

N. A. Baranov

**Ideological attitudes of the leading russian political parties
in the run – up to the 2021 elections**

The article characterizes the political and ideological discourse in Russia, which differs from the modern ideological tendencies of liberal-democratic countries and takes into account the peculiarities of the Russian socio-economic situation. The purpose of the work is to identify the main ideological priorities of the leading political parties of the Russian Federation that have their deputies in the regional and federal parliaments. Based on the political, cultural and constructivist approaches, the author reveals the peculiarities of the ideological perception of Russian political reality. Unlike Western countries, Russia is not characterized by the inclusion of postmodern values in the ideological palette. At the same time, there is an increase in the need for a conservative ideology with various variations – social conservatism, enlightened conservatism, liberal conservatism. The values of patriotism, nationalism, and sovereignty have become widely demanded. The analysis of the programs of the leading political parties preparing for the parliamentary elections of 2021 is carried out, which indicates the popularity of conservative and socialist values in their various syntheses, including nationalist and liberal. The success of the new political parties registered in 2020 is celebrated: New People, Green Alternative, For the Truth. Liberal values remain on the periphery of public consciousness and are not in demand in political practice. Most political parties are focused on solving social problems, which indicates the demand for socialist values. However, in some regions where environmental problems are not being addressed, there is a need to introduce an environmentally-oriented agenda in the main spheres of society, which is more the exception than the rule. Thus, there is a need to differentiate the political preferences of citizens, expressed in the adaptation of ideological paradigms to reality.

Key words: ideology, leading political parties, conservative discourse, parliamentary parties, russian patriotism, socialist values, social conservatism.

V. N. Yakimets

**Research of municipal public policy in Sevastopol:
index assessment, problems, recommendations**

The article presents the results of a sociological study of municipal public policy conducted in the federal city of Sevastopol in 2020. Methodologically, the study was based on an index approach based on the participation of different groups of local experts and specialists in the process of evaluating the work of institutions and mechanisms, as well as the activities of public policy actors. According to the obtained index assessment of the state of public policy in the municipal districts of Sevastopol, we can talk about an almost consolidated type of public policy, when the estimated positions of two groups of respondents (representatives of municipal authorities, small and medium-sized businesses) are consolidated, and the indices of employees of municipal unitary enterprises and the NGO community differ slightly from them. From the point of view of the characteristics of the institutional status of local public policy, the highest scores in solidarity with all groups of respondents given the quality of the functioning of national harmony and tolerance of religions and faiths, of institutions, municipal elections and education. Institutions for the protection of private and municipal property, as well as the functioning of a website for collecting proposals from residents of the city, received solidly low ratings. And the worst rating is given to healthcare institutions. From the point of view of the subject cross-section of municipal public policy in the municipal districts of Sevastopol, there is a more pessimistic assessment of the activities of subjects and actors on the part of local authorities and employees of municipal unitary enterprises. Representatives of the NGO community and, to a lesser extent, business gave more optimistic assessments. The development of the subject potential of participants in public interaction in the city will require targeted program work to improve the skills of local self-government entities, to resolve the problems of redistribution of powers between the state bodies of Sevastopol and the authorities of municipalities and to provide the latter with financial resources, to transfer property to municipalities.

Key words: municipal public policy, local self-government, institution, mechanism, subjects and actors, public interaction, assessments, public participation.

M. A. Zaitseva, S. L. Talanov

**State policy in the field of volunteering: trends and prospects
(on the example of the city of Yaroslavl)**

The article raises the issues of the development of the volunteer movement. In the framework of the presented sociological study, conducted in march – october 2020 by a group of scientists of the Yaroslavl state pedagogical university named after K. D. Ushinsky, the attitude of the residents of Yaroslavl to volunteerism and their understanding of this activity is studied.

The authors made an attempt to identify the motives that may encourage the population to participate in volunteerism, and the main reasons for the low level of volunteerism in the region. The authors found that a significant part of the city's residents have no experience of volunteering. There is such an experience mainly among schoolchildren, students and working youth. At the same time, the majority of respondents, regardless of age and gender characteristics, positively assesses volunteer activity and considers it extremely relevant at the present time. Minors, regardless of gender, are also convinced of the demand for volunteering, but do not know how to become a volunteer. The same trend with regard to volunteering is observed among working youth, employees and people over 50 years of age.

At the same time, the survey showed the reluctance of the majority of residents, regardless of age and gender, to engage in volunteer activities. It was found that the main reason for refusing to participate in volunteering is the lack of interest in this type of activity, and the motivation for it, according to the majority of respondents, is the need to help people. According to the results of the study, it is obvious that this need is primarily possessed by women. Based on the results obtained, recommendations are made and measures are proposed to improve the effectiveness of state policy in the development of the volunteer movement.

Key words: volunteerism, voluntary movement, public policy, foreign experience of volunteering, sociological polls, culture of volunteering, motives for volunteering.

ECONOMY AND ECONOMIC MANAGEMENT (REGIONAL ECONOMICS)

L. G. Batrakova

Features of the post-industrial economy and prospects for its development in the regions of Russia

The formation of post-industrial society began in the late XX century, when the scientific and technological revolution, the economy of the prevailing goods production began to move to the predominant production of services, the main resource in steel production knowledge and information, and the driving force behind development – research and development. In the mid-twentieth century, D. Bell and other scientists put forward the theory of post-industrial development, in which the type of economy is determined by the leading sector. In the new economy, the role of the individual is changing, and the role of the educational potential is increasing. Human capital becomes a necessary independent resource.

Russia's active integration into the global economic system has led to a change in the structure of production and consumption of goods and services. The conditions for the development of a favorable innovation climate in the regions of Russia were formed at the beginning of the XXI century, but the regions did not achieve significant results. The grouping of regions by the level of innovation potential showed that 26 territories are considered advanced, 29 – average, and 30 are lagging behind. Some territories of Russia can not even be attributed to the industrial economy. Regional differentiation will increase with the development of the post-industrial economy. The article concludes that in the near future, Russia's entry into the circle of post-industrial countries is unlikely.

Key words: post-industrial society, differentiation of Russian regions, innovation potential, human potential, level of education.

M. I. Berkovich, M. N. Ermolaev

Socio-economical aspect of retail trade networks in the region (on the example of the Kostroma region)

The article examines the state of network retail trade carried out by federal and regional trade enterprises and its role in the economy of a particular region of Kostroma region. The role of this type of economic activity revealed in the socio-economic system. The most important feature is plurality of trading formats.

The aggressive nature shown of the activities federal retail networks. It manifested in a significant growth in retail outlets of these structures. The main directions of attraction are a wide range of products, flexible pricing policy, use of modern technologies, expansion of loyalty programs, including the use of mobile app. The specific of the positioning have been determined for Magnit, X5 Retail Group and LENTA. Competitors to federal retail networks are several trading enterprises of Kostroma networks retailers. They continue to develop dynamically by opening shops not only in regional cities, but also in neighboring regions. Moreover, each of them has a certain strategy focused on a specific segment of consumers. The regional trade networks cooperation with local producers. It allows them to compete with federal retail networks.

A comparative analysis of retail prices carried out for socially significant food and non-food products, which made it possible to assess the degree of attractiveness of the services of retail trade networks, federal and regional levels.

The experience of the introducing modern formats of trade services for buyers has been summarised by federal and local market. The main directions of improving trade has been established by regional players.

Key words: retail trade, network trade, federal trade networks, regional trade networks, trade format, price of the product, price analysis, Kostroma region.

D. A. Zimin, P. V. Druzhinin, A. Yu. Posudnevsky, E. G. Druzhinina

Successful single-industry towns and a new brand for the Karelian city of Segezha

In 2018-2020, a finnish-russian cross-border cooperation project carried out a study, the main goal of which was to determine possible ways for the development of single-industry towns (or monocities) in the Republic of Karelia on the basis of russian and foreign experiences. The research methodology included interviews with representatives of single-industry towns, a review of relevant literature, and an analysis of development plans and annual reports of single-industry towns in Russia, Finland, the United States and Canada. This study has found that karelian single-industry towns seldom apply branding as an instrument for economic development. At the same time, international experience demonstrates that branding is a widespread and effective tool for attracting investments, tourists and new residents to single-industry towns. This article presents several examples of successful branding of monocities and, on the basis of their experiences, proposes new ideas for creating a new brand of Segezha – a karelian monocity specializing in the production of paper and timber. In particular, it is proposed to make Segezha the founder and coordinator of the International association of pulp and paper cities, as well as to hold annually a number of original cultural events related to the topic of paper, such as a paper art festival, a paper mask carnival, the project “Segezha – the city where Buratino lives” and pageant “Miss valuable paper”. According to the authors, these events will be able to attract the attention of russian and foreign mass media to Segezha and to create a new attractive image for it, which should contribute to the city’s economic diversification and its further development.

Key words: single-industry town, monocity, brand, branding, Karelia, Segezha, diversification, economic development.

THEORY, METHODS AND ORGANIZATION OF SOCIO-CULTURAL ACTIVITIES

A. N. Kamnev

The proactive and integrative environmental education as an element of education of civic responsibility and subjectivity of a teenager

The article examines the social and pedagogical foundations of the proactive and integrative environmental education and upbringing. It is shown that traditional secondary and higher education not only underwent a systemic crisis, but also largely lost the components of civic, moral, ethical, ecological and spiritual education. In this regard, at the end of the last century, there was a proposal from the western pedagogical school to create an education system for sustainable development. This education was based on the activation of experiential (experience and practice-oriented practice-oriented), in other words - empirical education. At the same time, education cannot be effective using mainly the principles of empirical pedagogy. Education must be balanced. It must have both deep didactic and empirical approaches. Taking into account the balanced traditions of the russian school and the new proposals of the western school, the author of the article tried to create and test their own modified model of upbringing and education. This model, to a greater extent, was created for the system of additional education, in particular, for children's camps. Using the pedagogical approaches of this model in the camp, it is possible to fill those gaps in knowledge and upbringing that in modern conditions cannot be given at school. The work describes the history of the formation of this pedagogical direction in Russia. The definition of active environmental education is given. A comparison is made with the empirical education and teaching of the western pedagogical model. Demonstrated many years of experience in the programs of the proactive and integrative environmental education and upbringing "Leisure and Learning with Pleasure" on the basis of various camps. Elements of programs are shown. An example of a lesson in education of civic responsibility and subjectivity of a teenager is given. Shows the value of knowledge of the language, history of the country and understanding of the importance of education at different stages of development of Russia.

Key words: children's camp, active environmental education; experiential learning; environmental culture, project, subjectivity, education for sustainable development.

Lavrov M. E.

Social activity of students as a psychological and pedagogical phenomenon: analysis of theoretical approaches

The article examines the phenomenon of students' social activity in the context of its historical development. The term “activity” refers to the 1830s and was purely commercial in nature. However, already in 1863 the interpretation of this word is given with the meaning of “active”, “alive” without any commercial abbreviation and a kind of criterion for a person's activity is the intensity of the subject's activity, exceeding the average level.

The development of creative social activity among students is one of the most important tasks of the National Project "Education". The social activity of young people is one of the significant components of the social development of students who are able to live fully in a new democratic society and be most useful for it.

Researchers of social activity note that its development is always determined by the peculiarity of the social environment, in which the specific subjective activity of society already lies.

The variety of approaches to pedagogical activity for the development of human social activity and the lack of clarity of the initial methodological positions in relation to this problem complicate the task of developing a model for the formation of social activity of vocational education students in modern society. To comprehend, detail the problem under study, find the right vector in solving the problem under study, social activity is considered in three aspects: as an activity, as a socially significant personality quality, manifested in the process of social development, and as a result of such development.

The considered phenomenon of social activity in a detailed form allows specialists to understand and outline the correct vectors for creating pedagogical conditions for the development of creative social activity of students.

Key words: youth, social activity, value orientations, responsibility, initiative, readiness for action.

D. S. Musina

Collaborative environment as a favorable condition for the formation of professional teacher's competence of additional education

The urgency of the problem of creating favorable environmental conditions for the formation of professional competence of teachers is due to the need of the developing society of modern Kyrgyzstan for educated, moral, enterprising people who can independently make responsible decisions, be mobile, dynamic, constructive specialists, and have a developed sense of responsibility for the fate of the country. The quality of education, including additional education, guarantees the competitiveness of the state. The purpose of this article is to present the results of the study of the role of the collaborative environment in the formation of professional competence of teachers of additional education. On the example of the activity of the republican educational and methodological center of aesthetic education "Balazhan", it is shown how the introduction of the basics of collaboration in the pedagogical process contributes to the formation of the professional competence of the teacher of additional education. The author on the basis of a large-scale study, which was attended by four hundred ninety-seven children and twenty-five teachers of additional education, presented as formed the professional competence enable the teacher to create in the educational process of effective collaborative environment conducive to the intellectual and creative potential of students; allow to understand, appreciate their work, to understand their role as a helper, Advisor, mentor. The article reveals how the creation of the collaborative environment, the activity of the teacher of additional education for its formation and development, the interaction of the teacher with the social partners, as members of a holistic educational process and the features of the collaborative environment to work with children contribute to the formation of professional competence of the teacher of additional education. The author emphasizes that a pedagogically well-organized collaborative educational environment in the conditions of extracurricular additional education is one of the effective mechanisms for the formation of a socially successful personality.

Key words: group work, professional competence, training, cooperation, collaborative environment, socialization.