im „intimen Dialog“ von Körper und Seele, und ... der Körper gewinnt, stärkt seine weibliche Sexualität und die Akzeptanz des Verliebens weiter: „*Aber Ivanka hörte nicht mehr zu: Sie sah zu, wie sich die großen, leicht geschwollenen Lippen des roten Kommissars bewegten, wie scharf und schön er seine Arme ausbreitete, wie die Knöpfe und roten Sterne auf seiner Militärkleidung in der Sonne glitzerten - und die heiße Trägheit verschüttete wieder über ihren Babykörper von der Krone und unter den Knien selbst*“ (2, S. 135-136). Ivanka, ein Kind, das nicht nur mit den Ohren sensibel zuhören kann, sondern ... immer mehr mit dem Herzen, mit einer sehr guten mentalen Organisation, ist sensibler als andere gegenüber der Wahrheit und nein, gegenüber Gut und Böse zu einem schmutzigen Trick. Nehmen wir an, dass der Ich-Konflikt in ihren nächtlichen Visionen während der Transformation die Mechanismen des Unbewussten gerade so weit unterdrückt, dass das „Es“ durch die rationale Komponente erschüttert wird. *Ist es so ein schönes schönes Rot?* Ist die Komfortzone, die Ivanka visualisiert und physisch erlebt hat, so langlebig und wirklich sicher? Trotzdem, „Träumte Ivanka von einem *roten Kommissar* - diesem schönen großen Mann in Militäruniform <> Der Kommissar winkte Ivanka mit seinem Finger zu ihm, und sie zuckte zusammen und betrachtete das graue Reptil, das sich in einem dicken Ring direkt vor ihren Füßen gebildet hatte. <> Der Kommissar rief beharrlicher Ivanka zu sich, und sie, gefesselt an die Augen einer Viper, hatte nicht die Kraft, sich zu rühren oder um Hilfe zu bitten. Also bin ich schweißnass und ängstlich aufgewacht“ (2, S. 136-137). Eine schöne Illusion, die sich starr im Spiegel einer schrecklichen Realität widerspiegelte, beeilte sich, in die fragile Welt von Ivanka einzudringen und absolut an die *schönen Taten des schönen Roten* zu glauben. "Aussteigen! - Der Mann schreit laut und springt aus der Kabine des ersten Lastwagens. Ivanka glaubt, dass sie seine Stimme schon irgendwo gehört hat.- Schneller zu bauen, pra-ver-ka! Pra-ver-ka! Dzhangirov, beweg dich, geh raus, um zu passen! Und leiser, leiser! - Eine Stimme bellt in die Dunkelheit, und der Mann selbst geht auf Zarembas Haus zu“ (2, S. 140). „Er ist es, dieser Rote! Das schönste unter den Roten, mit gerader, Schultern, mit einer liebevollen süßen Rede! <> *Die, die Ivanka über ihren Köpfen anlächelte, von der sie träumte!!! Und jetzt schreit er mit einer schrecklichen, herzerreißenden*

den Stimme im Dunkeln“ (2, S. 141). Im erneuten Dialog zwischen Körperlichem und Geistigem ... gewinnt das hässliche, schreckliche und, wie sich herausstellte, *natürliche Grinsen des erhabenen Bösen des schönen roten Kommissars*: „Sie hat gut gehört, wie er jetzt mit Menschen gesprochen hat - erst gestern eine freundliche Person, die sich heute in ein Tier verwandelt hat“ (2, S. 161). Die Bitterkeit von Irrtum und Täuschung in den ersten, unerwartet auftretenden und schüchtern realisierten, emotionalen (intimen) Erfahrungen schafft eine andere Art des Psychotraumas der Heldenin: „Ivanka erinnert sich noch immer daran, was letzten Sommer an genau diesem Ort passiert ist ... Großvater Iwans Maihonig ist nicht so süß wie die Rede des roten Kommissars zu dieser Zeit. Und jetzt ist ein Gift herausgeflossen ...“ (2, S. 162). Eine abrupte Änderung der Modalität von *schönem Rot - von der Personifizierung von absolutem Gut / Sicherheit zu absolutem Bösen / Angst / Trauer* - schafft eine frustrierende Situation, begleitet vom Zusammenbruch von Illusionen und schüchternen ersten Hoffnungen des Mädchens: «Es scheint ihr, dass ... die Haut an ihrem verletzten Herzen zerrissen ist - und es kann nicht verhindern, dass das Blut daraus sickert“ (2, S. 162), „Ihr Kopf spaltet sich. Auch sie möchte in die Nähe von Khaya fallen und einschlafen, aber einschlafen, damit sie nicht morgen oder übermorgen aufwacht, sondern wenn sie sehr groß wird, wenn sonst niemand für *Lastwagen* kommt. <> Und damit dann niemand sie nach irgendetwas fragt, es nicht bereut und niemals liebt. Sie wurde von einer solchen schwarzen Faulheit angegriffen, dass sie nicht einmal atmen wollte“ (2, S. 163).

Wir sind davon überzeugt, dass der beschriebene Inhalt ein Feld für die Initiierung von Ivankas Erwachsenenalter ist, denn „*Ihr ist letzte Nacht etwas passiert, von dem Sie nicht wissen, wie Sie damit leben sollen.*“ <> Ivanka will nicht essen oder trinken, nicht weinen oder schreien. Er will sich auf unbestimmte Zeit hinlegen und nie mit jemandem reden. Es scheint ihr, dass einer dieser Lastwagen oder vielleicht beide gleichzeitig mit großen runden Rädern über sie hinwegfuhrten und alle ihre Knochen brachen, denn warum würden jeder Knochen und jedes Haar, jeder Finger und alle Zähne so weh tun? „(2, S. 168). So wird das besondere Selbst der Heldenin weiterhin abgegrenzt: Jeder situative historische Auslösefaktor führt zu metaphorischer Ablehnung / Demut und stärkt die impliziten archetypischen Strukturen, die das Verhalten und die Suche nach dem eigenen „Ich“ bestimmen.

Die apokalyptische Handlung dieses Textes ist offensichtlich. Der unabhängige Text dieser „kommunistischen Martyrologie“ – O.P. – ist Ivanka Borsuk, ein Mädchen, dessen Leiden vor dem Hintergrund eines scharfen Zusammenbruchs von Hoffnungen und Illusionen stattfand. Hier wachsen viele auf, sind nach Alter Kinder und viele verlieren ihr "Ich" im Alter der Reife. *Hier sind meisterhaft gesammelte Beweise dafür, dass die Weisheit eines Erwachsenen einem Kind, einem archetypischen Ewigen Kind, das Wahrheiten ausspricht, einem weisen alten Mann, der die implizite Bedeutung von Dingen und Menschen versteht, der Großen Mutter, die sie alle absolut und schmerhaft liebt, absolut zur Verfügung steht Kinder.* Hier wird

nach dem Vorbild eines harten und grausamen moralischen Duells zwischen Ivanka Borsuk und ihren Vorstellungen von "illusorischer Realität" und "Realität von Illusionen" durch den Schmerz eines psychischen Traumas ihr Selbst geformt.

Bei der Untersuchung des Korpus historisch orientierter Prosa von M. Matios wird deutlich, dass vorwiegend "... weibliche Bilder <> eine Art" Retranslator "jener historischen Prozesse sind, die im 20. Jahrhundert stattfanden. In den westukrainischen Ländern wiederum „veranschaulichen die Schicksale der Frauen anschaulich den Verlauf der vom Schriftsteller dargestellten sozio-historischen Prozesse“ (6, S. 396-370). Es ist die weibliche Personifikation des Grauens und der Trauer des Krieges ("Weil niemand menschliche Kinder bedauert" (2, S. 126), "Frauen mit großen Bäuchen laufen herum - es bedeutet, dass es Kinder geben wird, dann wird es geben." sei jemand, der im Krieg tötet, und ich werde jemanden rufen" (2, S. 126) ist voller größter Tragödien, wenn es darum geht, die Meilensteine der Militärgeschichte zu verstehen und das militaristische Bewusstsein zu korrigieren. Und wie wir glauben, wird durch das System der weiblichen Bilder ein sehr neuer Modus operandi sehr eloquent und gleichzeitig lakonisch geschaffen, in dem auf dem Schlachtfeld zwischen „Id“ und „Ego“ („Und wenn diese Hölle es hat) Heute vom Himmel auf die Erde herabgestiegen ?! Großmutter ist eine Hölle zwischen Menschen auf Erden“ (2, S. 109)) Der Sieg wird durch eine gesunde Lebensmoral und die Idee der Philanthropie, die Idee der Toleranz errungen und Nichteinmischung eines Regimes („Wir haben es nicht eilig. Wir sind für immer hier“ (2, S. 91), „Dass die roten rot sind... sie werden mehr als einmal seitwärts herauskommen...“ (2, S. 111)) in das Leben der Gesellschaft.

Auf diese Weise erwarb das Selbst "nicht wie alle anderen das kranke Barsukova-Mädchen

("Und sein eigenes wird manchmal ein Fremder. Und er sieht aus wie sein eigenes und verhält sich so, als wäre er freundlich und trägt eine solche Dunkelheit in sich, dass die Nacht während des Tages aus dieser verborgenen menschlichen Schwärze hervorgeht" (2, p. 121), über den Preis des Lebens („Weil niemand menschliche Kinder bemitleidet“ (2, S. 126)), über den Schrecken des Krieges („Gott schütze, dass der zweite Krieg niemals beginnt. <> Krieg, mein Kind, gibt es keine Gerechten, jeder ist des Krieges schuldig. Und die Wahrheit existiert im Krieg nicht, oh, es passiert nicht ...“ (2, S. 120)), über den Sinn des Lebens („Also denk nicht, mein Engel“, spricht der Klingelton nur an Ivanka, „wie man über die Treppe in den Himmel kommt. Die Zeit wird kommen - die Treppe wird zu dir herunterkommen“ (2, S. 126)) und über ein besonderes Geschenk - Weizen von Spreu in einer so schönen roten schrecklichen Welt zu unterscheiden („Hier braucht

man Talent - gute Augen und Vernunft - um zu überlegen, wer ein Fremder und wer sein eigener ist ...“ (2, S. 121).

Ich widme diesen wissenschaftlichen Artikel der gesegneten Erinnerung an einen herausragenden Wissenschaftler, Doktor der Geschichtswissenschaften, Shityuk Nikolai Nikolaevich, der unter anderem die tragischen Seiten der Geschichte der Ukraine erforscht - die Gräueltaten des Straf- und Repressionssystems der Ära des Kommunismus Terror in verschiedenen ukrainischen Regionen.

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PHILOSOPHICAL SCIENCES

THEOLOGICAL RATIONALE OF ECUMENISM AND ITS SOCIAL PASSIONARITY

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Abstract

The article provides an analytical description of the theological foundations of ecumenical paradigms formation, which were structured by Protestant, Catholic and Orthodox theologians. In particular, we present the "branch theory" developed by the Oxford movement; K. Rahner's concept of the "anonymous Christian"; theories of "restoration" and "Eucharistic communion". We undertook the attempts to objectively analyze and critically comprehend these concepts, their diverse assessment by theologians and religion scientists. Also, the concept of Catholic ecumenism, formed after the Second Vatican Council, as well as the official view of the Orthodox Church on the ecumenical movement in its conceptual variations are briefly presented based on the official documents. The article describes positive consequences of the ecumenical paradigm implementation in the social sphere, their social significance, as well as their assessment by theologians and researchers.

Keywords: ecumenism, Oxford movement, "branch theory", Eucharistic communion, the concept of "anonymous Christian", the Second Vatican Council, the Pan-Orthodox Council 2016, social service.

The phenomenon of ecumenism can be defined as a kind of activity that is carried out with the intention of restoring full and true unity between Christian denominations. Such actions include prayers, reflections, meetings and dialogues, which are aimed at reconciling and overcoming the differences that were the reason for the division of Christians, rather than the usual subordination of one tradition to another. Such an interpretation of ecumenism does not establish the principle of equality between divided churches, but creates an understanding that outside of a particular denomination there may be a significant ecclesiastical reality that can be described as elusive and imperfect.[5, p. 33]

However, ecumenism is often misinterpreted. The reason for this is the non-institutional type of ecumenical activity. If institutional ecumenism is official cooperation and dialogue between Christian denominations, their leaders or authorized representatives, then non-institutional ecumenism, which is defined as "ecumenism of life" or "spiritual ecumenism", is a practice often initiated by ordinary Christians belonging to one tradition or another without the appropriate permission or blessing in the vast majority of cases.[16, p. 7]

For the reasons listed above, ecumenism can often be interpreted not simply as a desire to restore Christian unity, but as a unity of different churches and religions. Such an explication of the phenomenon of ecumenism often occurs not only among ordinary Christians, but also among some religious researchers. Claiming the similarity of all religions through the element of faith in God (or gods) and finding common elements through a superficial acquaintance with the various expressions of this faith through religious worship and spiritual exercises, they consider the possibility of so-called "ecumenization of faith", creation of a single and universal faith.[13, p.166]

But the fact that ecumenism is oriented towards the rapprochement of Christians remains unchanged.

This is confirmed by the creation of the World Council (World Council of Churches), which set itself the goal of creating a basis for inter-Christian communication, rather than creating a syncretic "superchurch".[17, p. 226] It follows that ecumenism does not aim to generate a new universal faith, to determine the falsity or truth of a religion. The so-called broad ecumenism does take place, but it aims to lay the groundwork for dialogue between religions, in order to create favorable conditions for religious tolerance and unity in the social environment.[9, p. 129] It will be divided into: Abrahamic (movement towards unity between Judaism, Christianity and Islam) and general religious (dialogue between all religions).[16, p. 7]

However, ecumenism as a phenomenon originates in the Christian environment and its primary goal is to restore unity, especially between Christian denominations. There existed a number of social and theological preconditions for this. In particular, the researcher Legeiev M.V. claims that such preconditions are, first of all, the exponential growth of the so-called "anti-transmission", which is manifested in the growing influence of the inner experience on the human personality, which diverts it from God. The increasing number of cases of Christian world fragmentation, which is perceived by Christians themselves as an obvious spiritual catastrophe, also had a significant impact on the formation of ecumenism.[17, p. 225]

We shall not focus on the description of historical formation of the ecumenical movement, but rather make an emphasis on the delineation of theological foundations and their interpretation by different Christian communities. Despite the fact that some researchers characterize the primary goal of ecumenism not so much as the unity of all Christian movements, but as unity within a single denomination, and ecumenism originally is defined as "confessional (Protestant) ecumenism".[24, p. 137] Yet the ecumenical potential has

not only taken root in the Protestant milieu, but has gone far beyond it. Understanding that every Christian who is aware of his or her own sense of responsibility for the realization of Christ's call for "all to be one" is responsible for building a movement for Christian unity by helping other Christian denominations to participate in the ecumenical movement.

When looking at Christianity in general, one can diagnose a number of ecclesiological justifications for the phenomenon of ecumenism. Christians are aware of the fact that the world as a whole ceases to be Christian, numerous cases of fragmentation and separation of Christian communities from major denominations, the rapid development of Christian personalism in an environment of increasing public interest towards individual personalities.[17, p. 224-225]

The first version of ecumenical ecclesiology is the so-called "branch theory". The creators of this theory are Anglican theologians of the so-called Oxford movement. According to this concept, the Church of Christ appears in the form of a tree, and the three apostolic Churches - the Catholic, Orthodox and Anglican - are its branches. This theory is based on understanding of the invisible unity of the Conciliar Church, despite external differences.[23, p. 94] Thus, the theological justification of ecumenism in the interpretation of this theory is the awareness of each denomination about the common origins of a single Ancient Church, the need to preserve its teachings. According to the idea of the representatives of this concept, such awareness should lead to elimination of the interfaith differences understanding as obstacles to unity, as well as to visible convergence of religions, which in invisible and true way are already in unity.[17, p. 227]

Among the Orthodox Church, this concept has often been rejected and criticized. In particular, theologian J. J. Overbeck has characterized this paradigm as incorrect and devoid of truth, because it was formed on the erroneous assertion of the possibility of changing the teachings of the Church over time.[4, p. 31] In the environment of some Orthodox theologians this theory is represented in the following interpretation: the Orthodox branch blooms and develops, while the branches of Catholics and Protestants are dry.[19, p. 145]

Also, it is worth mentioning in this context that this theory has received some coverage and evaluation in the abstracts of the document of the Council of Bishops of the Russian Orthodox Church "Basic principles of the Russian Orthodox Church's attitude to non-Orthodoxy" in 2000. In particular, the preamble of the document states that it "reflects and defines the basic principles of the Russian Orthodox Church's attitude to non-Orthodoxy, as well as to the interaction with non-Orthodox and interfaith organizations".[1] In the second part of the document, which deals with the issue of striving for the restoration of Christian unity, non-Orthodox models of Christian unity receive a pejorative connotation.[22, p. 29] Paragraph 2.5 states that the "branch theory" is "absolutely unacceptable" for the Orthodox Church, as its main concept is to interpret the existence of Christianity in the form of "branches" as normal.[1]

The theory of restoration is formed in the Protestant environment, and finds its supporters far beyond the traditional Christian denominations. The ideological and semantic content of this theory is to interpret each Christian confession or denomination as one that has more or less departed from true unity with Christ, through the sin of interfaith fragmentation and intolerance of the different religious experience of other Christians. That is why it is necessary to reject those components that sow discord, and to unite those values of spiritual experience that are common.[17, p. 227]

The third approach is methodological in nature, so without touching on the division preconditions the Church of Christ, it represents a probable way to restore Christian unity, which is based on interfaith Eucharistic communion. The success of this theory, according to its proponents, is to eliminate the initial cause of the Christian division, which is the lack of love between Christians. Once the lack of love is restored through Eucharistic communion, there will be created favorable conditions for the beginning of restoring Christian unity process.[17, p. 227-228] This approach has received considerable support among many Lutheran and Reformed communities, as well as among many faithful of the Catholic Church. In their interpretation, the ultimate goal of ecumenism is transformed from "communio" to "inter-communio", from the desire for unity to the desire for interaction. Thus, the emphasis is on the common service of the Eucharist, while the institutional division between the churches can continue, in the form of diversity of confessional traditions and ecclesial pluralism. However, this approach is not considered acceptable for the Catholic and Orthodox Churches.[11, p. 86]

For the Orthodox Church, although ecumenism is a new reality for the activity and formation of new forms of the Church's mission, on the part of Orthodoxy ecumenical contacts must be based primarily on basic dogmatic notions of the Church, namely the indivisibility and direct dependence between invisible and visible borders. Through witnessing itself in a divided Christian world, the Church aims to bring Christianity to integrity and wholeness.[17, p. 228-229] If the Protestant understanding is characterized by the understanding of ecumenism as the initial precondition and formal condition for achieving Christian unity, then according to the Orthodox understanding ecumenism is a consequence of internal unity with Truth, as well as internal integrity and inseparability of the spiritual experience of the Church.[22, p. 34] This view is shared by the Catholic Church, in particular Cardinal Kurt Koch arguing that it is impossible to achieve true Eucharistic communion by bypassing ecclesial communion, and conversely ecclesial communion is not complete in the absence of Eucharistic communion.[11, p. 87]

The fourth concept, which should also be mentioned in the context of describing the theological foundations of ecumenism, was developed by one of the most influential Catholic theologians of the twentieth century Karl Rahner. His conception of the "anonymous Christian" was criticized not only by Orthodoxy but also by Catholic giants of theological thought, such

as G. U. von Balthazar, A. de Lubac, and J. Ratzinger. The concept of the anonymous Christian was developed by K. Rahner in the light of soteriological issues, which are fully explained in correlation with the universality of God's saving will.[18, p. 162] K. Rahner, on the example of a Buddhist monk who lives according to his own conscience (and therefore is saved and is in God's grace), demonstrates the actualization of the concept of "anonymous Christian". Because in the absence of this concept, it should be assumed that there is another way of salvation, which is outside of Jesus Christ. Therefore, since such an interpretation cannot belong to the plane of Christian soteriology, the creation of the concept of an anonymous Christian is a forced step for the theologian.[7, p. 76] In contrast to this theological concept, G.U. von Balthazar is arguing that it leads to demotivation of Christians in the nurture of ascetic faith and Christian discipline. Christianity, as such, makes this theory too easy to accept, separated from its original essence, and the creation of the probability of unconscious belonging to Christianity is an extreme simplification of Christianity.[21, p. 165]

Another approach to the process of defining Christian identity, which has the nature of ecumenical Christian existence, was developed by the Swiss theologian Hans Kung. The essence of this concept is the need to adapt Christian teaching, which was formed in the environment of Hellenistic culture, to the conditions of the modern world. The theologian proposes to identify as a Christian not only those who put faith in Christ at the center of their worldview, but those who focus their lives on the fullness of Christ's life, His death and resurrection, which creates an opportunity not to emphasize the dogmatic contradictions of specific denominations.[18, p. 162] In his theological paradigm, H. Kung goes further, bringing to the fore the issue of acceptance of other religions, rather than the question of their truth, as a result of which religious truth as such becomes relative.[15, p. 189] Concerning the basis of Christian ecumenism (taking into account mainly Protestantism and Catholicism) H. Kung emphasizes the solution of the problem of the difference of fundamental positions, which for Catholic church is manifested in Catholicism, universality, striving for a single Church; for Protestantism - in constant critical appeal to the Gospel. The Swiss theologian argues that these positions not only do not exclude each other, but can be metamorphosed into "evangelical Catholicism" vector-oriented to the Gospel and "Catholic evangelicity" based on Catholic universality. However, the consequences of the implementation of this paradigm can be as in the successful functioning of interfaith and interreligious dialogue as in the profaned Christian identity, its cardinal depletion.[18, p. 162]

That is why it is worth paying attention to the documents of the Second Vatican Council, which were devoted to the topic of ecumenism and interreligious dialogue. Despite the fact that the council helped to unleash the potential of such Catholic theologians as J. Ratzinger, A. de Lubac, G. Urs von Balthazar, who are considered conservatives in the theological circle, for many researchers and theologians it was perceived as

modernist.[10, p. 847] That is why in order to objectively and soundly assess the potential and purpose of the ecumenical concept of the Catholic Church, it is necessary to analyze the documents of the council, including the decree on ecumenism - "Unitatis Redintegratio", the decree on Eastern Catholic Churches "Orientalium Ecclesiarum", the declaration of Church attitude towards non-Christian religions "Nostra Aetate". These documents of the council not only became the main verifiers of the process of building ecumenical and interreligious dialogues, but also demonstrated the readiness of the hierarchs of the Catholic Church to respond to the challenges of time and openness to the movement towards consensus with a world that changes exponentially.[2, p. 87]

In turn, the Holy and Great Council of the Orthodox Church on the island of Crete in 2016 played an important role among the Orthodox Church in outlining the ecumenical concept, namely its document "Relations of the Orthodox Church with the rest of Christendom", which received diametrically opposed assessments in the Orthodox world, a new view of ecumenism, "optimistic ecclesiology", a new development of the tradition of the missionary approach of the Orthodox Church.[17, p. 232, 237] As the Pan-Orthodox Council remains in the historical plane, the interpretation of its results differs: among the Ecumenical Patriarchate they will be assessed as positive, and in the range of influence of the Russian Orthodox Church the theological interpretation of ecumenism carries a negative connotation.[3, p. 168]

Another component of ecumenical activity singled out by researchers is the social dimension of ecumenism, the consequences of which are much easier to characterize in the social sphere. It is worth noting that this dimension is important, given that there are many supporters of the ecumenical movement, who argue that the effectiveness of building ecumenical dialogue and consensus on theological issues is largely determined by social unity and development of social cooperation. [16, p. 10]

Given that social doctrine is an important component of every Christian denomination, as it is an effective way of shaping the social worldview, reflecting ideas about the Christian vocation in the world, it also has a constructive impact on shaping the axiological approach in society and the implementation of social synergy paradigms. [20, p. 129] The transfer of the emphasis of ecumenical activity by Christian denominations to the sphere of social service, as a result of confrontation with the difficulties that arose as a result of theological and dogmatic dialogue, created a favorable environment for forming a visible image of Christian unity.[11, p. 39] Paragraph 12 of the Decree on Ecumenism states that social cooperation should be aimed at: "proper appreciation of dignity of human person, nurturing of the benefits of peace, the application of evangelical principles in social life, development of sciences and arts in the Christian spirit, (...) overcoming such tragedies of today as famine and natural disasters, illiteracy and poverty, housing shortages, unfair distribution of material goods ".[6, p.137] Such cooperation

will also contribute to better interfaith knowledge of Christians and paving the way for unity.

The result of modern ecumenical discussions on the social cooperation of Christian churches has been a combination of three components: liturgy, mission and social diakonia, an inseparable combination of which causes the actualization and necessity of the social component of the ecumenical movement.[16, p. 11] Among Orthodox theology, they develop the concept of spreading the liturgy "outside the church fence", and such well-known church scholars as I. Ziziulas and A. Schmemann present it in their works on liturgical theology. Thus, the Liturgy is perceived not only as a temple service, but as a life directed to the Creator and through the Creator to people.[12, p. 19] Another Orthodox theologian, I. Bria, emphasizes the importance of transforming social associations into a kinonia (from the Greek koudmia - community), in which Christians unite with God and among themselves.[14, p. 82] Such conceptions of liturgical theology, which are aimed at regenerating the evangelical religiosity of early Christians, correlating with the new challenges of the time, were praised by a wide range of participants in the ecumenical movement.[16, p. 11]

As for the practical implementation of the concepts of social service, starting from the end of the twentieth century, the Eastern European Office of the World Council of Churches initiated the creation of Round Tables on interfaith assistance and social service. The purpose of their activities is to implement projects aimed at the development of information, publishing and educational activities, which were carried out in such countries as Russia, Armenia and Ukraine.[16, p. 11-12]

But despite the qualitative potential of such meetings, the development of concepts of social service and the implementation of this theorizing, the whole fundamentalist environment of the Orthodox Church condemns them as useless. In particular, the Russian Orthodox theologian O. Osipov criticizes the Christian Conference "Salvation Today" (Bangkok), arguing that no social problems outside the context of Christian soteriology have any significance. And even such an interpretation, according to researcher Gorokholinskaia I.V., would be acceptable given the need for social service in the context of Christian soteriology. However, the further interpretation of the consequences of this meeting by O. Osipov shows a lack of understanding of the true mission of Christ, and Christians who intend to follow the Savior. "Being a light to the world means being a Christian and being socially responsible, active and mobile," mentions the researcher.[8, p. 449] Promotion of active elimination of a wide range of social problems, implementation of informational and educational work, fight against racism, active environmental and peacekeeping activities are only a superficial and generalized description of the consequences of the social component of ecumenism and its social passion.[16, p. 12]

In short, we can conclude that the main theological justification for ecumenism is in the words of Jesus Christ: "That all may be one" (John 17:21), and all other

attempts to create the concept to overcome the fragmentation of Christians can only be based on them. That is why, in our opinion, the success of certain efforts to unite depends equally on the hierarchy of Christian denominations, and each Christian in particular, no matter how unfounded it may sound. That is why the importance of building both the theological and social dimensions of ecumenism should not be underestimated. Saint Pope John Paul II compares reason and faith to the two wings of the human spirit, which ascends to the contemplation of Truth, just as the ecumenical paradigm cannot be perfectly realized exclusively in the theological or exclusively in the social dimension.

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ENERGY RELATIONS BETWEEN AZERBAIJAN AND GERMANY

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ENERGIEBEZIEHUNGEN ZWISCHEN ASERBAIDSCHAN UND DEUTSCHLAND

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Abstract

As the world's sixth-largest energy consumer, Germany generally meets its energy needs from fossil fuels and renewables such as nuclear energy, wind, solar, biofuels, and hydroelectric energy sources. Despite all these energy resources, Germany imports more than half of its energy needs. Germany has an important place in the European Union energy sector. Although Germany has rich and well-established coal deposits, it generally imports its coal needs. Germany's oil production does not meet the consumption within the country. In addition, Germany is one of the world's leading consumers in terms of natural gas imports. Total gas reserves in Germany cannot meet the annual production need. After oil, natural gas is one of Germany's most important energy needs. It seems that Germany will remain dependent on natural gas imports in the coming years. Azerbaijan's position on energy security of the European Union (EU), of which Germany is an important part, has become quite strategic, especially after the Russia-Ukraine crisis. Based on the point that Azerbaijan can contribute to the Union in terms of diversification of energy resources, it is important for Germany as well as for EU states to move the relations to a further point. Azerbaijan-Germany relations have an important potential both in the field of economy and energy. Cooperation with Azerbaijan, which has rich energy resources, is of great importance for Germany, which depends on energy imports. On the other hand, Germany will make a significant contribution to Azerbaijan in terms of renewable energy technologies.

Abstrakt

Als sechstgrößter Energieverbraucher der Welt erfüllt Deutschland seinen Energiebedarf in der Regel aus fossilen Brennstoffen und anschließend aus Kernenergie, Wind, Sonne, Biokraftstoffen und Wasserkraft. Trotz all dieser Energieressourcen importiert Deutschland mehr als die Hälfte seines Energiebedarfs. Deutschland hat einen wichtigen Platz im Energiesektor der Europäischen Union. Obwohl Deutschland über reiche und gut etablierte Kohlevorkommen verfügt, importiert es im Allgemeinen seinen Kohlebedarf. Die deutsche Ölproduktion entspricht nicht dem Verbrauch innerhalb des Landes. Darüber hinaus ist Deutschland einer der weltweit führenden Verbraucher bei Erdgasimporten. Die gesamten Gasreserven in Deutschland können den jährlichen Produktionsbedarf nicht decken. Erdgas ist nach Öl einer der wichtigsten Energiebedürfnisse Deutschlands. Deutschland scheint in den kommenden Jahren weiterhin von Erdgasimporten abhängig zu sein. Aserbaidschans Position zur Energiesicherheit der Europäischen Union (EU), von der Deutschland ein wichtiger Bestandteil ist, ist insbesondere nach der Russland-Ukraine-Krise sehr strategisch geworden. Angesichts der Tatsache, dass Aserbaidschan zur Diversifizierung der Energieressourcen beitragen kann, ist es sowohl für Deutschland als auch für die EU-Staaten wichtig, die Beziehungen auf einen weiteren Punkt zu verschieben. Die Beziehungen zwischen Aserbaidschan und Deutschland haben sowohl im Bereich der Wirtschaft als auch der Energie ein wichtiges Potenzial. Die Zusammenarbeit mit Aserbaidschan, das über reiche Energieressourcen verfügt, ist für Deutschland, das von Energieimporten abhängt, von großer Bedeutung. Auf der anderen Seite wird Deutschland einen wesentlichen Beitrag zu Aserbaidschan in Bezug auf Technologien für erneuerbare Energien leisten.

Keywords: Germany, Azerbaijan, energy, relations, TAP, renewables

Schlüsselwörter: Deutschland, Aserbaidschan, Energie, Beziehungen, TAP, erneuerbare Energien

Einführung. Der Artikel untersucht die Energieressourcen Deutschlands, die Energiepolitik und die Rolle Aserbaidschans für die Energiesicherheit Deutschlands. Deutschland liefert seine Energie, die es in großen Mengen verbraucht, aus Kohlenwasserstoffquellen. Da Deutschland in Kohlenwasserstoffvorkommen nicht genügend Energie

gewinnen kann, liefert es eine große Menge durch Importe. Deutschland ist gemessen am Ölverbrauch das zehnte Land der Welt und importiert den größten Teil seines Ölbedarfs aus Norwegen, Russland und England. Deutschland importiert sein Erdgas auch aus Norwegen, Russland und den Niederlanden. Trotz der Tatsache, dass Deutschland eines der weltweit

führenden Länder im Bereich erneuerbarer Energien ist, ist es immer noch stark auf Importe fossiler Brennstoffe angewiesen, da seine heimischen Ressourcen weitgehend erschöpft sind oder ihre Gewinnung zu kostspielig ist. In dieser Hinsicht ist Aserbaidschan sowohl für seine Energieressourcen als auch für seine Rolle als Brücke zur Erreichung der weltweit größten Energiereserven ein sehr wichtiges Land für Deutschland.

Energiepolitik Deutschlands. Deutschland ist einer der größten Importeure von Gas, Kohle und Öl weltweit und verfügt neben Braunkohle und erneuerbaren Energien nur über wenige heimische Ressourcen. Deutschland, das bei der Kohleproduktion an zweiter Stelle steht, steht beim Verbrauch an erster Stelle. Trotz der Fortschritte bei den erneuerbaren Energiequellen verbraucht Deutschland weiterhin eine erhebliche Menge Kohle. (1 p36) Das Überwiegen der Kohle macht das Land zum größten Kohlendioxidemittenten Europas. Bei der Untersuchung der Nutzungsquoten der Kernenergie zeigt sich, dass Deutschland bezog bis März 2011 ein Viertel seines Stroms aus Kernenergie mit 17 Reaktoren. Die Zahlen liegen jetzt bei etwa 10% aus sechs Reaktoren, während 35-40% des Stroms aus Kohle stammen, der größte Teil aus Braunkohle. (2) Deutschland, das 3 Prozent des weltweiten Verbrauchs entspricht, den zweiten Platz einnimmt. Trotz der Entscheidung Deutschlands, Kernreaktoren abzuschalten, wird davon ausgegangen, dass es sich weltweit um einen wichtigen Kernenergioproduzenten handelt. (1 p41) Bekanntlich hat die Welt mit verschiedenen Klimakrisen, dem Abschmelzen von Gletschern und der Erwärmung der Atmosphäre zu kämpfen. Deutschland hat eine Energiewende-Initiative zur Bekämpfung von Klimaproblemen, zur Minimierung von Energieimporten, zur Erhöhung der Energiesicherheit, zur Verhinderung der durch Kernkraftwerke verursachten Negativitäten und Risiken sowie zur Umsetzung einer umweltfreundlichen Erhaltungspolitik. Die Energieinitiative zielt darauf ab, das letzte Kernkraftwerk im Jahr 2022 stillzulegen und den Weg für erneuerbare Energiequellen zu ebnen, indem bis 2038 von fossilen Brennstoffen Abschied genommen wird. (3) Trotz des anhaltenden Beitrags der Kohle zum Strommix hat sich die Stromerzeugung aus erneuerbaren Energien in Deutschland seit 2007 mehr als verdoppelt. Deutschland steht bei der Nutzung moderner erneuerbarer Energiequellen wie Wind, Sonne und Biomasse an erster Stelle. (4) Im Jahr 2020 wurde ein Drittel des Bruttostroms mit Braunkohle und Steinkohle erzeugt, der umweltschädlichsten Energiequelle. Im Vergleich dazu lag der Anteil der kombinierten erneuerbaren Energien bei 45 Prozent, wobei der Wind die wichtigste erneuerbare Energiequelle in Deutschland ist. Der Beitrag der erneuerbaren Energien im Jahr 2020 war deutlich höher als in den Vorjahren, da die Nachfrageänderung während der Coronavirus-Pandemie die Nutzung nicht versandfähiger erneuerbarer Quellen wie Wind und Sonne förderte. (5)

Deutschland ist bei der heimischen Stromerzeugung nach wie vor stark auf fossile

Brennstoffe angewiesen. Der Ölverbrauch erreichte Ende der 1970er Jahre seinen Höhepunkt, ist aber nach wie vor die wichtigste Primärenergiequelle Deutschlands. Mineralöl deckte 2019 35,3 Prozent des deutschen Primärenergieverbrauchs ab. Öl wurde hauptsächlich als Transporttreibstoff verwendet, und nur ein kleiner Teil wurde zur Stromerzeugung verwendet. (5) Die heimische Rohölproduktion des Landes aus 51 Ölfeldern betrug 2018 2 Millionen Tonnen. Deutschland importierte 85,2 Millionen Tonnen Rohöl. Das Land importiert auch zusätzliche Mineralölprodukte. Russland war 2018 mit 31 Millionen Tonnen oder rund 36 Prozent der Ölimporte der mit Abstand größte Lieferant. (6) Der größte Teil des deutschen Ölverbrauchs entfällt auf den Verkehr, so dass der Übergang zu erneuerbaren Energien, der sich weitgehend auf Elektrizität konzentriert, bislang nur geringe Auswirkungen hatte. Dennoch hat die Energiewende die ohnehin schon untergeordnete Rolle von Öl bei der Stromerzeugung verringert, da billige erneuerbare Energien die Erzeugung auf Ölbasis verdrängt haben. Im Jahr 2020 blieb die inländische Rohölproduktion mit 1,9 Mio. t auf dem Niveau des Vorjahrs. Öl blieb mit einem Anteil von 34 Prozent (35% im Jahr 2019) die wichtigste Energiequelle, gefolgt von Erdgas mit 27 Prozent (25%). (7)

Deutschland gehört zu den größten Erdgasimporteuren der Welt und rund 94 Prozent seines Gasverbrauchs werden durch Importe gedeckt. Die deutschen Felder stehen kurz vor der Erschöpfung. Die inländische Erdgasproduktion ist seit 2004 zurückgegangen und wird voraussichtlich im Laufe der 2020er Jahre ganz eingestellt. Die inländische Erdgasproduktion in Deutschland ging 2020 gegenüber dem Vorjahr um fast 16 Prozent zurück. Die Produktion ging von 6,1 auf 5,2 Milliarden Kubikmeter zurück, was immer noch fünf Prozent des deutschen Erdgasverbrauchs abdeckte. (7)

Erneuerbare Energien machten 2020 fast 17 Prozent des Primärenergieverbrauchs aus, verglichen mit 14,9 Prozent im Jahr 2019. Bei der Stromerzeugung in Deutschland haben erneuerbare Energiequellen 2020 erstmals fossile Brennstoffe überholt. (7)

Entsprechend der von Deutschland verfolgten Energiepolitik werden Anstrengungen unternommen, um durch den Einsatz erneuerbarer Energien in allen Wirtschaftsbereichen eine Energiewende zu erreichen. Deutschland wird jedoch noch lange von fossilen Brennstoffen abhängig sein.

Energiebeziehungen zwischen Aserbaidschan und Deutschland. Deutschland hat in seiner bisherigen Energiewende ein hohes Maß an Sicherheit bei der Versorgung mit Öl, Erdgas und Strom bewahrt. Geplante Atom- und Kohleausstieg Maßnahmen sollen die Abhängigkeit des Landes von Erdgas erhöhen. Es wird daher immer wichtiger, die Bemühungen zur Diversifizierung der Gasversorgungsoptionen fortzusetzen. Mit dem Ziel, die Gasabhängigkeit von Russland zu verringern und die reichen Energieressourcen im Kaspischen Raum und im Nahen Osten zu nutzen, versucht Deutschland, die Vielfalt der Energieversorger sicherzustellen. Unter diesem Gesichtspunkt versteht sich, dass Aserbaidschan ein

wichtiger Akteur bei der Gewährleistung der Energiesicherheit in Deutschland ist.

Aserbaidschan und Deutschland haben eine vielfältige Zusammenarbeit im Energiebereich, und es gibt neue Möglichkeiten, diese Zusammenarbeit auszubauen. Der Hauptanteil der aserbaidschanischen Exporte nach Deutschland sind Öl und Ölprodukte. Nach Angaben des Bundesamtes für Wirtschaft und Exportkontrolle war Aserbaidschan im Jahr 2020 Deutschlands neuntgrößter Rohöllieferant. Im Jahr 2020 exportierte Aserbaidschan fast 2,5 Millionen Tonnen Rohöl nach Deutschland. (8)

Aserbaidschan ist ein bedeutender Rohölproduzent (37,5 Millionen Tonnen einschließlich Erdgasflüssigkeiten im Jahr 2019) und ein bedeutender Erdgasproduzent (24,5 Milliarden Kubikmeter im Jahr 2019). Aserbaidschan war 2018 der 24. größte Rohöl Produzent der Welt und nach Kasachstan der zweitgrößte EU4Energy-Schwerpunkt. Aserbaidschan ist auch ein bedeutender Exporteur von Rohöl (30,8 Millionen Tonnen im Jahr 2019) und Erdgas (11 Milliarden Kubikmeter im Jahr 2019). (9)

Öl wird hauptsächlich über die Hauptölpipeline Baku-Tiflis-Ceyhan und Erdgas über die TANAP- und TAP-Pipelines, wichtige Segmente des Projekts Southern Gas Corridor, in europäische Länder sowie nach Deutschland transportiert. Die Bedeutung der Energieressourcen in der kaspischen Region ist eine bekannte Tatsache für die EU und Deutschland, deren Hauptziel eine sichere und stabile Energieversorgung ist. Die EU bereitet sich darauf vor, in der ersten Phase 10 Milliarden Kubikmeter Erdgas zu importieren, und beabsichtigt, die Importmenge zu erhöhen, wobei die Leitung voraussichtlich 2026 31 Milliarden Kubikmeter Erdgas befördern wird, da die Kapazität rechtzeitig erhöht wird.

SOCAR und Uniper haben 2013 einen langfristigen Gasliefervertrag unterzeichnet. Darüber hinaus bereitet sich das deutsche Unternehmen E.ON darauf vor, zwischen 2020 und 2044 über SGC jährlich rund 1,5 Milliarden Kubikmeter Gas nach Deutschland zu importieren. (10) Diese Gasversorgung dient der Diversifizierung der Gasversorgung nach Europa und Deutschland, stärkt den Wettbewerb auf dem Gasmarkt und die Versorgungssicherheit.

Mit dem Ziel, den Einsatz erneuerbarer Energien aufgrund der globalen Erwärmung, des Klimawandels und zunehmender Umweltbedenken sowie vor allem der Abhängigkeit von importierten Energiequellen zu erhöhen, hat Deutschland das Projekt "Energiewende" umgesetzt. (11) Infolge der Investitionen in Deutschland, die seit rund zwanzig Jahren mit dem Projekt Energiewende versuchen, das Energiesystem zu verändern, hat sich der Anteil erneuerbarer Energien an der Stromerzeugung mehr als verzehnfacht. Zu diesem Zeitpunkt wird die Zusammenarbeit der beiden Länder im Bereich der erneuerbaren Energien und ihre strategische Zusammenarbeit zur Verringerung der Energieabhängigkeit und zur Entwicklung der Beziehungen zwischen den beiden Ländern beitragen.

Aserbaidschan hat ein starkes Potenzial für die Entwicklung erneuerbarer Energien. Das Land verfügt über ausgezeichnete Solar- und Windressourcen und

bedeutende Aussichten für Biomasse, Geothermie und Wasserkraft. Der praktische Einsatz war jedoch im Vergleich zum Umfang der verfügbaren Ressourcen und den langfristigen Ambitionen des Landes begrenzt.

Erneuerbare Energien bieten auch die bekannteste kohlenstoffarme Lösung, um die Klimaziele Aserbaidschans zu erreichen. Das Land hat sich verpflichtet, seine Treibhausgasemissionen bis 2030 um 35% zu senken, gemessen ab dem Basisjahr 1990 im Rahmen des Pariser Abkommens, in dem der Einsatz alternativer und erneuerbarer Energiequellen zur Erreichung dieses Ziels hervorgehoben wird. In Aserbaidschan wird eine hochrangige Zusammenarbeit mit deutschen Unternehmen wie VPC und ENERCO durchgeführt, um Diagnosen und Audits von Kraftwerken durchzuführen, die Erzeugungskapazität und die Stromübertragungssysteme zu optimieren und wiederherzustellen.

Fazit. Laut der Studie wird der Einsatz erneuerbarer Energien in Deutschland zwar zunehmen, aber in den kommenden Jahren noch erhebliche Mengen fossiler Brennstoffe importieren müssen. In dieser Hinsicht wird Aserbaidschan mit seinen reichen Öl- und Gasressourcen als verlässlicher Partner und Transitland eine wichtige Rolle für die Energiesicherheit Deutschlands spielen. Gleichzeitig sind die Aussichten für eine Zusammenarbeit zwischen den beiden Ländern im Bereich der erneuerbaren Energien sehr breit.

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