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**ANNOTATIONS OF THE ARTICLES**

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**THE MODEL IS COST-EFFECTIVE MECHANISM FOR SUSTAINABLE INDUSTRIAL ENTERPRISES**

*In the article the model of cost-effective mechanism for sustainable development of the enterprise taking into account the maximum possible earnings impact in various areas of reducing costs, determines cost-effective mechanism for sustainable enterprise, the characteristic function of a multitude of cost-effective mechanisms URP, the conditions and requirements of reducing costs. It is concluded that one of the ways to ensure the mechanism reducing costs URP is the regulation of the resulting effects from the condition of the company and the functions  $\Phi \rightarrow f(\phi_i, z_i)$ , which is achieved by introducing a dependence of the entropy of the company from spending and domestic growth.*

**Key words:** state of the enterprise, entropy, necessary and sufficient conditions for reducing costs, expectations, factors, criteria, efficiency, sustainable development.

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**STATE-PRIVATE PARTNERSHIP WITHIN THE SYSTEM OF STRATEGIC PLANNING IN RUSSIA**

*The transition to the system of strategic planning requires significant innovations in the institutions of government and business interaction, including the practice of public-private partnership. Actually, forms and tools of such partnerships themselves become the object of strategic planning. With appropriate economic and legal prerequisites it makes possible to engage into the sphere of such partnerships more and more large-scale projects. In this situation the growing use of the methods of strategic planning calls for substantial modifications in the draft of the Federal law on public-private partnership.*

**Key words:** public-private partnership, strategic planning, institutions of development, government support, fiscal instruments of the partnership.

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dumu 13 marta 2013 g.

4. Leningradskoj oblasti zakon o strategicheskom planirovanii byl prinjat eshhe v 2006 g. Naprotiv, Zakon Moskovskoj oblasti № 20/2015-OZ «O strategicheskom planirovanii social'no-jekonomicheskogo razvitija Moskovskoj oblasti» byl prinjat v fevrale 2015 g., t.e. nakanune analogichnogo zakonodatel'nogo prodvizhenija na federal'nom urovne.

5. Otdel'nymi federal'nymi zakonami uregulirovany tol'ko nekotorye chastnye sluchai (formy) GChP, takie kak koncessii i soglashenija o razdele produkcii. Kosvennoj formoj regulirovanija chastnyh sluchaev GChP možno schitat' federal'nye zakony, kasajushhiesja dejatel'nosti tak nazyvaemyh «federal'nyh institutov razvitija», a imenno federal'nyh osobyh jekonomicheskikh zon, zon territorial'nogo razvitija i territorij operezhajushhego social'no-jekonomicheskogo razvitija.

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## **THE INSTRUMENTS OF SUPPORT OF INNOVATIVE ACTIVITY IN THE TERRITORIALLY LOCALIZED FORMATIONS**

*Transformation of a vector of development of the Russian economy causes need of revision of tools, forms and methods of the organization of innovative activity of economic agents. Polarizations of national economic space causes determine the importance of formation and improvement of regional instruments of support of innovative activity. The purpose of this research is studying of world experience of regulation of the innovative relations and justification of instruments of support of innovative activity in the territorial localized formations of the Russian economy. In article the comparative analysis of instruments of the state support of innovative activity in the territorial localized formations of the leading countries of economic development, such as the USA, Germany, France, and China is carried out. Levels of innovative activity, structure of sources of financing of innovative activity of the certain countries are analyzed. Possibility of use the model of intersector interaction «universities - business» for the Mari El Republic is considered. Technologies of support of innovative activity in the territorial*

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localized formations of the Russian economy are offered.

**Key words:** innovations, instruments of support of innovative activity, innovative centers, institutions of development.

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#### EVALUATION OF STRATEGIC AND EFFICIENCY DETERMINING THE PROSPECTS FOR THE RUSSIAN AVIATION INDUSTRY BASED ANALYSIS OF THEIR ACTIVITY

*The necessity and urgency of modernization of the industrial management of the country aimed at increasing the effectiveness of strategic management at the scale of individual sectors of the national economy has long recognized in the system of state management of individual industries and industry complexes of Russia and by the industry. In order to evaluate the effectiveness of policy decisions aimed at the development of the enterprise, it is necessary to operate the indicators that reflect the dynamics of the company's ability to obtain maximum results with minimum utilization of resources. In the article the author used a methodical approach for evaluating the effectiveness of strategic enterprises on the example of three Russian aviation industry. The choice of this sector is due, first of all, that the aviation industry has set a long-term planning horizon, long-term operating and financial cycles, allowing to focus on the current technical and economic indicators. It is also obvious need to harmonize the strategic development of these enterprises with state-level strategies. Analyzes the financial and economic activities of enterprises in dynamics in recent years, based on the diagnosis that held their strategic effectiveness. Also in the main factors affecting the cost parameters deemed most appropriate to ensure the effective and strategic management of these factors formed the tree. The results of the diagnosis and identification of indicators cost needed to develop the core activities that will form the basis of strategic plans for aviation industry.*

**Key words:** strategy, strategic efficiency, management, industrial enterprise, the aviation industry, diagnostics, factors, elasticity.

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### THE ROLE OF INVESTMENT AND PUBLIC-PRIVATE PARTNERSHIPS IN THE NEO-INDUSTRIAL ECONOMY

*The ratio of large-scale issues such as the functioning of the post-reform economy of de-industrialization and its accumulated investment needs with the volume and structure of real capital investments reflects a continuation of destabilizing trends in the national economy due to the uncompetitive economic model, reduced to raw material export, unsystematic investment strategy. In recent years, he added the problem of economic growth. Investments such as neo-industrial, as well as interaction of the state and the private sector - are represented, as one of the conditions for the introduction of the formula «neoindustrialization plus vertical integration. «The article deals with structural-factorial approach to investment and public-private partnership, it shows the role of the individual firm, the state in neo-industrial economy. In economics, neo-industrial areas special weight becomes a modern vision «shumpeterstva» where the dynamism of the economic system, give the entrepreneur and innovation. We analyze the share of investment in innovation and technical upgrading of all investments on the basis of statistical data shows the structure of investments in fixed capital by forms of ownership, which has led to the conclusion about the necessity of cooperation of private and public investments.*

**Key words:** investment, economic growth, individual, company, state, neo-industrial economy.

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### THE OPTIMIZATION OF THE MANAGEMENT SYSTEM OF DOMESTIC ENTERPRISES ON THE BASIS OF MANAGEMENT INNOVATIONS

*The innovative development of the domestic enterprises is the priority direction for the saving and development of business activities. However, despite the active support of the Government, the indicators of innovation activity of Russian enterprises are low.*

*The low efficiency of existing management system is the reason of the “unavailability” of the domestic enterprises to innovate. The dominance in the Russian management systems of the principles and approaches that have survived since the administrative economy is the determining factor for this situation.*

*The use of the management innovations as the changes in the enterprise management system for improving its effectiveness is suggested in the article.*

*The implementation of the management will be brought the management system into compliance with the requirements of the business environment and to ensure conditions for development.*

*The concept of the management system on the basis of management innovations is proposed as the tool of the implement changes. It will create the basis for the «formalization» of management processes on the basis of the management innovations, the introduction of the development and implementation procedures on the regular basis to ensure conditions of the development.*

**Key words:** *innovative activity, development, domestic enterprises, management innovations, the concept of the management system.*

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## TO THE ISSUE ABOUT EFFICIENCY ASSESSMENT OF EXPENSES ON INFORMATION SECURITY

*The article presents the assessment of practical using of the announced standard ISO/IEC TR 27016:2014 (now it is a project of a standard) that is intended to the issues of organizational economics and efficiency assessment of expenses on information security. Author made the comparison analysis of several methods: recommendations of ISO/IEC TR 27016:2014, investments assessment methods, TEI method (by Forrester Consulting company), and efficiency assessment method of information security investments based on fuzzy sets using which has suggested recently by Guido Shryen and his co-authors on the international conference «Workshop on the Economics of Information Security». By means of every named method there was assessed efficiency of expenses on the identity and access management system implementation for one Russian retailer. Analyzed theoretical and practical (cases) aspects allowed the author to make a conclusion about possibilities of ISO/IEC TR 27016:2014 applying for information security management of an organization.*

**Key words:** information security economics, ISO 27016, information risk, costs, value, efficiency.

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## THE CORES PRINCIPLES ELECTRIC POWER INDUSTRY REFORMING

*Realisation of the liberal concept of development of electric power industry has generated the difficult multilevel organizational-economic mechanism of functioning of the economic subsystems which result were control system changes at regional level. Absence of the effective mechanism and criteria of efficiency of the organisation of the electropower market have generated new problems of management of power consumption in regions. This from the reasons is insufficiency of research of occurring system changes and their theoretical substantiation. The author suggests to consider principles of management of electric power industry on a basis application of a method*

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of stratification. The received results of research have allowed to structure intersystem problems and to define directions on perfection of methodology of management by power consumption at regional level.

**Key words:** a principle, power efficiency, a power resource, useful energy, power consumption system.

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#### TRENDS OF MORTGAGE LENDING IN RUSSIA

*The article deals with the modern socio-economic situation in the area of mortgage lending (ML). The relevance problem addressed, due to the complex current situation in the financial and credit and socio-economic spheres of the Russian economy while preserving the needs of the population in obtaining mortgage loans.*

*It is presented the results of a study whose aim is the quantitative and qualitative analysis of the development of mortgage lending in the Russian Federation. The author examines the aspect of associated with mortgage lending in Russia. The article shows the main ways to solve it, and also highlights the prospects for the development of*

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*mortgage lending in Russia.*

*The article stresses the improving trend in mortgage lending in Russia*

**Key words:** *mortgage lending, interest rate, problems and trends.*

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### **METHODOLOGICAL BASIS FOR HIGHER SCHOOL ADAPTIVE DEVELOPMENT**

*Methodological background specifies theoretical and methodological substantiation for the higher school adaptive system with regard to the organization controlling subsystem. The higher school is considered to be a complex adaptive system, which is an integral social and economic system in itself and a subsystem of a higher order system.*

*The prerequisites (e.g. the system of management should be regarded in the complex of structural and process approaches) for the development of the methodological background are identified. The higher school adaptive development system is a project that can be carried out on the basis of the project-oriented approach and principles of the project management. Circularity is the intrinsic property of the higher school that enables to identify the regularities and cycles in the development of higher school educational institutions. With the help of adaptive development system the structure-forming elements, their relationships, transformation processes as well as the system interaction with the external environment can be described. The higher school is also an information system. The subsystem of control is connected with the information movement and can be considered as the response to the information flows.*

*The article suggests the characteristics of adaptive development. The target function of the system is determined. The target of the system is the self-protection and the long-term development of the organization that provides its dynamic stability irrespective of the environment.*

*The article identifies the principles that form the methodological background for the higher school adaptive development: consistency, dynamic stability, development, target orientation, adaptation, economic substantiation, project management.*

*The methodological background insight enables to make the conclusion system designing as a complex system. The article describes the logistic scheme and model for higher school adaptive development.*

*The article is based on the research findings within the government task (project №2899) supported by the Ministry of Education and Science of the Russian Federation.*

**Key words:** *adaptive development, higher school, complex adaptive system, social and economic system, methodological background, adaptive development system model.*

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### EVALUATION OF REGIONAL PROBLEMS OF THE TARIFF SYSTEM IN THERMAL POWER INDUSTRY OF TATARSTAN

*The thermal power industry of the Republic of Tatarstan is one of the key economic complexes of the region. At the same time, thermal power industry has a certain social influence, is an important element of infrastructural support for residents of Tatarstan and is under control of the government regulatory organizations main of which is the State Committee of the Republic of Tatarstan on Tariffs. However, despite the high economic and social importance of this sector, the statistics of its development, as well as financial and economic state of key enterprises of thermal power industry indicates the presence of certain problems relates with its functioning.*

*Were analyzed the dynamic of thermal power industry of Tatarstan in period 2000-2014. Were realized the comparative analysis of the dynamic of thermal power industry in Russian Federation and in Tatarstan in period 2000-2014. Were analyzed the key problems of the tariff system and the structure of tariffs in thermal power industry in Tatarstan.*

*As a possible solution to existing industry problems, were proposed the implementation (in regional level), the mechanism of formation of tariffs for thermal energy based on RAB-regulation.*

**Key words:** *thermal power industry, electric power industry, tariff system in thermal power industry, RAB-regulation.*

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## **PRIORITIES OF THE STATE SUPPORT OF HORTICULTURE INDUSTRY IN THE IMPORT SUBSTITUTION**

*The purpose of scientific work is studying the current condition of the state support of horticulture industry and proposals development for the creation of a logistics centers under the state program. Tasks of scientific research: to analyze the dynamics of the significant indicators of development of horticulture industry in the Russian Federation, to study the basic provisions of the current state of the program, and to summarize the results of the state program is already implemented in support of the horticulture industry, propose the creation of logistical infrastructure to achieve the planned target indicators of the state program. The author used such methods of research as: statistical-economic, monographic, abstract-logic, calculated-constructive. At the present stage of development a significant impact on the growth of agro-industrial complex of the country has a current level of state support, which is especially important for the sectors of agriculture, whose products in large volumes are importing from foreign countries. The current condition of development of the horticulture industry in the Russian regions was analyzed. Target indicators and volume funding of state support for the horticultural industry was outlined. Creation of logistics infrastructure to solve the problem of the safety of products and their optimal distribution was proposed.*

**Key words:** import substitution, state support, horticulture, formation, logistics centers.

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### **ON THE ISSUE OF COMPREHENSION OF THE NATURE OF BUSINESS-CYCLE**

*Topicality of a given paper is conditioned by fact that the interest in the nature of business cycle always was and probably will be and in the future the object of disputes between theorists of economic schools and modern scientists.*

*The paper dwells on the topical issues associated with studying the nature of the business cycles. Views of different schools concerning the business cycles and crises are shown in a new way. During the research, mainly there have been used the grouping, analysis and comparison methods. In the analysis, authors used both fundamental, and the latest literature and electronic resources. In the first part of this paper, authors discuss the essence and value of the business cycles, explain the reasons for which there may exist various theories for an explanation of fluctuations of business activity. The basic part of this paper dwells on the views of classics, Keynesians, neo-Keynesians and monetarists. Often, on deepening of crises the «positive» impact is made by a political business-cycle, which is based on personal interests and is beyond economic regularities.*

*As a result, authors show us that crisis is the special state, which requires urgent intervention. Such intervention has to lean on centuries-old experience, national interests, and specifics of a particular country, historical realities and the correct economic calculations. All this has to become a precondition of the country's social and economic development.*

**Key words:** *economic cycle, crisis, fluctuations, instability, regulation.*

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### **THE ROLE OF EDUCATION AND SCIENCE IN THE MODERN WORLD**

*In the modern world increases the value of education and science in the creation of a competitive economy and the formation of moral, intellectual development of the individual. Scientific and educational potential is a national treasure, which creates the future.*

*The article deals with the theoretical approaches of prominent economists who determine the value of knowledge. Special attention is paid to the properties of knowledge, characteristics of the innovative economy.*

*In inference the author comes to the conclusion that education and science are the backbone factors of the development strategy of the state, the basis of national security, which determine the competitiveness of the national economy. The ability to generate and transform knowledge becomes the main determinant of economic growth, because in the progressive development of the country's dominant role is given to scientific and technical progress and intellectualization of the main factors of production.*

**Key words:** education, science, intelligence, knowledge economy, innovation, social and economic modernization.

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**USING OF SOFTWARE DEFINED NETWORKS FOR BROADBAND MULTIMEDIA TRAFFIC MULTICASTING AT IPTV SYSTEMS**

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*This paper describes the problem of broadband multimedia traffic management and routing, the problem of broadcast quality reducing. Paper proposes the scheme of IPTV network infrastructure based on software defined networks (SDN). Optimization Steiner problem for oriented graph of network structure formalizes the creation of optimal broadcast trees. Broadcast trees are mapped on the network infrastructure by setting OpenFlow rules to the flow tables of switches and routers. In this case, IGMP and PIM protocols are replaced with our own solution, which intercepts IGMP-requests only from user equipment. For broadcast quality control, we propose to selectively mark entering packets with unique tags, using OpenFlow technology, to monitor the quality of corresponding video stream and to make correction to it, if necessary. In the future, we plan to study our developed solutions using the simulator of SDN infrastructure for broadband multicast multimedia traffic and using the real experimental testbeds.*

**Key words:** software defined networks, OpenFlow, IPTV, multicast routing of broadband video streams, quality analysis of video streams.

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## **ANALYTICAL APPROACH TO RATIONING OF CONSUMPTION OF AUTOMOBILE FUELS**

*Currently there are a few methods for determining fuel consumption of vehicles, including experimental, statistical, and analytical. Experimental and statistical methods involve lengthy, costly experiments, collection and analysis of statistical data. In the available empirical coefficients, or approximating dependencies in the regulation and correction of fuel consumption. Analytical methods allow the determination of fuel consumption in conditions of limited time, funding experiments, baseline data on the route and so on, so they are preferable in terms of modern Transport Organizations. The paper presents a probabilistic analytical method for determination of automotive fuel consumption. Case studies confirm the viability of this technique, therefore, these materials may be useful for professionals engaged in the operation of road transport, teachers and students of the corresponding profile.*

**Key words:** *technical operation of cars, commercial operation of cars, the fuel consumption of cars, rationing of fuel.*

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### **THE DETERMINATION OF ACCEPTABLE INTENSITY LEVEL OF MOVEMENT OF CITY BUSES IN ACCORDANCE WITH CARRYING CAPACITY OF A BUS STOP**

*The article presents the results of determination of intensity level of the city buses flow in accordance with carrying capacity of a bus stop. As a criterion for determination of intensity level of movement of city buses for the bus stops without the influence of controlled intersections the using of average waiting time is proposed. For bus stops that are in range of the traffic light control it is proposed to use the probability of entering of a given number of buses during the traffic lights cycle. There are some peculiarities of the definition of the intensity of urban passenger transport in the absence of maneuvers between buses at bus stops as well as in condition of maneuvers. The results show that the intensity of the motion should be reduced in comparison with the capacity of a bus stop in average by 30-40%.*

**Key words:** bus stop, capacity, passenger city transport, queuing theory, simulation modeling.

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### THE MAIN LAW OF GEOPOLITICS IN THE PHILOSOPHICAL HERITAGE N.F. FEDOROVA

*This article is devoted to the study of creativity N.F. Fedorov. This scientist, the founder of Russian cosmism, made a significant contribution to the study of the fundamental law of duality. The law is the basis of a fundamental dualism methodology of classical geopolitics. The author gives a comparative analysis of the works of N.F. Fedorov and American researcher A.T. Mahan. The author has shown the similarities and differences in the approaches of the two scientists to the continental and oceanic civilizations typology. The author is also the interpretation of the characteristics of tellurocracy and thalassocracy. The author has considered the idea of Fedorov about overcoming the contradictions between the continental and oceanic sociums through joint space exploration. The article concluded that this problem of fundamental geopolitical dualism has become an object of study in the United States and Russia at the same time.*

**Key words:** *fundamental dualism, geopolitics, Tellurocracy, Thalassocracy, the main law of geopolitics.*

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### THE CONCEPT OF 'NOTHING' IN HEGEL'S DIALECTICAL LOGIC

*The article is devoted to the role of the concept of «nothing» in the philosophy of Hegel. In the analysis of said concept the author draws attention to the fact that “nothing”, along with the notion of «being», is placed at the starting point of Hegel's dialectical logic, and must be associated with other concepts such as «otherness», «formation», «difference», «denial» and «border». The article discusses what difficulties Hegel had to face so that the concept of «nothing» came into his philosophical system not as an opposition to «being» but as a necessary component of integrity and development. The author argues that the system set up by Hegel allows overcoming the problems that have arisen in philosophy after Kant. The author also points out that Hegel's philosophy leaves no inaccessible places for a reason; and that the concept of “nothing” is the key component to the construction of dialectical logic.*

**Key words:** *Hegel, «being», «nothing», «dialectical logic», «difference», «denial», «border», «thing in itself».*

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### UNDERSTANDING IN THE CONTEXT OF NON-CLASSICAL AND POST-NON-CLASSICAL TYPES OF SCIENTIFIC RATIONALITY

*The article is devoted to the study of the phenomenon of understanding in the context of non-classical and post-non-classical types of scientific rationality. In his reflections on «the phenomenon of understanding the author relies on the concept of «scientific racionalnosti» developed by V.S. Stepin. Leaving aside the classical type of scientific racionalnosti, due to the fact that he had already applied to study the latest earlier, E.V. Degtyarev explores the phenomenon of understanding to the context of non-classical and post-non-classical types of scientific rationality. While the article substantiates the idea that, firstly, each of these two types of scientific rationality relies on the appropriate philosophical base and has a feedback effect on its formation, and secondly that the relevant philosophical «installing» a scientist builds his understanding of what and how to do science, how is a scientific theory, what is science and what is not.*

**Key words:** *understanding, rationality, non-classical rationality, post-non-classical rationality.*

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### **RATIONALITY AND IRRATIONALITY IN THE SCIENTIFIC CULTURE**

*The historical dynamics of the formation of the European society of modernity XVIII-XIX centuries includes not only the rationalism of the Enlightenment, but manifestations of the irrational «counter-Enlightenment», which became a specific response to the new totalitarianism, secularized ideas and beliefs. Cultural boundary between the rational and the irrational lined up by the scientists themselves to strengthen their own social position, due to cultural and psychological factors.*

*Irrationality was just natural for modernity and rationality as historically traced back to the ideas of the Enlightenment. Their mutual balance determines the entire structure of modernity, and the preponderance of one of them causes the structure to a state of instability. The interaction of rational and irrational in the organization of a new system of knowledge is one of the most important factors in the formation of science. The concept of «irrational» is postulated on the basis of different attitude to knowledge inside and outside the culturally and historically specific scientific community. Therefore, the charge of «failure» logic and irrationality of social engagement are lawful only within a certain conventional context.*

**Key words:** culture, science, rationality, irrationality, modern, Enlightenment.

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### **HUMAN CAPITAL - A STRATEGIC OBJECT OF MANAGEMENT IN THE KNOWLEDGE AGE**

*The structural changes brought about by globalization and technological progress in recent years in terms of further actualized revenue increase the problem of human capital. The article, based on tracking the sequence of ideas about human capital in historical perspective and understanding of the author's concept of «human capital»,*

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*proved the possibility and necessity of the development of human capital as a strategic facility management. The experience of developed countries shows that the possibility of a transition to sustainable economic growth in a post-industrial economy depends on the accumulation and use of human resources.*

**Key words:** human capital, globalization, education, economic growth, investment.

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#### NATIONAL SERVICE: IN SEARCH OF NEW VALUES OF MORDERN RUSSIA

*The article focuses on the basic characteristics of the modern world development, having emerged as a result of the human activity, and their influence on the formation of the personality's system of values. The contemporary world depends not only on the level of the economic development, when the scientific know-hows and inventions play the most powerful role, but on the level of a personality's development, namely its system of values. The whole world is based on the world of inevitable and due that is VALUES. Consequently, the values start getting acquired one of the key features of the modern life. The Armed Forces of any country form a peculiar cast of the processes going on in the country, accordingly the moral values system of a soldier of the modern army of the Russian Federation is singled out. The special focus is given to the unveiling of the values essence; discovery of the peculiarities of the values formation and their development under the modernization conditions of the Russian society. The necessity of the formation and development of a military personality's values potential is rationalized.*

**Key words:** spiritual world, system of values, moral, morality, moral values of a Russian soldier.

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### THE IDEA OF IMMORTALITY IN THE ETHICAL DIMENSION

*The authors, basing on the gerontological content and philosophical concepts, consider the essence of the idea of immortality (of athanasia,) as an ethical problem. The relevance of this approach is due to the need of rethinking of the ethical values dictated by the active transferring of the idea discussed to the context of modern research in gerontology and juvenology related to experiments on people' rejuvenation and prolongation of life. Methodological basis of research is isonomic method of Democritus on the study of the athanasia phenomenon from a philosophical point of view. The views on the nature of the athanasia ideas characteristic of I. V. Vishev, F. Nietzsche, J. D. Pantshkava, N. F. Fedorov and I. T. Frolov are analysed. The basic ethical content of the attitude of these authors concerning athanasia is identified. Basing on the ideas of I. Kant's classical rigorism, the authors consider inadmissible intraspecific aggression of the human community, irresponsibility and athanasia in the future.*

**Keywords:** astrocytic hypothesis, athanasia, immortality, immortalism, the principle of isonomy, transhumanism, phenoptosis, juvenation.

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### TIME OF SIMULATION OF VALUES

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The article is devoted to the understanding of modernity, when it is totally dominated by images of mass communication and information. In these conditions, the current reality is replaced by the virtual. Images or simulacra are the basis of the world's picture and the human environment. They construct reality as colorful spectacle. However, there is always the «human dimension» of reality - a person is guided by also values and not only by their knowledge. All changes in society are reflected on a television screen. The multi-million TV audience is shown as cross-sectional samples and standards of thinking and behavior, while it is still providing the illusion of freedom of choice. The simulacra contains of public relations. The images of the television shut off the mind and make the audience obedient, influencing its emotional world. The evolution of images of Russian TV series shows through the prism of broadcasting their values. Today the necessary system of media education allows us to understand and overcome the simulation.

**Key words:** reality, activity, mass media, image, simulacrum, values, responsibility.

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#### ERICH FROMM AND UNIVERSAL HUMAN RIGHTS

The article has a research in the history of the formation of universal human rights and contribution to the development of Erich Fromm's «radical humanism.» The question of the reality of inalienable human rights and their implementation is asked. It is noted that practical implementation these ideas found in the «Universal Declaration of Human Rights», the first international instrument on human rights of universal character, for the first time in human history was set the scope of basic civil, political, social and cultural rights and freedom.

Without a doubt Erich Fromm was a brilliant representative of the universality of human rights. He spoke of a «radical humanism» and dreamed of a single, cohesive world as «messianic time.» Sprouts of universal humanism Fromm saw in religion. It is in a religion for the first time had been prescribed certain universal norms. Universal rules apply to everyone, everywhere, and should therefore be performed everywhere and by everyone, just as the legal requirements. It is stated that Erich Fromm sought to increase the internal openness to the world and laid the necessary foundation for this.

**Key words:** natural law, universal ethics, humanism, tolerance, racism, nationalism.

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### INVARIANCE OF THE PAST REALITY

*The article is devoted to ontological justification of an invariance of the past reality. Opinions on variability of the past are critically analyzed. The logical mistakes leading to an identification of the past reality with historical knowledge are opened. The explication of the ontological assumptions which are the bases of opinions on variability of the past and its dependence on modern culture and modern requirements of society is carried out. The theoretical problems arising in the course of understanding of stability of the past reality are formulated. It is revealed that problems of awareness of stability of the past are generated by a contradiction between invariance and such properties of the past, as its constant increase, its procedural character, its continuity with dynamic reality of the personality. It is shown that past social reality constantly grows, gets new meanings and interpretation, but the facts, which already became the past, stay invariable because everything was as it was. Such ontological characteristics of the past social reality as invariance, stability, objectivity, one-alternativeness, are revealed. The conclusion is drawn on an internal invariance of the past.*

**Key words:** past reality, time, being, ontology, philosophy of history.

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