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ПРОБЛЕМЫ СОВРЕМЕННОГО МИРА И ПУТИ ИХ РЕШЕНИЯ

под ред. С.М. Кашук

Материалы пятой студенческой конференции, апрель 2020 г.

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Сборник представляет собой материалы пятой студенческой конференции «Проблемы современного мира и пути их решения», организованной кафедрой иностранных языков факультета государственного управления МГУ имени М.В. Ломоносова. Статьи, написанные выступавшими на конференции студентами бакалавриата, магистратуры и аспирантами, посвящены актуальным политическим, экономическим, социальным проблемам современного мира.

Сборник рекомендуется к использованию на практических занятиях по английскому, французскому и немецкому языкам со студентами 1–4 курсов бакалавриата и 1 курса магистратуры факультета государственного управления, а также будет интересен широкому кругу читателей, занимающихся актуальными вопросами международных взаимоотношений в области политики, экономики, социологии.

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Проблемы современного мира и пути их решения

под ред. С.М. Кашук

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Dear colleagues,

The year of 2020, already as we see globally nicknamed the year of pandemic, brought new challenges we could imagine little about. Pandemic well underway, governments and businesses weary of number of cases rising every day, most of traditional aspects of life lost their meanings once and for all. None of the industries or social spheres proved unaffected, education being among the ones hit hardest as events and brick and mortar studies are banned.

Addressing the challenge came our marquee 5th Annual International Student Conference, which traditionally focuses itself on the most eminent problems of humanity, problems of business and the most vivid political issues from perspective of younger generation, meaning students. The conference has made its way into good books of the student community, its growing popularity resulting in 100+ attendants annually, but the pandemic year came with a challenge that questioned the whole idea of the event's continuity.

This year, the conference was held in online format on April 27–29, putting students through technical challenges to record their reports and upload them on the Faculty of Public Administration very own education online platform. Despite impediments, the conference showed alike attendance to the one of 2019, bringing judges sleepless nights of going through them and putting together lists of criteria to single out winners. This have become a living proof the conference remains a shiny idea, bringing together brightest minds in the student community and resulting in serious and thoughtful, critical-thinking oriented articles. Hectic organization times past behind, I can surely say the conference proved smashing success. Higher level of reports' content coupled with formerly unbelievable average level of English mastery mark this event among the best yet held.

Invaluable is contribution of all the involved faculty of Foreign languages department, Faculty of Public Administration, MSU, and technical staff of the faculty, who, with their endless dedication and enthusiasm, made this event happen. The present book is a comprehensive account of what the event was like.

I want to bring my congratulations to the winners, as well as those participated but left unawarded, and say big thank you to all who shared the heavy burden of making this conference reality and making this book see light. I also wish the conference participants luck and success in their future endeavors and hope to see them among new faces of our next, 6th Conference in 2021.

Dr Aleksander E. Filimonov,
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Lomonosov Moscow State University

Chers professeurs, chers étudiants, chers participants à la conférence,

Cela est déjà devenu une bonne tradition d'organiser tous les ans à la Faculté d'administration publique de l'Université d'Etat Lomonossov une conférence d'étudiants "Les problèmes du monde d'aujourd'hui et les possibilités de les résoudre". Cette année 2020 a apporté le problème planétaire lié au virus de la COVID, un problème que le monde entier a été incapable de résoudre pendant quelques années.

Mais ce problème des Terriens confinés se passe (j'utilise le présent, parce qu'au moment, où j'écris ces mots, il n'est pas encore résolu) au XXIème siècle, le siècle du développement rapide des technologies numériques. Alors, la puissance de la pensée humaine et, par conséquent, l'élaboration des technologies de l'information et de la communication nous ont permis de rester en contact sur la Toile en restant confiné chez soi et d'organiser au sein de notre faculté le 27, 28, 29 avril 2020 notre conférence annuelle (numérique cette année-là).

Je présente mon énorme gratitude à vous tous pour votre volonté de participer activement à notre V-ème conférence, et à ceux qui nous ont permis de la mener à succès sur la Toile.

Madame Svetlana Kashchuk
Maître de conférences en science
de l'éducation Responsable
du département des langues étrangères
Faculté d'Administration d'Etat Université
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Gadgets and their influence on modern life

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Annotation

We often do not wonder that in the modern world gadgets surround us everywhere. These include tablets, laptops, cameras, so-called smartphones, players and so on. However, they are not only helpful tools but they do pose a threat to humanity. Some gadgets can not only harm your health but also change your appearance. Furthermore, your smartphone can steal the credit card data even being around it. And sometimes you may even become a victim of cyberbullying.

Keywords: gadgets, smartphones, the Internet, credit card, cyberbullying, health.

Do gadgets always make a person's life better and more convenient? On the one hand, the life of a modern person is really hard to imagine without gadgets. They surround them everywhere. For example, on the way to work or university, you can listen to your favourite music or audiobook, and when you return home you can read your favourite literature using an e-book. Thanks to the digital camera, we can take pictures and leave in our memories important moments of life. Today some people even jokingly say that gadgets have become smarter than some

people. They can give answers to almost any question. But on the other hand, it is gadgets that are accused of the fact that many people have begun to use them too often. You may notice that today we stopped performing the simplest and most everyday work, because we know that smart machines can do everything themselves. Sometimes this becomes the reason why people do not want to develop, to learn something new.

At the beginning of the 21st century, a boom in technology and electronic devices has swept the world. The benefits and harms of gadgets are being actively discussed by their users. There are debating opinions on this matter: some researchers argue that the benefits of gadgets are invaluable, others that the harm of gadgets outweighs all the positive points. First of all, a “gadget” is defined as a kind of a compact device that helps to facilitate or improve a person’s life and, in general, it is true. Let’s take a look at the advantages of this great mankind invention. Firstly, we get quick access to any information. At any time and in any place you can get an answer to a question of interest, make purchases, transactions, read a book or look into the online-dictionary. All the knowledge of mankind is literally in your hands. Secondly, using a gadget is time-saving. People who actively use many functions of their smartphones can find solutions to small problems right here and now. Finally, gadgets fasten communication. This applies not only to communicating with friends or acquaintances for personal purposes, but also for business matters.

However, gadgets have some drawbacks. Firstly, when you use gadgets, you escape from reality. Communication through the smartphone screen, online-training, online studies or work allow the user to escape from their own fears, insecurities and complexes, creating a barrier from the environment. Everyone wants to run away from solving problems, but by doing so we deprive ourselves of many pleasant moments that remain on the other side of the screen. Secondly, we become addicted to gadgets. In a

virtual world, which includes social networks, blogs, Internet sites, it's so convenient that you don't want to log out. Instead of walking in the fresh air, unless you need to take a new selfie, or talking to the loved ones, we choose to spend the released time with a smartphone and headphones. And, finally, we pursue the new trends. The massive use of modern devices is certainly in the hands of their manufacturers: new models of smartphones and tablets are released annually, and there is always a demand for new products, because there are many "new" functions that are not always new and are often pointless but the desire to become the owner of a just released gadget, right from the production line is calling for this worthless purchase.

Now I'd like to name some interesting facts about the influence of gadgets on modern life. Smartphones can steal credit card data simply by being around them. A modern Android device can easily steal your credit card details and order products on eBay for your developer. Fortunately, not all cards are under the attack, this applies only to "contactless" ones. According to preliminary data, there are tens of millions of such credit cards only in the USA, and all of them are designed in such a way that they can be read at a distance. If you have such cards, soon they will have to be kept in a lead wallet.

It is hard to avoid such a burning question as cyberbullying. Cyberbullying is bullying on the Internet through harassment, threats, snooping on the Internet, trolling, publishing information that ruins a person's reputation and so on. Of course, it does not bear the nature of real physical damage, unlike ordinary bullying, but for a number of factors it is even more dangerous. According to the Kaspersky Lab study conducted in January 2019, every third child in Russia has faced cyberbullying. Children may suffer from neurotic disorders, will have an unwillingness to go to school and can show suicidal behaviour. To protect your child you should tell him/her and control that he/she does not show the personal information on social net-

works, share his/her link to the page with strangers and spread the gossip. If you have become a victim of cyberbullying, the main rule is not to return the favour to the offender. Try to delete your personal information and leave the site if bullying does not stop.

You have all seen the information on some websites that gadgets can harm your health. Ophthalmologists say that by using a smartphone, people blink less often than they have to. This leads to some eye problems and even to different eye diseases. In addition, smartphones are rarely kept at an eye level, which means that you need to tilt your head to check social networks or email. This leads to deformation of face oval and tension of the cervical spine. However, you can easily avoid these consequences. It's enough to use your smartphone rationally to check for updates, messages and letters only when necessary and not on every occasion.

Our gadgets, which are the achievements of modern science, must be used wisely. It is undeniable that they often make our lives easier, but they can become a real threat to humanity in the 21st century.

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Modern traps of marketing

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Annotation

The article dedicates to the traps of marketers in modern world. Advertising is constantly developing. For this reason, marketers are forced to come up with new tricks. I described the most interesting and popular marketing traps.

Keywords

Marketing, Priming, Decoy effect, Scarcity, Baader-Meinhof effect.

The main aim of marketing is to promote and then sell products or services. But it also has a goal to fulfill needs of people. The best way to win a large amount of customers is to give them satisfaction and make them feel happy.

There is a wide variety of marketing tricks which make all of us buy what we don't need or won't even use. Some of these methods are effective and some not. In this article I will describe the most useful and interesting.

The first is priming. An American magazine Psychology today defined priming as "a nonconscious form of human memory concerned with perceptual identification of words and objects. It refers to activating particular representations or associations in memory just before carrying out an action or task". Other words, associations can influence purchasing power and consumers' behaviour. For example researchers have found that green background on

the web-site of online shop encourages buyers to spend more time on the site and make more purchases because green is associated with money (dollars) and spending.

Marketers often use simple rule: when somebody does something for you in most cases you will also do something for this person. The best example of reciprocity is when waiters bring the visitor not only a check, but also a chewing gum. This will certainly affect the size of the tip, because for most visitors this gum is a sign of high quality of service. With one chewing gum tips increase by 3.3%. Two peppermint gum can increase tip up to 20%! In marketing there are many ways to enjoy advantage of reciprocity. At the same time the seller doesn't have to provide you valuable things for free. Everything from T-shirt and small book to free desktop wallpapers can be a bonus. Such unnecessary things are enough to make the buyer return later.

The decoy effect is a phenomenon whereby consumers have a specific change in preferences between two options when there is one more that is asymmetrically dominated. In simple words, when there are only two options, consumers will tend to make decisions according to their personal preferences. And if the decoy option is also offered, consumers will be more likely to choose the most expensive one. The perfect example is right in the cinema. When only small or large (\$3 and \$7) basket of popcorn are available, visitors choose the small one more often according to their needs. At the same time, when there are small, medium and large sizes available (\$3, \$6.5 and \$7) most of consumers buy the large basket because saw value in more popcorn for only \$0.5.

Scarcity is an effective marketing trap. Limited quantities are seen as more precious and valuable. Moreover limited sales and offers boost sales by hundreds percent! When the ad says that you have the opportunity to buy clothes with 50% discount only for one week – you will run into the shop immediately. And so do almost everybody. Therefore when an advertisement is full of words “exclu-

sive”, “limited edition” or “last offer”, ask yourself what attracts you more – the product itself or your unique status as an exclusive owner.

People prefer to make quick decisions and sometimes behave illogically. This feature marketers use to influence our decisions. Of course you have seen in the shop windows bright initial price and then the actual sale nearby. Probably there was also a percentage of savings. This is called anchoring effect and the numerical figure that people use to decide is called an anchor. So you can buy for example jeans with a big discount but without it you wouldn't even pay attention to this item.

Have you noticed that when you firstly saw the certain car model and liked it you keep seeing it everywhere? This's Baader-Meinhof effect or frequency illusion. Sounds complicated but it isn't so. The point is that the more you're aware of something, the more likely you are to want it. That's why many companies send target emails, deliver target ads and so on. Consumers see the product in the internet, on social media, almost everywhere! When they come to the supermarket and see this product again naturally they prefer it to unknown firms. Advertising is a great tool for influence but are there any decisions made by ourselves – it's the main question.

There are much more marketing traps but I described the most popular and interesting.

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Die Handelswirtschaftliche Zusammenarbeit zwischen Russland und Deutschland

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Annotation

Relations between Germany and Russia have historically been among the most important in shaping the fate of Europe. Trade and dynastic relations between the old Russian state and the Holy Roman Empire began to form since the 10th century. Today, Germany and Russia continue their active cooperation in trade, investment and finance, despite the problems of a full partnership due to the sanctions imposed by the United States.

Keywords: Trade, Cooperation, Germany, Russia, Economy

Das Ziel dieser Arbeit ist es, die wichtigsten Bereiche des Handels und Wirtschaftskooperation zwischen Russland und Deutschland zu bestimmen.

Um dieses Ziel zu erreichen, müssen die folgenden Aufgaben gelöst werden:

1. Das Konzept der Handels-und Wirtschaftszusammenarbeit, sein Wesen und seine Formen zu betrachten.

2. Verheißungsvollsten die vielversprechendsten Richtungen der Zusammenarbeit zwischen Russland und Deutschland zu bestimmen.

Kapitel 1. Die Rolle Deutschlands in der Weltwirtschaft

Deutschland ist heute in wirtschaftlicher, technologischer und finanzieller Hinsicht der stärkste Staat Europas. Es ist vor allem mit dem entwickelten Maschinenbaukomplex und der Industrie verbunden, die den größten Anteil des BIP (Bruttoinlandprodukt) hat. Zum Zeitpunkt des Jahres 2018 waren es laut dem Kaufkraftparitätsbericht (KPP) 4,401 Billionen USD [1]. Wenn man diese Zahl durch die Bevölkerung teilt, stellt sich heraus, dass das BIP für jeden Deutschen ungefähr 50 300 Dollars beträgt. Laut der Abbildung 1 Deutschland hat das größte BIP, der Frankreich an zweiter Stelle und Italien an dritter Stelle.

Die deutsche Wirtschaft ist weitgehend exportorientiert. Deutschland ist mit fast der Hälfte seiner Wirtschaftsproduktion der drittgrößte Exporteur der Welt. Deutschland exportiert hauptsächlich folgende Warengruppen: Transport (25%), Ausrüstung und mechanische Geräte (21%), chemische Produkte und optische Instrumente (13%). Hierbei sind die Schlüsselfaktoren für die erfolgreiche Entwicklung des Maschinenbaus in Deutschland zu beachten:

- Erstens sind dies hohe Qualitätsstandards deutscher Produkte, die durch wissenschaftliche Entwicklungen und innovative Technologien in der Automobilindustrie unterstützt werden. So wird eine Finanzierung in Höhe von 16,1 Milliarden Euro oder 1/3 aller Aufwendungen für Forschungsaktivitäten für die Entwicklung der Automobilindustrie in Deutschland bereitgestellt [2].

- Zweitens ist die Nachfrage nach Geschäfts- und Premiumautos gestiegen, zu denen traditionell deutsche Autos von Audi, BMW, Mercedes und Porsche gehören.

Kapitel 2. Periode des Abschwungs der Handelsaktivität von 2014 bis 2016

Anfang 2013 erreichte die deutsch-russische Kooperation Ihre höchste Entwicklung. Die bilateralen Beziehungen zwischen unseren Ländern haben den Status einer "Partnerschaft für die Modernisierung".

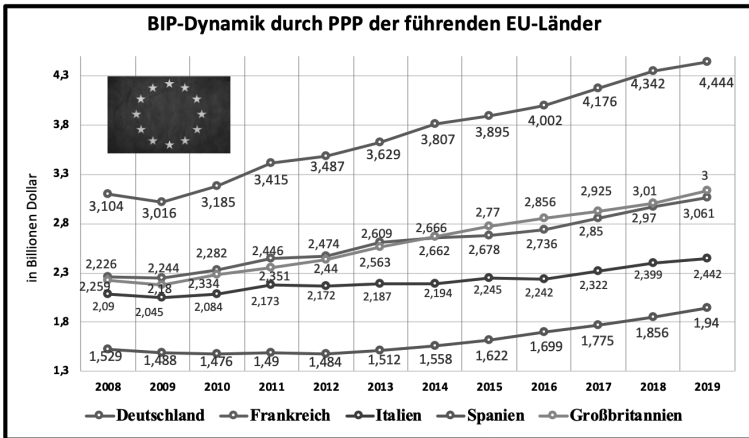


Abbildung 1 BIP-Dynamik durch PPP der führenden EU-Länder (in Billionen Dollar) Vom Autor anhand von Daten der Weltbank zusammengestellt [1]

Aber nach der Einführung der Sanktionen im Jahr 2014 ist die wirksame Zusammenarbeit zwischen Deutschland und Russland im wirtschaftlichen Aspekt stark gefährdet. Vor der Verhängung von Sanktionen war Deutschland, was das Gesamtvolumen der ausländischen Investitionen in Russland angeht, auf siebten Platz rangiert nach solchen Ländern wie die Schweiz, Zypern, Großbritannien, Luxemburg, den Niederlanden und Frankreich. Anfang 2014 sind diese Indikatoren geändert und es gab einen starken Rückgang der Cashflow.

Im Jahr 2014, nach der Verhängung von Sanktionen, sank der bilateralen Warenumsatz plötzlich um 6,8%, und im Jahr 2015 schon um 33% [3].

Wenn im Jahr 2013 Deutschland einer der führenden Staaten war, was die kumulierten FDI in Russland angeht, so erhielt Russland im Jahr 2014 (nach der deutschen Statistik) ausländische Direktinvestitionen aus der Bundesrepublik Deutschland auf eine sehr bescheidene Summe von 713 Millionen Euro [4].

Was die negativen Folgen für Russland angeht, so war die Anfangsperiode der Verhängung der Sanktionen eine der Ursache der Finanzkrise in Russland, der Preissenkung auf Erdöl, sowie der Senkung von Wechselkurs der nationalen Währung. Nach den Sanktionen in den Jahren 2014 und 2015 wurde die Dynamik eines Rückgangs der Industrieproduktion in Russland beobachtet.

Aber natürlich waren die Verluste nicht nur von unserer Seite, sondern auch von Deutschland. Der Banken- und Finanzsektor wurde schwer beschädigt. Deutschland verlor im Zeitraum 2014–2015 mehr als 600 Millionen Euro Exportvolumen pro Monat. Im ersten Jahr der Sanktionen verloren Auto- und Autohersteller ihre Produktion in Höhe von rund 949 Millionen Euro, andere Autohersteller sogar rund 1023 Millionen Euro [5].

Im Jahr 2016 war der Warenumsatz zwischen Russland und Deutschland etwa 40 709 443 572 US-Dollars und im Vergleich zu 2015 sank um 5 082 395 675 US-Dollars. Der Hauptgrund für diese Situation – die Abwertung des Rubels. Zusammenfassend können wir feststellen, dass in der Zeit von 2014 bis 2016 Handels- und Wirtschaftsbeziehungen sich deutlich zu verschlechtern begannen.

Kapitel 3. Von 2016 bis 2019 Aufstieg

Im Jahr 2017 wurden deutliche Fortschritte erzielt: der Deutsch-russische Außenhandelsumsatz stieg um fast 20%, die gegenseitigen Investitionen in Form von Direktinvestitionen auch gestiegen sind. In den ersten drei Vierteln des Jahres 2017 war das Volumen der ankommenden FDI 24,8 Milliarden US-Dollar. So ist das Volumen der deutschen Direktinvestitionen in Russland im Vergleich zum Vorjahr um fast 14% gestiegen. Laut der Statistik ist Deutschland in der Tat ein wichtiger Investor in die russische Wirtschaft: Die ausländischen Direktinvestitionen von Deutschland nach Russland waren 2017 höher als aus anderen Ländern. Nach den neuesten Statistiken der Bank von Russland belief sich die Höhe der kumulierten Direktinvestitionen in das Gesa-

mtvolumen aus Deutschland im Jahr 2018 auf 8410,6 Mio. USD und im Jahr 2019 bereits auf 16409,6 Mio. USD. [6] Nach Ansicht von Experten der russisch-deutschen Handelskammer verließen zu Beginn der Verhängung von Sanktionen mehr Handels- als Produktionsstellen deutscher Unternehmen den russischen Markt. So waren deutsche ausländische Direktinvestitionen nicht so stark von internationalen Wirtschaftssanktionen und anderen Druckfaktoren betroffen.

Das Zustromwachstum der FDI in dieser Periode ist mit einer Reihe von großen Projekten verbunden. 2017–2018 sind deutscherseits die Autokonzerne und Maschinenbaubetriebe zu Schlüsselpartnern für Russland geworden. Dazu gehören The Daimler Group и Volkswagen AG. Der Bau der Motorenwerke Mercedes-Benz des Autoproduzenten Daimler ist im Industriepark von Esipov gestartet. „Die Gesamtinvestitionen beliefen sich auf 19 Milliarden Rubel. Das Produktionsniveau wird bis zu 25,000 Autos pro Jahr betragen „, sagte der russische Präsident Wladimir Putin. [7] So ging der Hauptstrom der Direktinvestitionen im Zeitraum 2017–2018 in die Maschinenbauindustrie.

Daher ist es notwendig, den Außenhandel der Russischen Föderation mit Deutschland im Zeitraum von 2016 bis 2019 zu analysieren. Nach den Statistiken des Bundeszolldienstes (FCS) für diesen analysierten Zeitraum hat die Struktur der Exporte und Importe seit 2016 zugenommen. Wenn sich die russischen Warenexporte nach Deutschland im Jahr 2016 auf 1,5 Milliarden US-Dollar beliefen, dann bereits im Jahr 2019 2,81 Milliarden US-Dollar. Folglich betrug die Exportwachstumsrate 187%. Ähnliches gilt für die Struktur der Importe. Wenn sich die Importe im Jahr 2016 auf 1,46 Milliarden US-Dollar beliefen, dann im Jahr 2019 auf 2 Milliarden US-Dollar. (Abbildung 2) [8]. Russland exportierte hauptsächlich Gas und Öl.

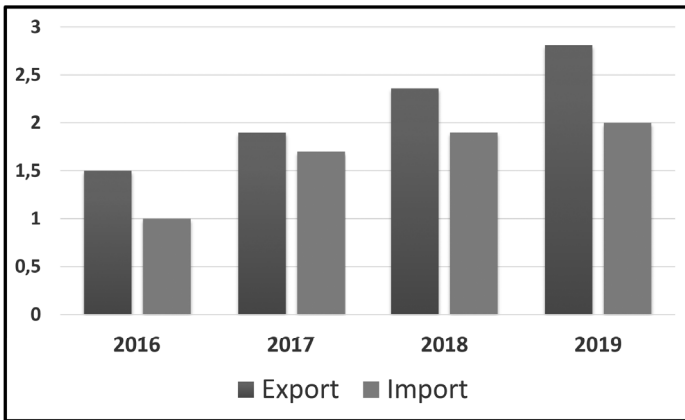


Abbildung 2 Außenhandel von Deutschland und Russland in der Zeitraum 2016–2019. Vom Autor anhand von Daten des Bundeszolldienst [8]

Fazit

In der Zeit von 2014 bis 2016 gab es also nach der Einführung von Sanktionen keinen Grund für Optimismus in den Wirtschaftsbeziehungen zwischen Russland und Deutschland. Eine Analyse der Situation von 2014 bis 2016 ergab jedoch, dass europäische Sanktionen gegen Russland viele Sektoren nicht nur der russischen, sondern auch der deutschen Wirtschaft negativ beeinflussten. Infolgedessen stellten deutsche Geschäftsleute nach erheblichen Verlusten fest, dass jeder von den verhängten Sanktionen verliert. Seit 2017 ist eine deutliche Verschiebung hin zu einer produktiven Zusammenarbeit zu verzeichnen.

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Work-life balance – how to save yourself from the pressure of overload at work

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Annotation

It is difficult for many people to save themselves from the pressure of overload. This can lead them to health problems. The article will formulate the key points that help to save ourselves from a lot of pressure put upon us by work overload. Special attention will be given to factors that prevent a person from achieving work-life balance and recommendations that will help find a balance between work and personal life.

Keywords

Work-life balance, the pressure, work overload, harmony, personal life, stress, personal problems, work issues, success.

We all lead quite busy lives nowadays. Many people try to be more productive and powerful. Thus, all of us face a problem of dealing with a large amount of work or study that needs to be done. Most of us have to devote all their time to perform these duties. This can lead to the lack of sleep, depression and, as a result, health problems. The main issue here is what can help us to keep our mind sharp and clear all the time and to avoid a feeling of exhaustion.

Let's try to figure out how to save ourselves from a lot of pressure put upon us by work overload. First of all, you need to understand that if you want to achieve a harmony between work and personal life, you need to set up priorities.

Unfortunately, there are many factors that prevent a person from achieving this balance. People very often put off the most difficult part of work till the last moment and, as a result, they don't have time to cope with an increasing range of tasks. Thus, they have to spend extra time, working at night or not having enough time for their personal life. Moreover, staff members overload themselves with a large number of tasks and eventually can't cope with them. This situation often causes stress for employees. What is more, performing work activities people can often be distracted by various things and, this way, in total, these distractions as well take a lot of time. It is important to consider that if a person is not happy with his or her work, he or she will perform it reluctantly, try to stretch it, get tired of work quickly. All these points greatly prevent a staff member from performing his or her work effectively. It is very important to understand how to avoid them.

It is a well-known fact that when a person feels a greater sense of control and able to be responsible for his or her life, he or she can easily distinguish between personal problems and work issues. Such people are usually completely satisfied with their lives. They tend to feel more motivated and less stressed out at work. Thus, it helps improve company productivity and reduce the number of conflicts in it. The development of work-life balance is beneficial to individuals and the organization.

So, let's consider some recommendations that will help find a balance between work and personal live. To begin with, you should reduce the amount of work that exceeds your abilities. It will help you to perform the tasks with the maximum productivity. If you understand that your energy level approaches zero point, then change the type of activity. For example, if you have been writing an essay for a long time, try to read something connected with different subjects or do some physical exercise.

Secondly, you should carefully plan your work. Start gradually with simple tasks and then move on to more difficult ones. Watch time and control how much time you

spend on each task. It is very important because you can track the speed at which you need to work to accomplish all the tasks by the end of a working day.

Organize yourself and try to finish the job on time. It is also vital to take the rest during the work.

In addition, it's significant to set goals and priorities. In this case, an effective method is to make a list of things you should do first and cross out tasks that have already been completed. It will increase the motivation to finish work quickly.

You should also develop communication with colleagues. It will help you to delegate complex tasks and share them among other workers. This will reduce the burden on all participants.

Moreover, try to choose the work that brings you pleasure. It is unnecessary to love everything in your work but you need to feel interest and dedication to it.

And my last recommendation for you is that you shouldn't pursue higher efficiency at the expense of your health. Ultimately it will not work in your favor. Therefore, to be in good shape you need to have a rest periodically.

In conclusion, I'd like to say that the development of work-life balance plays an important role in the organization of our life. It is the key to prosperity and good health for each of us. As many people want to be successful both in their careers and in their personal lives, cope with everything and stay healthy, the most effective way to do this is to achieve this balance.

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The phenomenon of emotional intelligence in the modern world

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Annotation

Emotional intelligence is the quality that enables us to confront with patience, insight and imagination many problems that we face in our relationship with ourselves and with others. In social life we can feel the presence of emotional intelligence in sensitivity to the moods of others and in readiness to grasp the surprising things that may be going on for them beneath the surface. Emotional intelligence recognizes a role for interpretation and knows that a fiery outburst might be a disguised plea for help that a political rant may be provoked by hunger and that concealed within a forceful jolliness may be a sorrow that has been sentimentally disavowed.

Keywords

Emotional intelligence, intelligence quotient, emotions.

Emotional Intelligence isn't an inborn talent. It's the result of education, specifically in how to interpret ourselves, where our emotions arise from, how our childhoods influence us and how we might best navigate our fears and wishes. The development of emotional culture is becoming one of the most pressing problems in the modern world. This is due to the increased interest in the emotional

environment in modern living conditions, where the pace of life is constantly accelerating, competition and responsibility for each of your actions are increasing, and there are many stress factors in almost every field of any activity. These factors lead to the increased emotional stress. Stressful reactions that destroy health are the result of a person's low level of formation of the so-called "culture of emotions." Emotional intelligence in a broad sense is the recognition of both positive and negative feelings, as well as the ability to feel mood, temperament, intonation and intention in communication with other people, regardless of whether they are old acquaintances or you see them for the first time in your life. An important part of emotional intelligence is the ability to recognize and honestly describe your own emotions, manage them, the ability not to panic and to reject "bad emotions" (anger, jealousy, irritation, envy, etc.). Emotional Quotient, on the other hand, is a measure of a person's level of emotional intelligence. This refers to a person's ability to perceive, control, evaluate, and express emotions. Emotional Education extends far beyond formal education as we have conceived of it to date though it should ideally include specialised courses in every year of school or college. In the last few decades, emotional intelligence has come to be recognized as being just as important as IQ when it comes to success in a career and in relationships.

IQ is still recognized as an important element of success. People with high IQs as it seems build a prestigious career and succeed more in life. However, today experts claim that its not the only determinant of life success. Instead, it is a part of a complex mechanism of influences that includes emotional intelligence among other things. Both IQ and EQ undoubtedly play roles in influencing your overall success.

The concept of emotional intelligence has had a strong impact in a number of areas, including the business world.

Many companies now mandate emotional intelligence training and utilize EQ tests as part of the hiring process. Research has found that individuals with strong leadership potential also tend to be more emotionally intelligent, suggesting that a high EQ is an important quality for business leaders and managers to have.

Despite the fact that emotional intelligence is very important, it is very difficult to measure using certain criteria. However, there are many signs, the presence of which indicates a high level of emotional development.

It's crucial to differentiate between emotional and the value that emotional intelligence can have, because emotional intelligence is something fundamentally different. It's the ability to identify and manage your emotions and those of others, and it's set to include three skills. First, emotional awareness, so empathy towards others but also towards the self. Second, the ability to harness emotions and apply them to tasks like problem solving. And third, the ability to manage emotions, which includes regulating your own emotions but also calming down or cheering up other people.

1. You have a rich emotional vocabulary

Emotional intelligence bases on self- and social awareness, the ability to recognize emotions (and their impact) in both yourself and others. People with high EQ can very clearly describe all their emotions and states. The more accurately the word is chosen, the clearer the reason and how to deal with it.

2. You demonstrate empathy.

The ability to show empathy, which includes understanding others' thoughts and feelings, helps you connect with others. Instead of judging or labeling others, you work hard to see things through their eyes.

3. You are open to change

Those who have high EQ are constantly changing and adapting to conditions.

4. You pause.

It is really significant to stop and think before you speak or act. Pauses help you refrain from making a permanent decision based on a temporary emotion.

5. You know how to switch

The ability to escape from everyday life problems is also a sign of high emotional intelligence.

6. You do not strive for excellence

It's far more correct not to strive for the ideal, but to act in steps, breaking the big task into several small stages.

7. Self-confidence

You mustn't compare yourself with them and obey their desires. Your self-esteem must come from within, no matter what they say around.

8. You help others.

Actions like these build trust and inspire others to follow your lead when it counts.

In a competitive workplace, developing your EQ skills is vital to your professional success. Some strategies for teaching emotional intelligence include building positive behaviors, being motivated, practising ways to maintain a positive attitude, utilizing leadership skills, encouraging people to think about how others feel, and finding ways to be more empathetic toward others.

High EQ skills may come more easily to naturally empathetic people, however anyone can develop them. Less empathetic people just have to practise it. Using these steps, you'll be well on your way to an increase in your emotional intelligence level.

The emotional system is considered as one of the main regulatory systems of life. Developed emotionality contributes to a more effective orientation in the world and adaptation in society.

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Interview preparation. How impress interviewer?

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Annotation

For most people going to an interview means getting out of their comfort zone. They feel stressed so they can't form the right impression and show their best. The key to successful interview is right preparation. This article describes the process of preparation in detail. It contains: general rules of interview preparation, some psychological tricks that helps you to form good interviewer's impression and reduce stress and common mistakes that you have to avoid.

Keywords

Interview preparation, interviewer, interviewee, common mistakes, applying for a job.

One of the moments when you want your self-confidence and charisma to be on the top is when you are sitting in the interview chair. Because if you were invited to the interview, it means that your CV was accepted so you have enough professional experience and your education is suitable for that job. But on the interview you have to show your personality and skills in the best way and you have only about 20 minutes to do so. And maybe these 20 minutes will be crucial for your future career and be able to change your life completely.

First of all, everybody who is going to go to an interview has to know some general rules of preparation for an interview. Some of them can be obvious but all of them are essential.

1. Research the company you're applying for

You should analyze services or products that the company produces and its organizational culture. It will help you to achieve several goals at once:

1. Prepare questions for an interviewer
2. Help to keep the conversation going
3. You will show that you are really interested in the job in this particular organization

2. Read the job description carefully and make sure that you understand all the requirements and responsibilities that go along with it.

It gives you an opportunity to focus on your skills and talents that are most suitable for that particular job.

3. Read the most popular interview questions and prepare answers to them. These questions can be unusual and baffle people. So it is better to think how to answer some of them. They can be like:

What is your main weakness/ strength?

Why do you want to work in this company?

Why should we hire exactly you?

What is your biggest achievement in your professional sphere?

These questions not only will prepare you for your interview but maybe you will find out something interesting about yourself.

4. Come about 10 minutes before the interview. It can seem obvious but violation of this rule can show that you are a disorganized and irresponsible person¹.

¹ How to prepare for an interview. URL.: <https://hh.ru/article/16507> (дата обращения: 13.04.2020).

There are some psychological tricks that help you to form an interviewer's good impression about you and reduce stress. All of them work subconsciously so the interviewer will feel that he/she likes you but won't know why.

1. Before the interview imagine that you and the interviewer are close old friends. You will be freer and less nervous. Moreover, your attitude to the situation will be in the air and the interviewer will subconsciously feel more comfortable with you.

2. It is also a very useful habit to notice the color of a person's eyes when you first meet him/her. He will unconsciously like you as a result of a slightly extended eye contact. And it works for the interview too.

3. Smile more. Facial expressions can not only be the result of feelings, but also cause these feelings. So you will be more confident and relaxed. Moreover, feedback really works, so those who want to show themselves happy and lucky should smile more often¹.

4. Moreover, you can play a mental game about being a product. It helps you to understand your strengths and weaknesses as a professional employee and pay more attention to your advantages on the interview. What you have to do:

Imagine that you are a product. Sit down and write answers to these questions:

What kind of product are you?

Why were you invented?

Why are you important to the customer?

What is your main function?

This exercise has amazing results: people in the same profession bring completely different values to their employers. When you know your values, you become more attractive. And an interviewer will have a positive impression about you. Moreover, this technique will help you to

¹ https://obrazets-resume.ru/sobesedovanie_psychology/ (дата обращения: 17.04.2020).

change your approach to the interview, take it easier, calm down and feel relaxed¹.

It is really important to form the right approach to an interview. An interview is not an exam where there are right and wrong answers. An interview is a business meeting where your purpose is to understand if you are suitable for this job and if this job is suitable for you.

In addition, it is important to know the most common mistakes too.

1. Universal specialist.

The position of many applicants who consider themselves as universal specialists creates a negative effect. This means that either a person does not know how to do anything well, or he/she is not aware of his/her professional strengths.

2. Lying on the interview.

Be honest because if you don't have the skills you are talking about, it will definitely be found out in the future, and you will lose your time and the employer will lose his/her time too.

3. Template answers.

Template answers to questions that are widely distributed on the Internet can play against you because most of them look like manipulation. And no one is pleased when somebody tries to manipulate them. It is better to show your personality and focus on the qualities that are necessary for this profession.

Most people consider an interview as one of the most stressful moments in their lives. Some of them even continue to keep the jobs they don't like because they are scared to try to go to an interview for their dream job. In fact, if you prepare properly, interview will bring you bright results or become an interesting experience.

¹ Гареева Г.В. 10 психологических секретов успешного собеседования. URL.: <https://www.b17.ru/article/87261/> (дата обращения: 17.04.2020).

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Mascots: who they are and why are they needed

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Annotation

In the 21st century social networks have become very popular, they have lured the main advertising of many companies. Thus, there are a lot of ads in social networks. Many companies get lost sight of such a large flow of information. This article will tell you about one of the modern ways to get an audience, which is quite easy and budget-friendly. Special attention will be paid to companies that already use this method of promotion.

Keywords

Mascot, Instagram, brand, content, visual content, social media marketing (SMM).

In last years, the social network Instagram is becoming more and more popular. This is a social network with a special culture and its own religion. It is interesting to look after different brands, especially to watch companies that do not have a visual product.

What should the English language school publish? And the team of outsourced accountants? Some instagram users will say that they should publish something from the series “30 ideas for posting on Instagram”, “what to publish when there are no ideas”, “Types and ideas for Instagram”

and so on. But all such publications are outdated, so modern SMM-managers suggest using mascots.

I will name a definition from Wikipedia, and you will pretend that it is normal. Mascots are any recognizable character that represents a certain group: a school, team, community, military unit, event, or brand.

Simply: a mascot is a character which is associated with a brand.

The most famous mascots are:

The clown of Ronald McDonald – according to Fast Food Nation 2001, 96% of American school children recognize Ronald McDonald among other clowns. But nowadays, the clown of Stephen King is ahead of him in popularity.



Brands often hire actors and promoters who are forced to wear mascot's costumes. Each of us has seen in the store or at the subway such people dressed in costumes, most part of adults are afraid of them, because they do not know what is hidden under the mask, but children often adore them. It is hot in suits, they are often sewn in the big size, and therefore they are inconvenient, in the advertising sphere, working as a promoter-mascot is considered a low-paid and low-prestige job. So with time such way of promotion becomes less popular.

Mascots exist for the Olympic and Paralympic games, various football, hockey, baseball, and track and field Championships. Definitely all football, hockey and oth-

er clubs have mascots, this is a mandatory part of them. Even the Voronezh's football club Fakel has a beaver as a mascot, as well as the famous mascots of Spartak and CSKA that you can see on every game of these teams and you also can see some fans buying a lot of souvenirs with team's mascots of their favorite team.

Most people in our country knows the political party "United Russia", I think only little children haven't heard about it. I think you have seen its main emblem: a white bear (originally it was brown) on a blue background, the flag of Russian Federation above the bear and below white letters shows the inscription: "United Russia". Let's focus on the bear. It's a symbol of kindness and rage, enormous strength and clumsiness, gluttony and tender mother's passion. The bear was mentioned as a totem animal of many Slavonik tribes. Russian people are compared with bears as they are having lack of anger and they are able to stand up for themselves, or if you ask any foreigner about Russians, he will usually have association: bear and vodka. The bear also have been heroes of many Russian fairy-tails and myths, it was found on emblems of many old Russian countries and also became the most famous symbol of the Moscow Olympic games-1980". The party members themselves believe that the symbol fits the party very well cause it's simple, concise and understandable. This is how one of the sections of the official website of United Russia is called "den".

Mascots help with design of your content

Mascots help with content ideas if you can't create beautiful visual content about a brand. If you need to promote accounting, IT team, lawyers on Instagram, try creating your own mascot that will become a recognizable part of your brand. This can be a life-size doll, toy, or image.

Matthew March or Матвей Мартоский – instagram-blogger who leads a lifestyle blog on Instagram.

Mascot can be a key character in the marketing of the brand. Remember the Duracell rabbit, remember at least

one ad without a rabbit? And with the rabbit? In some cases, mascot fully embodies the idea, concept and positioning of the brand.

Look at the company “Feed the beast” with a cute monster as a mascot. What do you think this brand sells and for whom? Feed the beast is a food delivery service for cats and dogs. The main feature of the service is a special attitude to its customers, not only people, but also animals. The Agency’s task was to develop a brand character to interact with the audience. The animal is intended to serve as a guide on the site, to congratulate its fellow animals on holidays and to give them gifts. The character of the Beast is not easy, he likes to be fed and rowdy when it is hungry! More than 20 poses, 6 ages, an emotion map and a 3D model have been created for the beast. When I first saw the ad “Feed the beast” I immediately subscribed on the account, although I do not have Pets.



How to create a mascot?

Mascot is a character. With a separate history, with its own character and style. If you are a bore, you can't just buy some animal in the shop for children and say that it is your mascot now. You will have to explain why this animal is your symbol, what he or she represents, you will have to prescribe the features of the mascot, the rules of use in the marketing kit and brandbook of the company. And if you do not show off, you can take any toy, and declare that it is a mascot, and then come up with a character, name, and everything else.

The easiest way to find cases in the Internet of creating mascots is for Olympiads. These are major/huge events that's marketing and advertising are thoroughly understood in professional forums. They announce a competition that can be attended by those who understand what the Olympics are, and what features of the country should be characterized through mascot. Sometimes tasks for developing a mascot are thrown to designers, or to freelance exchanges.

In my opinion, the best way to use mascots is to develop brainstorming sessions with a team that is already familiar with the brand. Do you have a language school? It has a staff of professors, Director, SMM-managers – organized a meeting, and started to think about what image would best represent the school. Most likely, you will get

something from the English or American culture, but it is quite possible that you will open up a creative vein and you will come up with something more interesting.

This is how Arseniy Enotych, the mascot of the Russian New University, was created. At a meeting of University activists, together with the Department for work with students, they came up with a mascot. One of the students drew a mascot, and so he went



to the people. According to the University leaders, creating a mascot cost 0 rubles, and supporting a mascot , creating content with a mascot, and maintaining pages in social networks on behalf of a mascot, costs about 50,000 rubles a year.

Arseny helps to promote the young University. To find out how useful Arseny is for the University , research is needed , but students meet him enthusiastically: for example, a couple makes a dance for a competition, draws in the process – and they get Arseny, they break an ovation. Posts with a Raccoon get more likes than regular posts. And if we spread raccoon comics , funny, got into the subject- the indicators are even better.

“Mascot is extremely important for the new University, which has no established traditions. It is important to distinguish a University from other universities, if it does not have a long history, something should be associated with it”.

© Igor Mytko, head of information
department of Russian New University



Арсений и лучший подарок

I think, our faculty can implement something like this because it's a good idea to brighten up our working days and make studying more interactive.

Why are they needed in a company?

Usually mascots in social networks are used to achieve a number of goals:

- To establish user contact with the brand or company. Mascots make the style of communication with clients more carefree and easy. Your mascot account will allow you to direct the conversation with customers in a simple way when discussing topics related to your products or services.

- To awake the desire to buy a product or service. Mascots work especially well for children's audiences, as well as when it comes to selling food.

- To create customer loyalty and keep it for a long time. It is interesting to watch the funny and witty mascot, read his comments and posts. Many users enter into discussions with mascot and get a great stream of jokes in response, worthy of reposting.

- To make complex services easier. For example, the same Aflak duck. Duck – bird-quack – explains all possible insurance cases literally on your fingers and with great humor.

- They allow you to implement a "first-person" sales strategy. For example, the American equivalent of "Mr. Muscle", the brand Mr. Clean, talks about all the advantages of its cleaning products "personally". Communication in this form allows you to show the identity of the brand, corporate culture, and thus hook ordinary people.

Let's sum up:

1. Mascots help to brand the content.

2. Mascots are a great source of visual content. A well-written character helps to create author's content, unites people and serves as a topic for communication.

3. Mascots are a source of engaging content. A mascot can be a drawing, a toy, a live animal, or a life-size doll.

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Covid-19 and Quarantine: influence on society and life-hacks

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Annotation

In our contemporary world Covid-19 has changed lives of all people. The world is facing many social problems and they are worth knowing about. How does the virus influence society? How to stay safe and not to be overloaded? I'll try to answer all of these questions in my article.

Keywords: Covid-19, quarantine, society, psychological consequences, loneliness, crime.

So, today, everybody is concerned about corona virus in some ways. Moreover, it's well known that students are settling to distant learning and most employees are working from home now. The excess of information has filled all our sources of communication and many of us are already too bored to check the news. Therefore, it's worth putting emphasis on some thoughts and facts that you may have missed in the information flow.

To start with, everybody has heard that social distancing is a useful measure for preventing the spreading of the virus. However, today our society should be concerned not only about our physical health, but about mental one. Scientists have been making researches of loneliness for

years. Many of us are suffering from it right now. There are three main consequences of loneliness. Firstly, social secrecy. People don't want to show their emotions and are demotivated to communicate with friends and family. Secondly, anxiety, which may lead to sleep, eating and other disorders. Thirdly, it may be a fertile ground for developing depression and losing motivation in achieving goals.

Furthermore, psychological issues encompassed with economic crisis lead us to substantial social changes, which are worth talking about. To make it clear, four months are not such a long period, but specialists have already come up with the forecasts. Here are several of them:

Purchase activity. People have started purchasing more to stock more groceries at home and would not have an additional reason to leave their house.

Media activity. Moreover, people now have more free time to publish and information sources gain more attention. So, all information channels are overloaded with news and fake information.

Criminal activity. And last but not the least important is raising number of crimes all over the world including Russia.

Undoubtedly, criminal situation is a very important point and it's worth enlarging on that.

So, let's start with thefts. It's an obvious point. Many people lose their jobs and do not have enough money. Therefore, even now there are some cases in Russia when people steal money from others in the streets. Even during daytime.

Moreover, such a difficult issue as drug addicts now may be more dangerous than ever because they do not control themselves, and they strive to get money in any possible way.

Domestic violence. Hopefully, this point is not common to the students of Moscow State University. However, due to rising alcohol consumption and permanent lockdown the number of cases of domestic violence has already raised. So, everyone should be ready to call the police if for

example there is an evidence of such an issue in a neighborhood.

The humanity lives the Era of modern technologies now. So, devices and social media are at risk now, too. The Internet crime such as stealing bank card number, or personal information may take place.

As far as one can see, people around the world and especially in Russia are going through rough times. So, here are some recommendations on how to maintain your mental health and prevent yourself from getting into trouble.

Phone calls. Remember to call your relatives and friends and actually speak to them. Nowadays almost everybody is struggling with loneliness and a phone call may be a good therapy for you and them.

Internet security. Protect yourself from hackers, especially care about your social media accounts and apps, which use your credit card number. Change passwords and end up non-usable sessions.

Do not leave the house in the night-time. Staying at home for months makes everybody a little mad. Moreover, you will never be able to predict actions of people in the street. Don't put yourself in risky situations.

Filter information sources. There are plenty of news resources and most of them give you more or less the same information. Do not overload yourself and choose the three most trustful sources and unfollow others.

Set goals. Maintain tunnel vision and set yourself objectives. For example, read twenty pages of a book or do fifteen push-ups a day. Start with some little ones. As they say, "Little steps lead to big results". And please remember that the first concern should be to stay alive and protect people around you from danger.

To conclude, the humanity has overcome a lot of problems, so we will definitely be fine after all of these end. Nowadays, people just need to obey the new rules and stick to the recommendations of doctors and government. Safety has become the main common concern, and I hope

that we will overcome Covid-19 together and return back to the usual life.

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Space exploration – the waste of resources or investment into the future?

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Annotation

The article is dedicated to one of the most interesting and fascinating topics – space exploration. In this article I take into consideration all the main points connected with it, make up a list of its pros and cons and finally answer the main question of that mini-research: is it really worth it?

Keywords

Space exploration, space discovery, cost of space exploration, resource expenditure on space exploration, results of space exploration, advantages and disadvantages of space exploration.

Today countries spend enormous sums of money on space industry. However, is this money of benefit to mankind or it is just a waste of resources which is absolutely senseless?

First of all, it would be wise to consider what resources are spent on space exploration, how expensive it is for countries and what the results of it are. Having given due consideration to the issue, I will be able to identify the major advantages and disadvantages of resource expenditure on discovery of space and answer the main question of this report.

So, let's first understand what space exploration is. Space exploration is the physical exploration of outer space, both by human spaceflights and by robotic space-

craft¹. It would be appropriate to admit that mankind has always been eager to explore the unknown, discover new worlds and do something new, something that has been impossible before. Moreover, people simply gravitate towards heavens and want to approach something infinite. That's why human's interest in space is so steady.

Now let's talk about the resources needed for space exploration.

Speaking about natural resources, materials which are used in making spacecraft should be durable, light and resistant to cold as well as hot temperatures. And these characteristics are just the basic ones that are understandable for common people. I mean that stuff used in creation of spaceships and satellites should have a big amount of various features. Such materials are usually very rare and hard to get, such as precious metals, for example. What's more, creation of spacecraft can require different composites, which are made of several other materials. That, in turn, also makes it difficult to get all the necessary resources. Only after obtaining all the necessities, space vehicle can be made.

By the way, space hardware is also very important. Sometimes it is made by members of staff and sometimes it is bought from other companies.

Another kind of essential resources is special machinery. It helps to create previously mentioned space hardware or some additional equipment needed for spacecraft.

And, of course, we shouldn't forget about software. It should be made by smart and well-qualified people.

I would also add time and efforts of people taking part in construction and adjustment of equipment to resources of space discovery.

So, to put it simply, there are lots of different resources needed for space exploration and each of them needs due attention and adjustment.

¹ https://www.sciencedaily.com/terms/space_exploration.htm (25.04.20).

As for cost of space exploration for countries, I should say that there are lots of areas of expenditure for them.

As I have already mentioned, natural resources which are essential for creation of spaceships and satellites are often hard to get ones. That means that countries spend considerable amounts of money on them. Such metals as gold, silver or titanium are very expensive by themselves.

What's more, all these materials should be used in a right way. That's why so many intelligent and well-educated experts are needed to build space equipment, spacecrafts and develop new technologies and software.

Another area of expenditure is space hardware and machinery. These are usually bought from some special private or state companies. And their price is also very high.

If we take a closer look at these areas of expenditure and see the figures of the leading countries, it will become clear that they spend huge amounts of money on space exploration. Today it may be even too expensive for one state to discover space alone. That's why some countries tend to team up and bear the enormous expenses together. International space stations are a good example of it.

Now, let's talk about the results of space exploration.

One of the most important aspects about space exploration is that humanity discovers new facts about the Earth and life on it. Today we understand how almost all natural processes on our planet work. We can even predict the weather.

Space exploration contributes to our protection from asteroids. Mankind can easily monitor the ones that pose a threat to our lives and can destroy our planet, so that some vital measures can be taken.

By space discovery we explore the Universe and gain new knowledge about it. This helps us to better understand how various processes there work. We can see which of them are dangerous for us and which not.

Furthermore, mankind is almost on the verge of extinction today. Our planet is polluted a lot and resources here

are limited. Space discovery helps us to find planets which are potentially habitable and figure out what the process of leaving our planet will be. I should admit that both state and private companies now think about it. For instance, SpaceX by Elon Musk is already preparing for getting people to Mars.

Space exploration also contributes to development of many areas of life, such as medicine. "Miramistin", which is in high demand in these difficult times, was originally developed for astronauts.

Discovery of space brings about innovations and new technologies in our world. Take thermal space blankets, for example. They prevent human body from losing heat. Now they are also being used by emergency services, so that injured people or victims of accidents can be warmed, and by runners after marathons. As for technologies, people simply use wireless connection in their daily life which is provided by satellites.

Another result of space exploration is inspiration for younger generations. By looking at astronauts and all the scientists and engineers participating in the development of space industry and watching how they make important and crucial "steps" for humanity, little kids want to take part in it too.

By the way, joint efforts of different countries in exploring the infinite make the bonds between states closer. That may even help the political situation in the world to settle down if necessary.

By all means, we shouldn't forget about discovering new materials of space and getting the ones that we lack on our planet. All that definitely accelerates our progress.

So, as you can see, I have found at least 9 results of space exploration and these are just the ones that are on the surface. I believe them all to be extremely important for humans and their progress.

Now let's identify the disadvantages of space exploration:

- Space exploration takes lots of resources. I mean countries and private firms spend tremendous sums of money on that.
- Moreover, due preparation for launching a spacecraft takes a lot of time. But humanity doesn't have it that much because of its constant destruction of the Earth. Instead of investing money in space industry we could try to reverse the process of that destruction by investing in science and biology.

Now let's identify the advantages of space discovery:

- Firstly, by exploring space we gain new knowledge which will be vital in future and actually is so right now.
- Secondly, discovery of space fosters technological and scientific development.
- Moreover, space industry stimulates other areas of life to improve, which is also important for our future.
- It also protects our planet and life on it both from inner and outer threats.
- In addition, space exploration inspires young generations to take part in it.
- And, of course, it gives us an opportunity to get new materials as well as ones that we lack on Earth.

So, as you can see all these advantages prevail over disadvantages. And all of them lead to progress. Progress, in turn, is the key to our future.

To sum up, I would to admit that I am strongly convinced of importance of space exploration. I believe that it is definitely investment into the future of mankind. Only progress provided by discovery of space will help us build our future.

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“Total” en Russie

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Annotation

The article dedicates to the research of functioning of Total Group in Russia. It's based on analysis produced by French business media. A key purpose of the article is to demonstrate the opportunities of transplanted advanced French corporate culture into Russian private sector. Despite mutual sanctions interaction between Russian and French business still can be productive in different forms. Case of Total Group proves it.

Keywords

French press, Total in Russia, gas&oil industry, corporate values.

L'objectif de mon exposé est de démontrer les directions perspectives du développement du Groupe Total et les avantages de la coopération entre le business russe et Total.

Malgré les sanctions occidentales, l'interaction entre les entreprises russes et françaises augmente particulièrement à l'industrie gazière-pétrolière. Ce fait prouve l'actualité de mon intervention et peut être résumée d'une manière suivante : “Total en Russie”

Dans cette étude on utilise la méthode descriptive qui donne la possibilité de décrire les caractéristiques principales du Total. Ainsi que l'analyse des articles de la presse française: “Le Figaro”, “La Tribune”, “Les Echos” etc.

Pour atteindre l'objectif fixé il est indispensable de résoudre les questions suivantes:

Quelles sont les valeurs propres à "Total"?

Quels projets sont déclenchés en Russie?

Comment Total intègre les jeunes à son système professionnel?

Tout d'abord, je voudrais commencer par la brève revue des valeurs du Groupe "Total" [1].

Premièrement, "Total" construit l'ambiance amicale pour ses salariés. Il rend l'espace agréable et sécurisé, rémunération motivante, protection sociale, respect d'équilibre entre la vie professionnelle et la vie privée.

Deuxièmement, Total investit dans la croissance de ses employés. Cette politique rime avec l'esprit pionnier, propre à ce groupe.

Par ailleurs, "Total" est devenu un acteur majeur de l'industrie pétro-gazière et des énergies renouvelables. C'est pourquoi il participe aux projets écologiques comme: convertissement des résidus végétaux en carburants, le relevé des défis du forage, etc.

De plus, le Groupe "Total" lutte contre le changement climatique, une priorité en investissant massivement dans les énergies à faible émissions de carbone, telles que le gaz, la solaire et les bioénergies.

Enfin, "Total" incarne bien l'état d'esprit unique avec ses valeurs fondatrices: la sécurité comme priorité, le respect de l'autre, l'esprit pionnier, la force de la solidarité et le goût de la performance.

Aujourd'hui, en tant que l'entreprise responsable le Groupe Total souhaite diversifier ses directions du business. Les tendances modernes forcent les entreprises à s'adapter aux demandes des écologistes et démontrent l'engagement aux valeurs modernes.

"La Tribune" a annoncé que Total devrait acquérir la société française "Synova" [3]. Cette entreprise est spécialisée dans le recyclage du polypropylène pour les équipementiers et constructeurs automobiles. Selon "Total", l'acquisi-

tion de "Synova" lui permettra de développer le recyclage des matières plastiques est affichera leur ambitions à la création de l'économie circulaire.

En janvier 2019 "Total" a déclenché les initiatives pour trouver des solutions d'élimination des déchets plastiques [3]. Le Groupe "Total" a rejoint une alliance prête à mobiliser plus d'un milliard d'euros pour lutter contre les sources de pollution majeure de l'environnement, en particulier des océans.

Donc, on peut réellement voir les projets réels que "Total" a démarré pour lutter contre la croissance des besoins en énergie, contre le changement climatique et pour s'adapter aux nouveaux modèles de consommation. On peut aussi citer en exemple l'exploitation de la voie des bioénergies aux Pays-Bas, la construction des centrales solaires en Afrique du Sud et au Japon, le relancement de la coopération gazière en Iran, le développement des nouvelles technologies de stockage électrique en France [1]. Ainsi, la mission de ce groupe consiste à fournir au plus grand nombre une énergie propre et disponible dans le respect des meilleurs standards de sécurité.

De cette façon, la coopération entre "Novatek" et "Total" nous montre que le business russe s'inquiète des problèmes du monde moderne et qu'il est prêt pour les résoudre.

Le Groupe "Total" prêtait toujours attention à l'interaction avec les jeunes: les étudiants et les jeunes spécialistes déjà diplômés. Pour les recruter "Total" a mis en valeur les avantages de son ambiance professionnelle et a créé l'univers motivant et dynamique.

Alors, 98% d'étudiants interrogés se sont dits satisfaits de leur expérience dans le Groupe [1]. Les missions, la dimension internationale, la rémunération et aussi la qualité du management les attirent. Par ailleurs, le Groupe "Total" soutient les différentes opportunités pour les étudiants: stages, contrats en alternance, contrats d'apprentissage, contrats de professionnalisation, bourses, etc.

Par conséquent, il va de soi que “Total” est ouvert pour les professionnels jeunes et ambitieux. Le groupe les aide à tracer leur chemin et réussir leur vie professionnelle.

De plus, “Total” aujourd’hui suit les tendances du recrutement des jeunes. Excepté les formes différentes du travail: stages, contrats en alternance, contrats d’apprentissage, contrats de professionnalisation, bourses, etc., Total déclenche son école de formation des jeunes [4].

“Les Echos” a annoncé que le centre de formation créé par le groupe pétrolier ouvrira en octobre 2020 [4]. De plus, les campus s’installeraient au cœur du projet “Urban Valley” à Pierrefitte-Stains. Cela stimulera le développement de l’espace urbaniste et particulièrement attirera les jeunes.

Deuxièmement, le projet de l’enseignement nommé “l’Industreet”, proposera un enseignement à la fois théorique, technique et immersif en entreprise. Il y aura les programmes: ligne de production automatisée, inspection et contrôle non destructif des structures ou des matériaux, terminaux de distribution d’énergie, numérisation des installations industrielles et entretien multiservice robots assistés. Tous les programmes sont caractérisés comme les métiers du future.

Donc, selon la position du Groupe, ces instruments aideraient à la lutte contre la chômage des jeunes. De plus, la nouvelle école deviendra la base du succès de Total au future et montrera la responsabilité de l’entreprise ou encore l’engagement aux valeurs du développement durable.

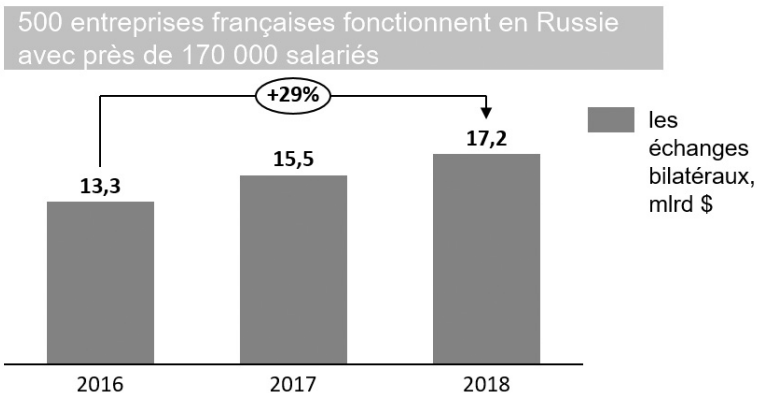
Je voudrais bien citer le ministre du Travail, monsieur Muriel Penicaud: “Il n’y a pas assez d’offres d’apprentissage en France donc il faut que tout le monde s’y mette, autant l’Etat que les entreprises, pour aider les jeunes “[4].

Et il faut aussi souligner l’aspect politique. L’industrie gazière-pétrolier dépend de la capacité des entreprises influencer les décisions du gouvernement. Donc, l’interaction internationale au domaine de la production du gaz naturel liquéfié est aussi liée aux relations internationales.

C'est pourquoi pour comprendre les perspectives de la participation de Total aux projets de lancer des gisements et autres joint-ventures il faut savoir la position des autorités officielles.

Il est important, à mon avis, de citer les présidents de la Russie et de la France: "Notre relation a beaucoup d'avenir (...) car l'Europe va de l'Atlantique à l'Oural" a déclaré Emmanuel Macron. Réponse du président russe: "La France est notre partenaire ancien, traditionnel et fiable (...) Elle a toujours aspiré à défendre sa souveraineté, ce qui est un gage de stabilité dans la relation" [2]. De cette manière, il va de soi que nos pays sont ouvertes pour la dialogue ou encore la coopération économique. Qu'est-ce que les chiffres nous montrent?

On remarque aussi l'augmentation des échanges bilatéraux de 16,5% en 2017 à 15,5 milliards de dollars bien que les sanctions mutuels en 2014 les ont diminué en 2014 [2]. Approximativement, 500 entreprises françaises fonctionnent en Russie avec près de 170 000 salariés [2].



Par ailleurs, on souligne la joint-venture plus importante, c'est les investissements de 2,5 milliards pour la prise de 10% d'un nouveau projet géant de gaz naturel liquéfié dans l'Arctique russe de "Novatek" [2].

Il est à noter que Le Groupe "Total" travaille dans les pays différents avec les législations et les environnements culturels bien différents. Donc, "Total" est habitué à interagir avec les gouvernements pour démontrer sa transparence.

"Le Figaro" a annoncé que les autorités russes avaient approuvé "Total" de participer à la nouvelle usine géante du gaz naturel liquéfié: le projet de "Total" est de prendre 10% du projet "Arctic 2" [7].

Selon les lois russes le comité gouvernemental doit approuver les investissements étrangers aux projets russes à hauteur de 25% ou plus dans les entreprises considérés d'importance nationale. Le Groupe français détient également 19,4% de "Novatek" et veut acheter encore 10% [6]. Heureusement, la commission gouvernementale avait soutenu l'envie de "Total" avec bienveillance et a résolu ce problème rapidement.

En ce moment, les projets de "Total" avec "Novatek" atteignent une capacité de production de 198 million de tonne par an ou 535 000 barils pétrole par jour [7].

En général, Total n'est pas des profits immenses, n'est pas des projets. Total est les gens, les salaires qui sont fidèles à Total, aux leur valeurs. Donc, il faut présenter le patron de la filiale du géant pétrolier en Russie, Arnaud le Foll [5]. Son but essentiel – soutenir les liaisons entre "Novatek" et les finances des banques françaises, les technologies et compétences managériales de "Total" et éviter des sanctions occidentales.

Et pour conclure, reparlons de l'esprit pionner comme une des valeurs de "Total". Prenons en exemple Arnaud le Foll qui a commencé aux services administratifs de "Total". Ensuite, il a travaillé dans le Ministère des Finances avant de rejoindre l'administration du Ministère de l'Economie, après quoi, il passe au privé. En 2010, il travaille un peu partout dans le monde, où il y a le Groupe "Total": Singapour, Maroc, Angola et aujourd'hui c'est la Russie.

Aujourd'hui, Arnaud le Foll âgé de 39 ans occupe la position du chef de la filiale en Russie! Pour lui, ce n'est pas

l'endroit de la retraite comme pour ses prédécesseurs. Selon son point de vue Moscou est la chemine au siège.

Quant à moi personnellement, je pense que la coopération entre "Total" et le business russe va améliorer le climat d'investissement, influencer la culture d'entreprises, aider à développer les technologies managériales. De cette manière, le Groupe Total est l'exemple magnifique de l'entreprise responsable et peut montrer à tout le monde qu'il y a les perspectives de la croissance en Russie.

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Environmentally friendly – modern fashion or social responsibility? How conscious are the companies stating they are green?

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Annotation

Ecological consciousness is a major topic in the 21st century concerning individuals and businesses that are shaping their policy according to eco-safety measures. Some companies use it as a marketing slogan to lure more customers and do not necessarily decrease the harmful impact on our ecosystem. The article will formulate the key criteria for defining scammers, present the notion of greenwashing and give examples of 'true' and 'fake' eco-friendly companies operating now.

Keywords

Environmentally friendly, greenwashing, sustainability, green PR.

Should we be more attentive to ecofriendly companies? The 21st century is the time when we raise consciousness of our environment. Now that it has become popular among consumers, many companies claim that they are "eco-friendly" to try to attract them. The problem is that many companies only say it, do not actually practice what

they state. Hence, there is a need for tips on how to distinguish between 'true' and 'fake' ecofriendly companies.

First things first, let us define what it means to be an ecofriendly company. According to Merriam-Webster, the official definition of eco-friendly is "not environmentally harmful". The terms 'eco-friendly', 'environmentally friendly', 'earth-friendly' are synonyms. They most commonly refer to products that contribute to green living or practices that help conserve resources like water and energy. Eco-friendly products also prevent air, water and land pollution. Therefore, an eco-friendly company is an organization which produces goods that are not environmentally harmful.

In the race of competition, some organizations overuse ecolabels on their products and that is where the notion of greenwashing appears on the scene. Greenwashing is a term used when a company deceptively puts eco-friendly claims on its product packaging. In most cases, they are broad claims without any support to back them up.

Whenever there appeared evidence of any company cheating their customers, the mass media ensured a big scandal and a court trial to prove it wrong and undermine the company's reputation. Here's a roundup of companies consumers should be mindful of and that have been accused of not being as environmentally friendly as marketed:

1. Volkswagen and its 'clean diesel' autos

There's nothing clean about diesel engines that spew pollutants at levels way over the legal limit. Volkswagen launched a new car model and claimed it having 'clean diesels' though these cars release nitrogen oxides at levels more than 65 times higher than what the EPA (Environmental Protection Agency) allows.

2. H&M's Recycling Scheme.

H&M introduced a recycling scheme where you can take back your old textiles in exchange for a coupon – to buy

more clothes. In reality, they do not sort and recycle clothes, they resell them from warehouses at a very low price.

Once you face a similar case, your attitude of a customer changes forever. As a result, you become more conscious about what you buy and from what brand. To identify companies that are lying to us, here are a few tips on how to spot these fakers.

1. Start with a Google search.

If you are beginning to evaluate whether or not a company is truly environmentally friendly start with a Google search to see what you can find out on your own.

2. Look for certifications & ratings.

When you are looking at a product, search for certifications that are given to products that have met certain requirements. These serve as seals of approval that the product satisfies the claims it makes, helping consumers to identify them. Once you learn what certifications you trust, you can match them with products.

3. Look beyond buzzwords.

Buzzwords are oftentimes nothing more than advertising strategies that are otherwise meaningless. A word like “natural” guarantees nothing; meanwhile, products have to be certified to say they are “organic”. Instead of looking for a buzzword, look for where the product was sourced. This gives you a better picture of what you are getting. These simple strategies can help you to identify sham companies and ensure that what you are getting are certified, eco-friendly products.

Not to be overwhelmed by all this shocking information, I want to show a truly environmentally friendly company to learn from.

As far as sustainable companies go, Disney is a giant. It uses zero net direct greenhouse gas emission policies in all of its facilities. It is also trying to reduce electrical and water consumption, which will reduce indirect greenhouse gas emissions. Technology helps Disney save water and lower its manufacturing and distribution footprint as well.

Overall, we see that protection of our environment is a large concern relating to every person living on Earth. There are a multitude of honest organizations that really care about their products and their impact on the ecosystem. For some companies it can be just a PR project to raise sales. On the other hand, they deceive not only us, consumers, they deceive themselves, as we all breathe the same air and share one planet.

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Fashion as a phenomenon of modern culture and its impact on politics

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Annotation

Fashion is common for modern world. It is a phenomenon that affects all the areas of public life: social, economic, spiritual and political ones. This article is aimed to examine what impact fashion has on politics, how fashion influences politics and what will happen if people do not take fashion into account.

Keywords

Fashion, politics, influence over politics.

Many people think that fashion is a minor thing that doesn't add up in the world of votes, debates and everyday political disputes. These individuals are sure that modern garments are the last things to think about in political area.

Hard data proves the opposite. My own survey where 136 MSU students took part showed that for most of them fashion is about a visual image of a person. In other words, they define fashion as popular aesthetic expression at a certain time and in a certain context, especially in clothing, footwear, accessories, makeup, hairstyle and body. This definition is certainly not accurate as it doesn't take into consideration all the aspects that fashion influences¹.

¹ *Kaiser, Susan B.* (2019). Fashion and cultural studies. Bloomsbury Visual ARTS.

So, what is fashion? It is wrong to think that fashion is about clothes alone. It is much more complicated phenomenon. Besides beautiful garments, hand-executed embroideries and exquisite accessories, it includes:

- people's behavior,
- people's lifestyle
- people's power.

To put my idea across, I will give you simple examples:

1. An affluent person follows haute couture, wears expensive brands but looks slovenly: with greasy hair and nails, crumpled clothes or filthy shoes.
2. Attractive and smartly-clothed person indulged in unacceptable behavior in a public place.

The answer for the question "Whether these personalities can be called fashionable or not" is evident. As Coco Chanel once told: "Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening".

Due to this inconsistency another definition of fashion comes into play. Fashion is people's attitude to external forms of culture at a certain stage of historical development. Fashion is about lifestyle¹.

Once fashion is determined as a term, its close connection with politics gets in the limelight.

In fact, very few people really understand politics, others use terms and jargon they have very scarce knowledge of. Therefore, publics are easily swayed by political leaders who use fashion as a tool for achieving their goals. As has already been mentioned, fashion includes different aspects, so if the political leader uses all of them properly, he or she will definitely be recognized by others and will achieve all their goals.

1. Visual image

Surely, the first thing the general public pays attention to is the visual image of a political leader: the way they

¹ Гербенова О., Кибалова Л., Ламарова М. Иллюстрированная энциклопедия моды. URL.: <http://fashion.artyx.ru/books/item/f00/s00/z0000000/> (дата обращения: 28.09.2020).

look, their clothes, skin, makeup, hands and manicure. Ordinary people estimate all these aspects and decide whether they recognize a politician or not.

2. Behavior

The second thing that draws attention is person's behavior. It does not matter what a politician says or if he or she behaves like a beast at the dinner table. A great example of a civil politician is Vladimir Putin who is always confident and well-mannered.

3. Power

Powerful people have always been successful and it's not by fashion alone. These individuals attract others, so in order to stay for Parliament, Government or other state bodies, it is important to be self-confident and make others trust you¹.

4. Lifestyle

Publics show constant interested in political leader's lifestyle. Sporty people without bad habits are respected much more than others who are fond of drinking alcohol and smoking.

All in all, not only can you gain universal respect using all these aspects properly, but you can also lure new voters and followers. Moreover, it is important to pay attention to little things because attention to details gives rise to perfection, but perfection is no longer a trifle.

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The Internet of Things

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Annotation

The technologies of the so-called Internet of Things are fundamentally changing the world right now, and these changes affect not only high-tech industries or infrastructure, but also everyday life. In this article, you will learn what changes should be prepared for and what role IoT products play in our lives.

Keywords

Cybersecurity, internet, devices.

In 2017, the number of devices connected to the Internet, according to Statista¹, exceeded 20 billion units. By 2020, there will already be about 50 billion, Cisco² suggests.

IoT, or the Internet of things, is the concept of space in which all of the analog and digital worlds can be combined. This will redefine our relations with objects, as well as the properties and essence of objects themselves. This vision was introduced by Rob Van Kranenburg, founder of the European Council on the “Internet of Things”, a leading

¹ [Электронный ресурс] / Режим доступа: <https://www.statista.com> (дата обращения: 15.06.2020).

² [Электронный ресурс] / Режим доступа: https://www.cisco.com/c/ru_ru/about/general-info.html (дата обращения: 15.06.2020).

expert in the field of digitalization, author of the concept of the Internet of things¹.

The Internet of Things is about a huge number of “things” that are connected to the Internet to exchange data with other things – IoT applications, connected devices, industrial machines, and many more. Devices connected to the Internet use built-in sensors to collect data. Devices and machines connected to IoT can improve our work and life. Examples of the IoT application range from a smart home that automatically adjusts heating and lighting, to a smart factory that monitors industrial processes to avoid disruptions.

It is assumed that in the future “things” will become active participants in business, information and social processes, where they can undependably interact and communicate with each other, exchanging information about the environment, reacting and influencing processes in the world without human intervention.

According to Rob Van Kranenburg, the Internet of things is a “four-layer cake”.

1. Level 1 is associated with the identification of each object.

2. Level 2 provides service to match needs of the consumer (can be considered as a network of your own “things”, such as “smart home”).

3. Level 3 is associated with readjustment of urban life, also known as “smart city”, where all the information that concerns residents of this city is pulled together in a specific residential quarter, in your house and neighboring houses.

4. Level 4 is seen as a model of sensory planet.

¹ [Электронный ресурс] / Режим доступа: <http://internetofthings.ru/78-blog/21-rob-van-kranenburg-cto-takoe-iot> (дата обращения: 15.06.2020).

In other words, the Internet of things can be considered as a network of networks in which small, freely pairing networks form larger ones.

The Internet of things is used in any industry that leaves room for automation¹, namely in agricultural sector, logistics, Smart City, as a means of remote monitoring or the collection of big data for future analysis. IoT provides saving on equipment maintenance as servicing is done based on round-the-clock monitoring exactly when needed. IoT brings together all possible stages of manufacturing and industry – from the supplying chain to delivery. Enhanced IoT sensors in factory machines or in warehouses, as well as big data analytics and predictive modeling, can prevent defects and downtime, maximize equipment performance, reduce warranty costs, increase productivity and improve customer service.

Nowadays globalization slowly morphs to a certain threat, as internet-connected devices can all be monitored and controlled remotely. In other words, smartphones, computers and even watches are fully trackable.

In 2018 data on 6,000 users including employees of the United States Federal Bureau of Investigation, and the Russian military in Crimea leaked to the Internet through the Polar Flow fitness app/. This proves network devices can also be dangerous when it comes to cyber espionage. Hacking network equipment can cause losses of tens and hundreds of US dollars. This brings additional danger on using IoT for business and industry, getting more and more topical. Number of Internet-access devices will reach to 25–50 billion by end 2020, and will exceed 75 billion by 2025. Business is very active in using the Internet of

¹ [Электронный ресурс] / Режим доступа: https://www.sas.com/ru_ru/insights/big-data/internet-of-things.html (дата обращения: 15.06.2020).

Things, by 2022 total sum invested in this field will go beyond \$1 trillion¹.

The issue is further exacerbated with lack of standards, which obviously plays into the hands of cybercriminals. About a year ago, the Mirai botnet showed routers, CCTV cameras and even “smart” nannies combined to carry out a unified attack. IoT devices are vulnerable and must be subject to as high level of security as conventional computer equipment.

As IT experts at DEAC point out², the question of decent safety and security comes into play when employees work with big data, meaning placement, storage and subsequent processing of data from smart devices requires considerable resources.

A couple of years ago, Kaspersky Lab set up IoT traps “the Honeypot”³, for Linux. Just a few seconds after activating Honeypot, they opened registration for first attempts to connect to an open port. During the day, the number of unique requests reached several tens of thousands.

After analyzing the devices looking for open connections, it turned out that there were a lot of industrial systems among them, . including wide spectrum is from the cash register terminals of shops, restaurants and gas stations to digital television broadcasting systems, environmental monitoring, security and access control, ordinary smartphones used by people in everyday life. This is a shocking truth as informational security seems to be prior of all things for us citizens.

¹ [Электронный ресурс] / Режим доступа: [https://www.tadviser.ru/index.php/Статья:Интернет_вещей,_IoT,_M2M_\(мировой_рынок\)](https://www.tadviser.ru/index.php/Статья:Интернет_вещей,_IoT,_M2M_(мировой_рынок)) (дата обращения: 15.06.2020).

² [Электронный ресурс] / Режим доступа: <https://www.deac.eu/ru/> (дата обращения: 15.06.2020).

³ [Электронный ресурс] / Режим доступа: <https://xakep.ru/2003/04/24/18282/> (дата обращения: 15.06.2020).

What is the cause of the problem?

1. Scaling of production infrastructure. Companies see technological innovations and strive to use them faster. Accordingly, different solutions are launched without proper control from the point of view of cybersecurity;

2. Unreliable user authentication systems. Despite the fact that the business, especially the large one, uses reliable authentication systems, IoT devices are usually not affected.

3. To accelerate the launch of the product to the market, many companies do not create own device, but use ready-to-use parts, including a chip, camera, cheap hulls, etc. Any of these elements can be hacked. In an ideal situation, IoT systems need to be tested for several weeks before implementation.

So what to do?

1. Certification of Internet of Things systems, the introduction of industry and state safety standards (possibly internationally).

2. Corporations need to run full-fledged security tests for any bit of production;

3. Gadgets must be physically protected;

4. Creation of reliable user authentication systems;

5. The use of modern security software with antivirus, such as Kaspersky Internet Security.

With the development of the Internet of things, more items will be globally interconnected, thereby adding up to fields such as of security, analytics and management, opening up new and broader prospects and contributing to better life of population. Therefore, it is important to ensure the safety of producers and consumers.

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Principles or profit? Ethics at work

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Annotation

One of the most intriguing dilemmas in business is “principles or profit”, in other words issue of ethics at work. The article specifies the difficulty of identifying an ethical/unethical action; tells about popular decision-making models, ethical levels within organizations and the concept of shared value as a solution of the dilemma. Moreover, the article provides some real ethical codes and practical examples that are worth thinking about.

Keywords

Ethics, social responsibility, ethics code, organizational policy, shared value.

“You can fool some of the people all of the time, and all of the people some of the time, but you cannot fool all of the people all the time.”

Abraham Lincoln

One of the most intriguing dilemmas in business is “principles or profit”, in other words the issue of ethics at work. So, what exactly is ethics? Ethics is characterized as a set of values that define right and wrong. However, what is right and wrong? That obviously depends on a person and a particular situation, which makes ethics difficult to define.

Nevertheless, there are some models created by ethics researchers which give us the tools to make good ethical decisions in case of doubts. For example, Josephson Institute of Ethics uses a model¹ that focuses on six steps to ethical decision making. They are:

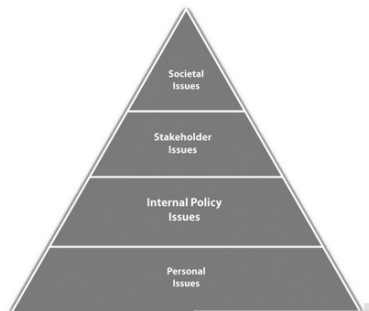
- stop and think,
- clarify goals,
- determine facts,
- develop options,
- consider consequences,
- choose and monitor/modify.

And now look through this list. Have you ever done anything like this?

- Cheating on exams
- Downloading music and movies from share sites
- Using Facebook or other personal websites when they were opened just out of curiosity
- Pretending being sick when you aren't really sick

You can see that even such mundane situations can be considered as unethical and should be thoroughly thought through to avoid making a mistake, let alone situations in the scope of organizational decision-making process.

In order to understand the importance and difficulty of organization's ethics, we should bear in mind that there are four main levels of ethics within organizations.



¹ Human Relations v. 1.0 Publisher: Saylor Academy (2012).

The first and the highest level is societal issues. These are the top-level issues relating to the world globally, which deal with questions such as eco-friendly aspects of production, recycling and reusing. The second level of ethics is stakeholder's issues. For instance, this level might deal with fairness in employees' remuneration or notification of the potential side effects of company's goods. The third level is the internal policy issue level of ethics. Here the focus is on internal relationships between a company and workers. Justice in management and employee participation can be related to ethical internal policy issues. The last level of ethical issues is personal issues. This level consists of human relations within the organization. For example, gossiping at work or stealing others' work should be considered as a part of personal issues.

So that workers' decisions at all ethic levels of the organization conform to organizational policy, companies use values statements and codes of ethics.

How to Make Good Decisions

Doing what is right is our goal. If the right thing to do is not clear, ask yourself:



Is it consistent with our Code?



Is it legal?



Does it follow our policies?



Does it benefit the Company as a whole - not just a certain individual or group?



Would I be comfortable if my actions were made public?

If you can answer "YES" to all of these questions, the action is probably okay. But any "no" or even "maybe" answers are a signal to stop and get advice or ask questions. After all, it is always better to ask before you act, especially when you are not sure. Contact any of these resources:

Protect What Is Ours

- We Protect Non-Public Information
- We Safeguard Company Assets
- We Maintain Accurate Records
- We Prevent Money Laundering

Demonstrate Accountability

- We Avoid Conflicts of Interest
- We Are Responsible with Gifts, Meals and Entertainment
- We Build Transparent Relationships

Deal Fairly with Others

- We Compete Fairly
- We Comply with Trade Compliance Laws
- We Do Not Tolerate Bribery
- We Do Not Trade on Inside Information
- We Follow Privacy Laws

Care for Our Communities

- We Respect Human Rights
- We Show That We Care

Let's look at Coca-Cola's source of company ethics, the ethics code¹. We can see company's own model to make a right decision (if you can answer "yes" to all of these questions, the action is probably okay); the core principals of the code (protect what is ours; demonstrate accountability; deal fairly with others; care for our communities).

Of course, these codes regulate many ambiguous situations in working processes, but what should companies do when a decision is either consistent with the ethics code or conforms to the organizational policy to make profit? On the one hand, economic success is the foundation of a company, on the other hand unethical policy may destroy the organizational relations with environment. These strategic issues still retain those without clear instructions.

Now I am going to illustrate such cases.

- McDonald's Lawsuit: Using Toys to Sell Happy Meals².

It is common knowledge that McDonald's uses every marketing tool such as TV-ads in order to force children to ask their parents to take them to a restaurant. The Federal Trade Commission has informed that fast-food companies – with McDonald's by far in the lead – spent \$360 million in 2006 on toys to promote children's meals. In this same year, fast-food restaurants sold more than 1.2 billion children's meals with toys to kids aged under 12. It should not surprise that restaurants apply that practice because it really works. To make matters worse, the nutritional quality of Happy Meals ranges from second-rate to poor.

In 2010 CSPI (Center for Science in the Public Interest) claimed to sue McDonald's unless the company agrees to cease using toys to deceive kids. CSPI affirms that tempting-kids-with-toys is sneaky and dishonest both to children who don't grasp the concept of marketing and to parents

¹ The Coca-Cola Company website, accessed April 20, 2020. URL: <https://www.coca-colacompany.com/policies-and-practices>

² *Jacobson, M.* (2010, June 22). McDonald's lawsuit: Using toys to sell Happy Meals, accessed April 20, 2020. URL: https://www.huffpost.com/entry/mcdonalds-lawsuit-manipul_b_621503?guccounter=1

who have to put up with their kids. A General Mills official explained his company's philosophy: "When it comes to targeting kid consumers, we... believe in getting them early and having them for life." Happy Meals Web site says: "You want the very best for your kids, and so do we." Michael F. Jacobson (Executive Director of Center for Science in the Public Interest) believes: "That's McNonsense. McDonald's wants your money and it'll manipulate your kids any which way to get it".

- Charging extra fees for plump passengers on board¹.

Some international airlines have started charging extra fees for full passengers since the beginning of 2013. According to representatives of air carriers, any weight affects the flight, and the more the passenger weighs, the more fuel is needed for his/her transportation. Experts estimate that carrying two extra kilograms of weight per passenger for an airline that operates three daily flights from Sydney to London is about \$1 million a year. Overweight air passengers are weighed before the flight – the index of excess kilograms is calculated according to the formula of the world health organization.

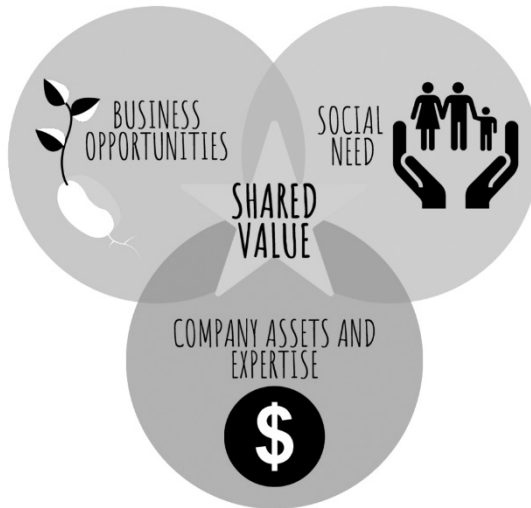
For example, British Airways requires passengers to be able to fully lower both armrests; if you can't fit into the seat under these conditions, you must purchase an extra seat. Air France offers a discount on your second seat if purchased in advance. If your flight is full, you haven't booked an additional seat, and you can't fit comfortably into a single seat, you may not be permitted to board.

Obese passengers themselves as well as many public figures (lawyers and even airline representatives) are against such fees for excess weight. In their opinion, this is a real discrimination. Nevertheless, each airline draws up its own code of ethics, prioritizing either the company's in-

¹ Ed Hewitt (Apr 16, 2019) Airline Passenger of Size Policies: Will You Be Forced to Buy an Extra Seat? , accessed April 20, 2020. URL.: <https://www.smartertravel.com/airline-obesity-policies/>

terests (making the most profit) or the interests of customers.

This way of thinking has changed with the idea of creating shared values¹. This concept, developed by Michael E. Porter and Mark R. Kramer of Harvard University, tries to break down this myth by offering a new view on social responsibility. Developing shared values implies that companies and the community are connected closely together, and if one benefits, they both benefit. For example, if companies donate money to schools, it is actually beneficial both to the society and to the organizations because better educated workforce can be profitable for the company in the long run.



The idea that social responsibility (ethics) is something that costs companies money is no longer in favor. And probably the concept of shared value may become a solution to such a difficult dilemma “profit or principles” by questioning the need of its existence at all.

¹ Human Relations v. 1.0 Publisher: Saylor Academy (2012).

In conclusion, I can say that ethics is something that is really hard to define and use properly, at the same time it is essential to understand and apply it in every area of life including business. Firstly, it may seem not profitable to be ethical in business, nevertheless, such behavior benefits in the long run, creating credibility in society if the concept of a shared value is accepted. Being a good company in only one sphere (making profit or being ethical) does not mean being a good company as a whole. So, in my opinion, striking the right balance must be one of the first skills for organization to learn if success is desired.

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Modern leadership styles (by the example of the Google)

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Annotation

Management styles are the ways and tools that each leader is guided by to maximize the effect of managing the employees subordinate to him. Leadership style can also be a specific example of the ideal behavior of a leader in various situations.

There is no optimal management style, and you can only talk about the pros or cons of certain leadership styles based on a specific situation. A competent leader needs to maintain the status of a formal or informal leader for good relations with a group of subordinates that are part of the organization he leads.

Keywords

Management styles, leadership style, ideal behavior of a leader, a competent leader, a formal and informal leader.

I will begin with a definition of management. The processes of managing people were carried out in all stages of life, civilizations, and different societies. Personnel management is a specific function of management activity, the main object of which is people who are members of certain social groups. The modern concept of “management” means the process of coordinating various activities, considering their goals, implementation conditions, and stages of implementation.

Following that we should talk about management style. What is it? This is a set of methods of leaders, his behavior in relation to subordinates. This is the behavior that encourages subordinates to do what is important to achieve the goals of the organization.

Let's move on to the next part, which includes a brief overview of the main management styles. I will also give the concept of modern management styles so that we can understand what the fundamental difference between the classics and contemporaries. We know three basic management styles – authoritarian, democratic, and delegating. An authoritarian leader will never consult with subordinates, he or she is tough and always imposes his position on subordinates. Democratic, on the contrary, is based on the principle of active participation in decision-making. And finally, the third style – here the leader gives complete freedom to subordinates. It would seem that the personnel management whales highlighted all the styles, but no. Who invented the new style, and did you manage to successfully implement it?

Google is a company that has overturned classic ideas about management styles. Google has created its own style that no company in the world can repeat. It is clear that the more successful the company, the more productive its management system. Google is one of the most successful and fastest growing companies in the world today. This is a company with a unique corporate culture, a huge staff of professional employees. The essence of this management is the same – employees are satisfied with their work, and the head is satisfied with the employees. At the same time, the manager fully trusts his employees, and they are well aware of what the management wants from them. By receiving high pay, they strive to do the assigned work in the best way. Let's move on to the basic principles of google management.

I would like to describe in detail the principles of good Google management. There are 8 of them. The first one is

“Be a good mentor”. It means that you must always be correct in expressing criticism, you need to hold regular meetings with employees. The next one is trusting your team. The third principle – “Show interest in the success of employees and their personal well-being”. It is also impossible to be “good-natured”, it is necessary to be exacting in achieving a result. Let’s move on to the fifth principle – the ability to listen. Next – it is necessary to promote the career growth of employees. And finally, the penultimate principle – we must not forget about the strategy. And the final principle is the need for constant mastery of basic technical skills in order to be able to help when needed.

Concluding what has been said above, I want to stress that a large place in the managerial style is given to natural curiosity and the desire to act by trial and error. In conclusion, I want to quote Eric Schmidt, Chairman of the Board of Directors: “We say that we manage the company randomly. We manage it on the brink”.

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Mental disability discrimination at work

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Annotation

Discrimination at work still remains a real problem for some people all over the world nowadays. It's shown in difficulties that certain groups face when they try to find a job or problems and injustice that people meet at the workplace. As overall awareness of mental health issues increases, mental disability discrimination at work becomes an acute urgent problem. So employers have to be familiar with how such discrimination occurs and strive to avoid it to enhance workers' productivity and corporate morale.

Keywords

Discrimination at work, mental disability, mental health issues.

Discrimination at work is one of the most common forms of human violations and abuses nowadays – people do not evaluate the skills, abilities and knowledge of a particular person, but instead are guided by negative attitudes and stereotypes that are based on personal traits. Employment discrimination happens when an employee or job applicant is treated unfavorably in various employment-related activities because of his or her race, skin colour, national origin, gender, age, religion, physical or mental disability.

Now there is overall increasing awareness of mental health issues that we can see in the coverage of such problems in cinematography, interest in this topic in different interviews and shows, and, what's more important, atten-

tion of people to their mental health and normalization of receiving the help of the specialists. This process and also understanding that failing to manage employees' mental health can cause a number of organisational problems, including sickness absence, poor employee morale, reduced productivity and engagement and even risk of disability discrimination claims, are leading to higher attention to mental disability discrimination at workplace and, of course, to searching ways how to avoid it in a company.

So, let's start with defining what mental health and the opposite term mental illness mean. Mental health is a state of well-being in which a person can fulfill his or her own potential, cope with normal life stresses, work productively and contribute to the life of their community. Mental illness, in turn, is any disturbances in psychological well-being. It is a general term for a group of illnesses that may include symptoms that can affect a person's thinking, perceptions, mood or behaviour. Mental health issues embrace a wide range of disorders. They include daily worries common to all people and much more serious health statuses such as depression, bipolar disorder, schizophrenia and others. The majority of people who experience mental health problems can get over them or, if they are not curable, learn to live with them. The most important thing in this matter is to get help on time.

Mental health problems are very common: 1 in 6 people experienced a common mental health problem every week [3]. Anxiety and depression are the most prevalent problems, with around 1 in 10 people affected at any one time [7]. Many people who live with a mental health problem or are developing one try to keep their feelings hidden because they are afraid of other people's reactions or some kind of discrimination, including discrimination at the workplace. Such reactions may be due to the fact that many do not consider mental illnesses real and take them for 'excuses' to shirk from work or any other responsibilities. However, as it was said before, there is an increasing attention to mental health problems so people who experienced men-

tal health issues are starting to speak about it, get professional help and expect respectful treatment from others.

And how does mental disability discrimination occur at work? It can include various things: starting from harassing an employee on the basis of his or her mental disability and ending with asking job applicants questions about their past or current medical conditions or requiring job applicants to take medical exams. In other words, mental disability discrimination at work is any discrimination on the basis of mental disability in various aspects of employment.

Now, having a clearer understanding of what mental disability discrimination is, it's time to speak about how to avoid it. In many ways, this is the task for the HR department, since it is HR managers who are engaged in the selection and hiring of personnel, conducting trainings, dealing with layoffs and dismissals, as well as motivating employees: they are responsible for the employee flows in the organisation. And on their part, the risk of discrimination against workers is the greatest.

So here are some tips for employers looking to avoid discriminating against individuals with mental health concerns:

First of all, employers should understand that mental health conditions are personal business of their workers or job applicants and they have a right to keep it private. So the employer should only ask questions when the employee requests accommodation or due to some safety concerns. By accommodation I mean such things as quiet working spaces, irregular or adjusted working schedules, or telecommuting. Employers shouldn't discount this kind of help – it can really allow an employee to enhance his or her productivity or even solve some mental health issues.

Secondly, employee's medical information should not be communicated to anyone who does not directly need to know it and should be kept separate from an employee's personnel record. Otherwise, the organisation risks to not only lose a valuable employee but to get privacy and disability discrimination claims.

And maybe the most important thing – employees should not be allowed to be harassed on basis of their mental health issues. Clearly this is easier said than done, but if an employee comes with a harassment concern, it should be taken seriously. It is an organisations’ responsibility to maintain healthy atmosphere at workplaces and to support individuals with mental disorders in either continuing or returning to work. In many ways, corporate psychologists to whom employees can turn if they need help can facilitate this.

Summing up, it needs to be emphasized, that for much of adult lives, people spend many of their waking hours at work. That’s why it is necessary to ensure that everyone feels comfortable in the workplace, including those who have mental health issues. Everyone has the right to be treated equally and fairly when it comes to employment. Fortunately, there is a growing recognition that the mental well-being of employees has a positive impact on organizational success as well as on employee health, professional fulfillment and quality of life.

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Critical thinking

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Annotation

Critical thinking is one of the key skills of the 21st century that allows you to analyze information, draw conclusions and make decisions based on the analysis, as well as form your own opinion and defend your position. The article will cover such points as key skills that are needed to think critically and will include some tips, which will serve as an impetus to the development of this ability. Special emphasis will be put on the opportunities that critical thinking provides us.

Keywords

Critical thinking, gathering data, observation, analysis, reasoning, decision-making

Everyday an ocean of decisions spreads before us, and it is very hard to always make an accurate choice. Luckily, with the help of one of the most effective technique, which is called “critical thinking” we have a better chance of making the right choice.

Many people have heard this term, but not everybody can give a clear definition of it. Critical thinking is the ability to analyse information, make independent conclusions, and develop a variety of arguments in order to apply the results obtained to both standard and non-standard situations, questions and problems. Critical thinking contributes to the growth of an objective view of ideas, decisions

and actions, allows you to identify weaknesses and establish the truth of facts and assumptions, relying on logic and cause-and-effect relationships.

At its core, critical thinking is when you do not just accept the information received, but try to establish its reliability, consider the issue from different angles, look for reasons and motives, and investigate the actions of those who present this information to you. It is about striving to be an active researcher, not a passive recipient of information.

A critically thinking person always makes up his/her own mind, is not susceptible to propaganda and questions ideas that are not supported by any facts, such a person is difficult to manipulate. If a person does not think critically, he/she becomes a potential victim for deception or fraud, since he/she is not able to correctly interpret the information received. Therefore, critically-minded people will always identify, analyze and solve problems systematically, not intuitively or instinctively. Critical thinking is looking at things from all possible angles in order to come up with the best possible solution in the conditions in which the thinker exists.

So what skills that are needed to think critically? They are diverse and include gathering data, observation, analysis, evaluation, explanation, reasoning, problem solving, and decision-making. In the next part I will take a closer look of some of them.

Data gathering is a very important skill. Many people make completely strange decisions just because they believe they are right. Their information is out of date, and they have no desire to update it. So don't forget how fast our world is changing and collect all available information. The next key point is the analysis of the collected data. You need to be curious, but rational. Consider an issue or topic in an objective, critical and even sceptical way. Analysis allows you to replay the problem in your head. Notice the things that were always there, and you took them for granted. Another point that is worth detailed attention

is evaluation and reasoning. Collect a variety of pieces of information and combine them in order to get a new result, try to weigh several solutions to a problem and judge which one works best. Probably one of the crucial things – estimation of a point of view to identify how strong or justifiable it is and recognition and then rethinking any incorrect or negative points that are presented in the evidence. All these things will help you to make structured and clear reasoning for an argument that you want contribute to.

Critical thinking gives us such opportunities and knowledge that are difficult to develop or which cannot be developed at all with the help of everyday thinking. It allows us to determine the importance and relevance of arguments and ideas, recognise, build and appraise arguments, identify discrepancies and errors in reasoning, approach problems in a consistent and systematic way, reflect on the justification of their own assumptions, beliefs and values.

A critically thinking person makes decisions based on his/her experience and the experience of others, and also never draws conclusions based on unverified information. Such people have the following characteristics:

- Observe and be attentive to detail
- Study the information carefully and with concentration
- Quickly identify the most important, without scattering attention to the secondary
- React to key moments of events
- Effortlessly justify your point of view.

Critical thinking is a good tool for making optimal decisions. It allows people to carefully and clearly evaluate the consequences of their decisions, to correctly formulate tasks and how to implement them. These people become more open to new information and calmer when faced with something unknown. However, there is no need to use it constantly, in every situation in life. Not all decisions we make on a daily basis require us to be critical. In many

cases, instead of being critical, it is better to use intuition, which will save you time and psychological resources.

As we know from preceding paragraphs, critical thinking is not an inborn trait but the skill that can be developed. So, here are some tips how to develop critical thinking:

1) Assess your beliefs critically.

Of course, it's hard to question everything. Therefore, the first step in critically assessing beliefs is figuring out when to question them. If you are discussing a long-term company strategy that will take a lot of effort and money to implement, be sure to recheck your assumptions. How do you know the business will grow? What does the research say about your expectations for the future of the market?

Another way to critically evaluate your beliefs is to consider alternatives. You may ask: "What will happen if our clients leave us? What will happen if our suppliers go out of business?" These kinds of questions will open up new and important perspectives for you to help develop your thinking.

2) Argue logically.

Observing the processes in your organization, you need to pay close attention to the logical chains of reasoning and actions, built on the basis of certain arguments. Ask yourself: "Is this argument supported by evidence in every case? Is there enough evidence that are connected and don't contradict each other to draw a reasonable conclusion based on them?"

Knowing common misconceptions also helps you think more logically. For example, many people often fall into the trap of so-called post hoc thinking. In this case, people mistakenly believe: "Since event Y followed event X, event Y must have been caused by event X".

3) Be versatile in reasoning and collaboration.

It's natural human behavior to connect with people who think or behave like you do. This is especially easy to do on social media, which narrows our perspective of analyzing beliefs that don't fit ours.

This is not the best approach. If everyone in our social circle thinks the same way as we do, our thinking becomes less flexible. It's important to go beyond your beliefs. You can start small: if you work in accounting, make friends among the marketing staff. If you always have lunch with your senior staff, kick the ball on the field with your younger colleagues during the break. Exercises like these will help you move beyond your usual thinking and become more discerning. This three-step process is just one tool, and it certainly won't eradicate difficult decisions from our lives. But it can help us increase the number of positive choices we make.

To sum up, critically thinking people not only always have their own opinion but can justify it, and they are also able not only to listen, but to hear people around them. Critical thinking can give us the tools to sift through the sea of information and find what we're looking for. And if enough of us use it, it has the power to make the world a more reasonable place.

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Economic aftermath behind coronavirus in Russia

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Annotation

Coronavirus remains one of the world's hottest topics of 2020. In addition to the growing number of cases and deaths, it has negatively affected various sectors of the Russian economy. This article is aimed to examine those sectors of the Russian economy hit hardest by the anti-coronavirus measures.

Keywords

Coronavirus, Russian economy, small and medium-sized business.

Coronavirus remains one of the world's hottest topics of 2020. In addition to the growing number of cases and deaths, it has negatively affected various sectors of the Russian economy. Due to the quarantine and lockdown measures, the situation keeps getting worse every day. The topic of my research is those sectors of the Russian economy hit hardest by the anti-coronavirus measures.

Many analysts consider transportation industry to be the first to bear the brunt of the economic shock related to restriction measures. According to the International Air Transport Association, falling demand during the pandemic and after it may reduce airline revenues by 44% in 2020 as compared to 2019. Large airlines with huge aircraft fleets topped the list of troubled companies, with most

of their aircrafts being docked, ramping up unreturnable maintenance costs to their owners. Moreover, cancellation of most international flights resulting in 360 billion rubles loss for Russian airlines is also critical because domestic flights are of low feasibility and are often supported at the expense of strong demand in international ones.

The spread of the coronavirus also made its large footprint on tourism industry. According to the World Travel & Tourism Council, Russia risked losing 1.1 million jobs in the tourism sector. According to the Russian Union of Travel Industry, many travel companies ran bust, left unable to pay salaries to employees, taxes, fees and rent, namely 4,500 tour operators and more than 20 thousand travel agencies in total.

Next one to get blow from the pandemic measures is the hotel business. The occupancy rate of hotels in Moscow fell below 10% even before the introduction of quarantine. According to experts, there has been a high risk of massive hotel shutdowns, reopening time remaining well uncertain. Large companies leveled themselves more or less stable, while small and medium-sized ones have faced the hardest pressure.

The entertainment industry has also been deeply affected by the coronavirus outbreak. Public events for more than 50 people were banned even before the introduction of the lockdown. Event agencies, theaters, cinemas and other cultural companies and institutions were the first to experience loss in revenue. Companies offering entertainment services in shopping malls and parks were next to get the blow. As a result, some businesses, especially small ones, shut down. Job cuts loomed large.

More than 15,000 catering establishments and 50,000 stores were closed due to the quarantine measures in Moscow. The number of customers in grocery stores decreased by 5-10%. Online shopping services compensated for revenue loss by no more than a half. Clothing sales dropped by more than 20%. Hair dressers, beauty salons, gyms and

other service enterprises were also closed. Full economic recovery may take months, if not years.

The hardest-hit industrial sectors in Russia, according to the Center for Macroeconomic Analysis and Short-term Forecasting (CMASF), are production of cars and other vehicles, household appliances, furniture, jewelry, sporting and leather goods. In other words, this list mostly consists of consumer durable goods' manufacturers, as well as transport engineering, because of their hypersensitivity to negative dynamics of people's income, with additional impact from quarantine restrictions.

Oil production should be considered separately as at first it remained untouched. In April a production level was at a rate of 100.3% comparing to the one in April 2019. However, in May it dropped by 15.3% as Russia joined OPEC+ agreement on new production cuts.

More to it, by the end of 2020, the hardest-hit sectors of the Russian economy are likely to include hotel business and catering (approx. -22.2%), culture and sports (approx. -21.2%), transport (approx. -10.6%), wholesale and retail trade (approx. -4.3%), manufacturing (approx. -2.9%). According to the forecast of the Ministry of Economic Development, the decline in Russian industry will be at 5.2% in 2020. The Ministry of Industry and Trade considers it to be 8.6%. Manager of economic and industry analysis at Promsvyazbank Igor Nuzhdin believes the most likely scenario is a V-shaped economic recovery as Russian industry is hoped to grow by about 5% in 2021.

According to the Minister of Finance of the Russian Federation Anton Siluanov, easing measures supporting Russian population and small and medium-sized business proved effective. International travel ban also played useful as a large amount of money remained inside the country. Now when the epidemiological restrictions are lifted, consumer activity is looking back to previous norm so the decline in the Russian economy may not be as deep as previously thought. Moreover, Mr. Siluanov considers

that the Russian economy can recover from the coronavirus pandemic faster than many others. The Russian macroeconomic system has proved quite stable even in times of global stress and anxiety.

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The true image of a civil servant

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Annotation

This article attempts to describe the image of a true civil servant. When analyzing the portrait of a civil servant, the author divides his or her personal characteristics into three groups: absolute virtues, relative virtues and absolute vices. According to the author, such analysis helps to recreate the psychological portrait of a true civil servant.

Keywords: civil servant, “state muzh”, absolute virtues, relative virtues, absolute vices.

Introduction

Let us break away from reality for a couple of seconds and try to reflect on what the property of all mankind is. My answer to this question will be very concise. It is history. Nowadays due to the steady course of the historical process we have a lot of things that have become an unalienable part of our life (the media, the informatization of production, the class structure of society, etc.) Does it mean that history has succeeded in eliminating the side effects of humanity’s evolution? Are all the achievements of the human mind no more than a collective illusion that prevents us from seeing the real state of affairs?

It is worth mentioning that historical process has not been able to protect human society from many defects of its development, one of which is the distortion in people’s

understanding of a “true civil servant”. There is a special term “state muzh” in the Russian language which is either considered ridiculous in certain public circles or it is currently replaced by the word “politician”. To avoid such distorted image of a civil servant it is necessary to highlight the distinctive features that every civil servant should have if he or she claims to be more than just an ordinary clerk or politician. It should be noted that this topic attracted the attention and interest among many thinkers and philosophers. For example, N. Machiavelli, the founding father of modern politics, in his world-famous treatise “Sovereign” conducted his research on the virtues of a civil servant.

This article is aimed at identifying the key features of a true civil servant. To begin with, it is worth conducting a comparative analysis of the two categories mentioned above: “civil servant” and “politician”. How are these two positions related? A politician is a person who carries out state activities of any kind, i.e. this category is much broader than the concept of “civil servant”. Indeed, a civil servant is not just a person who is involved in the state affairs. In fact, in the Russian language the word “muzh” is used that can be translated in English as “husband”. It may seem ridiculous at first glance, but the point is that for such a person, his native country is a faithful companion – his wife: he immensely loves and appreciates it, cares for it, tries to protect it from the dangers that lie in wait for each of us in this unstable world. A civil servant is loyal to his state – he is not ready to abandon or betray “his wife” under any pretext. A civil servant and a state are the strongest mutualism that can withstand any blows of fate and become the key to prosperity of the entire society.

Qualities that create a portrait of a civil servant

So, a civil servant is the bearer of the most outstanding personal qualities, the owner of this world’s key virtues. The qualities that create a psychological portrait of a civil servant can be divided into three groups: absolute virtues,

relative virtues, and absolute vices. There can be countless combinations of these qualities, but only one of them can become a model for creating the image of an ideal civil servant and ruler. Let us discuss them in more detail.

Relative virtues are qualities of a person that carry both positive and negative manifestations, which will depend on the specific situation. There are four such relative virtues: charity, generosity, trustfulness, and honesty.

Personal qualities that do not contribute to the common good, but only suppress and destroy this good in every possible way, should be considered as absolute vices. They are the basis of a civil servant's corruptive actions. Absolute vices, regardless of the situation, are always against the interests of both society and the state. Among the absolute vices for a ruler, the most dangerous and insidious are the following three principles: a tendency to intimidate the population, voluntarism and extreme narcissism.

Finally, absolute or unconditional virtues should be understood as the qualities of a civil servant and ruler, through which both public and personal benefits are always achieved. This category is the basis of human life and citizenship.

Absolute virtues of a civil servant

Among such virtues, one of the most important is erudition. Civil servants must develop their own education. They must be interested in history, as it can give them a lot of useful models of political behavior. They must develop spiritually, because art is an ability to learn, which improves analytical skills. Moreover, it should be underlined that a civil servant is not a theorist or philosopher, but a practitioner. It is not necessary for him to know all concepts and phenomena of social life that have been passionately developed by scientists for many centuries – it is enough for him to implement all this knowledge and achievements correctly where it is necessary [1].

Another important quality is eloquence. It is the most important way to win people's love and sympathy, which is extremely valuable, because the public trust in a civil servant or ruler is the basis for the stable development of a state, opening the way for greatness and prosperity.

But enlightenment and eloquence are not enough for an ordinary politician to become a true civil servant. In addition to having knowledge and experience in social life, one should be able to predict its development. It is the ability to predict public life that helps a civil servant avoid major mistakes in implementing public policy [1]. Obviously, any state does not live for the past or even present due to the rapid changes, but it rather exists for the sake of the future.

There is no ruler who managed to gain public trust and support if he did not follow the established laws of society, as law enforcement is a non-negotiable condition. Undoubtedly, it is impossible for a ruler to gain popularity among the citizens if he or she violates the established laws of society. However, a civil servant must not only observe the laws, but also improve the right laws (corresponding to natural laws) and eliminate the wrong laws that contradict the principles of natural laws. Sh. Montesquieu, the famous French educator, emphasized the importance of compliance of all laws with the mentality of the people and even the climate of the state, including soil fertility [4]. Later this concept will be reflected in the image of a "true legislator" by J.-J. Rousseau [5].

What do you admire in the greatest civil servants of the past: Alexander the Great, Gaius Julius Caesar, Charlemagne, Sultan Suleiman the Magnificent, Napoleon Bonaparte? Shall it be their adherence to the laws? Or their lust for power? Unlikely. We are drawn to them by their valor, the key element of which is determination. It was determination that allowed them to achieve such high positions in different historical epochs and helped them to find immortality in the memory of people, which is another absolute virtue of a civil servant.

Now we come to the final element of the civil servant's absolute virtues, which binds all other virtues together – it is citizenship. A civil servant constantly expresses his or her loyalty to the country not only in words, but also in actions. He protects the interests of the state, takes care of its society and establishes the balance between the interests of both society and the state. Moreover, a civil servant should clearly distinguish the concept of patriotism from the concept of nationalism, otherwise he will instantly turn into an ardent nationalist, being unable to assess any situation sensibly.

Relative virtues of a civil servant

However, it should be remembered that not all virtues necessarily lead to universal prosperity. To clarify this statement, we should address the category of "relative virtues", particularly such virtues as charity, generosity and honesty.

Charity is an ability of an individual in certain cases to show compassion to a person or a group of people. It might seem that the more civil servants show their empathy, the more admiration and love they will get and the stronger their power will be, as "there is no fortress more stable for the ruler than to be pleasing to the people" [3]. However, a civil servant should sometimes apply severe penalties, as "cruelty is a relative term" [3]. It is appropriate if a civil servant acts for the sake of the majority's welfare. In other cases, cruelty cannot be a relative virtue, because the gradual increase in violent measures will only help a civil servant strengthen his or her own power.

Another relative virtue is generosity. When a civil servant gains power, he or she must be generous in order to be liked and supported by the people. However, excessive generosity can lead to a waste of public funds, and with the same revenues to the state budget, this will cause its deficit. Consequently, it will result in raising taxes and other unpopular measures.

As for honesty as a relative virtue of a civil servant, on the one hand, the ability of a civil servant to fulfill his own

obligations gains him fame and authority. However, on the other hand, if a promise given by a civil servant begins to contradict the interests of the state, then he or she should abandon it. Obviously, such decision can cause the disillusionment of the masses, perhaps even their partial discontent, but that is the lesser evil.

Absolute vices that a civil servant should be deprived of

Now we should focus on the third group mentioned in the article that is absolute vices. A tendency to intimidate the population and extreme narcissism are considered as the most dangerous ones.

What is better to inspire the population: love or fear? N. Machiavelli in his works gave an unambiguous answer to this question: it is fear [3]. However, we believe that a true ruler and civil servant, who is not indifferent to the fate of his own state and people, must inspire the population with love, rather than intimidate them. First, people's love and admiration for a particular civil servant depends directly on the policy he or she pursues. Secondly, fear cannot be instilled in the population without arousing their hatred. Fear oppresses individuals, suppresses them, prevents them from the opportunity to fully reveal their potential. That is why the intimidation of the population is a terrible absolute vice, which should be avoided by a civil servant.

When a civil servant comes to power, he gets not only privileges with it, but also many temptations. He has to deal with pride and vanity. It is a difficult test for a civil servant that he must pass continuously throughout his professional life.

Let us imagine that power was a poisoned apple that would attract everyone with its beauty. Having tasted it, any person willingly or unwillingly begins to enjoy it. A person starts to feel his superiority over other people who continue to eat apples that are incomparable with this unique fruit. However, it is an illusion. Nothing, in fact, was unique

about that apple, except its striking beauty: from the inside, it is completely identical to all others. But a person cannot understand this, because his consciousness is poisoned, consumed by illusory deception. He ceases to see everything that is happening around him. "All this is so low and insignificant compared to you!" – that is what his mind whispers, intoxicated with poison. And the person willingly believes in it and continues to enjoy the taste of self-deception. This poison is vanity that was born with power and is meant to be its companion. This self-deception experienced by the person who has tasted the fruit of power is a manifestation of an extreme form of narcissism – one of the most dangerous forms that provokes destructive behavior of an individual [2].

Conclusion

Thus, we can conclude that the true image of a civil servant combines such virtues as citizenship, erudition, the ability to predict social development, determination and eloquence. At the same time, a civil servant should be free from extreme narcissism, voluntarism, and a tendency to intimidate the population. Only with this balance of personal qualities can we talk about the ideal image of a true civil servant who can be trusted to manage the state. As the great French President Sh. de Gaulle once said: "Politics is too serious business to be entrusted to ordinary politicians."

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What is advertising in modern marketing?

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Annotation

Advertising is the crucial part of modern marketing. It is also rather complicated because advertisement has to be seen from different perspectives. The article describes what modern advertising is like today from the point of being an art, complex algorithm, a tool for distinguishing from the other products and also something what connects the one who sells with the one who buys.

Keywords

Advertising, advertisement, marketing, customer, company.

The American Marketing Association defines the term marketing as follows: “It is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” Modern marketing covers many areas such as pricing, branding, research and others. The most important one is advertising.

In any type of advertising the aim is to convince the viewer. Specifically, the advertiser wants to persuade the viewer to choose a product or service over another. This goal can be achieved only if different concepts of advertising are taken into account. Let’s take a closer look to each of them.

Firstly, advertising now is an art.

Here I would like you to pay your attention to the words of the Professor and Chair of the Department of Ad-

vertising and Public Relations at Michigan State University Professor Jef Richards who once said: "Creativity without strategy is called art, creative with strategy is called advertising". This quote is hard to disagree with. Modern advertisement is indeed a product of both creative thinking and strategic planning.

Advertisement has to be catchy and yet meaningful. It has to be pleasant to look at. You have to play with words, with colors and more importantly with the emotions. From this point It's like a perfect cocktail in the bar. Why? Because it aims at satisfying the need of the customer at the right time and in the right place. If you are willing to advertise something, it is essential to master this type of art which is not easier than learning how to draw or how to sing. Maybe even more complicated.

Advertising now is a complex algorithm.

A decade ago most popular media measured by the amount of advertising spending were television, newspapers, direct mail, radio, Yellow Pages, magazines, the Internet, outdoor advertising, and a variety of other media including transit advertisements, and point-of-purchase displays. 21st century is a digital century. It means that TV advertisement or "real" one is not the major priority anymore. Both giant and small companies prefer targeting customers on the Internet. Since the beginning of this century, search engine Google and social networking giant Facebook have dominated online advertising. In fact, companies can find out quite a lot about people today if they are ready to pay for the information. Some agencies can provide lists of people according to their purchases, certain preferences, tastes etc. Personal data can be used to draw your attention to the certain type of product. If companies want their advertisement to be successful they have to read what's in customers' heads. They need to be acquainted with different schemes which allow to follow customer's desire from the moment of its appearance in the

head till the moment when the customer is paying money for the product. And surprisingly it is not the very end because companies which are highly interested in building trustworthy relationships with their customers will track the further use of the product as well.

Advertising now is what makes you stand out.

There are five main elements of an advertising. First, the headline. Second, the subhead. Third, the body copy. Fourth, the image. And finally, a call to action. Each of them has to be unique. Because the market is fulfilled with approximately the same products. Let's check an image. Please look at these two pictures which are translating the same quality of the car.



Ris. 1. <https://glenwexlerstudio.com/portfolios-/advertising/46>



Ris. 2. <https://www.tokkoro.com/6052532-volvo-c70-background-cars-lock.html>

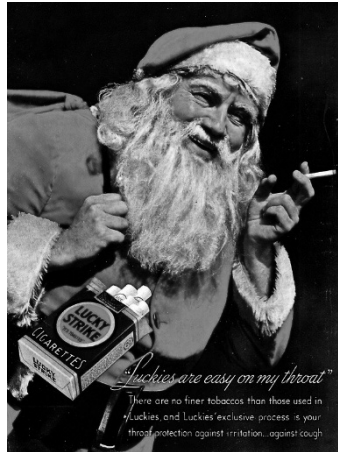
Both pictures are trying to convince us that the car which is presented is super reliable and has a great adhesion. However, personally I would believe the first one and what about you? Of course, there is an exaggeration and the situation itself is impossible but it makes the car trustworthy. Bananas' peels is an unexpected detail and it makes this advertisement special. Advertising departments face the problem of being unique on the daily basis. They are looking for the creative solutions.

Advertising now is a key to success. It connects the product with the customers.

Usually customers have no opportunity to feel the material or to see the actual color of the product before they buy it. It means that advertisement for customers plays the role of the guide dog for the blind. It happens sometimes that what you've seen doesn't correspond with what you get at the end of the day. What is more, the advertisement has to meet modern requirements. It has to respect values which are cherished by the society and comprise up-to-date trends. No advertisement today would have Santa Claus promoting the benefits and pleasures of cigarette smoking as it was a hundred years ago.

The reason is rather obvious. It contradicts existing laws and advocates unhealthy lifestyle which is not in favor of the generation. Here it is also important to mention the cultural aspect of advertising. As companies are becoming more global, they are looking for new ways to sell their products all over the world. It means that the problems of global advertising – problems of language and culture – have become larger than ever. For example, Braniff Airlines once wanted to advertise its fine leather seats. But when its advertisement was translated from English to Spanish, it told people that they could fly naked.

As a conclusion, I would like to emphasize the importance of taking into consideration different aspects of ad-



Ris. 3. <http://blog.printableheaven.com/2011/12/cigarette-advertising.html>

vertising. The modern world depends on it. Without advertising, producers and distributors would be unable to sell, buyers would not know about products or services, and the modern industrial world would collapse.

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La transformation du système politique en France

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Annotation

France's political development in recent years has been extremely unstable. In the second round of the last presidential election there was a competition between the candidate from the far-right party, "Front National", Marine le Pen, and a candidate from the newly formed political movement "La République en Marche", Emmanuel Macron. This confrontation has already shown that traditional political forces are losing support in France and leaving the political area. Also, more recently, a new Yellow Vests movement with radical political demands began to dominate the public space. All this shows that politics in France is undergoing significant transformations. What is the nature of these transformations? What are the consequences of the emergence of new political forces in the public space? I did all best to elaborate all this in my article.

Keywords: France, LREM, Emmanuel Macron, Yellow Vests, globalization.

Récemment, des changements importants ont eu lieu dans le domaine politique de la France. De nombreux experts évoquent la volonté des Français de renouveler les pratiques politiques. Mais l'intérêt des Français pour la politique ne faiblit pas, bien au contraire. Ils n'ont pourtant jamais été aussi défiants à l'égard de leurs dirigeants, des élus, des partis et des grandes institutions, montre le hui-

tième Baromètre annuel de la confiance politique du Cevipof (le centre de recherches politiques de Sciences po)

Les réponses rassemblées par OpinionWay auprès de plus de 2.000 personnes durant la deuxième quinzaine de décembre sont de fait sans appel. Pour 89% des sondés, les responsables politiques "ne se préoccupent pas de ce que pensent les gens comme nous"; pour 75%, ils sont "plutôt corrompus"; 40% des personnes interrogées éprouvent de la "méfiance" en pensant à la politique et 28% du "dégoût"; seules 11% d'entre elles ont ""confiance" dans les partis et près des trois quarts (70%) estiment que "la démocratie ne fonctionne pas bien en France".

L'intérêt pour la chose publique ne se dément pas, constate Bruno Cautrès. Une majorité de personnes sondées (56%) déclare s'intéresser à la politique et le vote aux élections demeure de très loin le moyen privilégié pour peser sur les décisions. Les Français sont "attachés à la démocratie représentative, mais ne sont satisfaits ni de son fonctionnement ni de son efficacité, relève le politologue. Ce sont des citoyens critiques" [1].

Ces demandes de la population entraînent des changements dans le système politique français actuel. Cela se traduit par l'apparition de nouveaux partis (par exemple LREM) et de mouvements sociaux (gilets jaunes). Tout cela peut exercer une pression importante sur la conception institutionnelle de l'État et il est même possible de le changer.

Tous ces faits prouvent l'actualité de mon intervention

L'objectif de mon exposé est de définir la nature des changements en cours dans le système politique de la France.

Dans cette étude j'utilise la méthode descriptive qui me donne l'opportunité de décrire le système politique de la France après la création de la cinquième république, ensuite, je peux également déterminer le rôle la séparation droite-gauche des partis politiques et la possibilité de leur interaction dans le système politique français, les nouveaux mouvements socio-politiques et leur impact sur les

transformations politiques, les causes de ces phénomènes. Ainsi je vais utiliser des articles de la presse française.

Pour atteindre l'objectif fixé il est indispensable de résoudre les questions suivantes:

- Comment était la division du parti en France après la création de la cinquième république?

- Quelles transformations cette division subit-elle aujourd'hui?

- Quels facteurs influencent l'émergence de nouveaux acteurs de la politique française ?

- Quels changements se produisent dans le système politique?

Historiquement, en France, la lutte des partis s'est construite autour de la division en droite et gauche.

Les appellations "droite "et "gauche "sont anciennes puisqu'elles prennent leur origine dans l'histoire de la Révolution française. Aujourd'hui économique et politique clive entre gauche et droite, même si les solutions libérales et socialistes ne sont plus exactement les mêmes que par le passé. Le débat sur le libéralisme des mœurs est devenu important depuis les années 1970, avec des débats récurrents sur l'avortement, le divorce, l'homosexualité, le mariage pour tous, l'euthanasie. Il en est de même pour les questions autour de l'immigration et de l'ouverture sur le monde plutôt que la fermeture sur l'univers national, le protectionnisme économique et la défense des traditions culturelles.

Demeure incontestablement une différence importante entre une droite conservatrice, plus autoritaire, favorable à une économie où l'État conserve un rôle régulateur et protecteur, et une droite libérale en économie qui veut déréguler, libérer le travail et les dynamiques entrepreneuriales, très présente chez Les Républicains, de Raffarin à Sarkozy. La droite bonapartiste, autrefois rapprochée du gaullisme, peut aujourd'hui en partie l'être du Front national qui maintient le culte du chef, de l'ordre et du patriotisme.

Sur chacun des grands domaines qui structurent les débats politiques, on distingue en fait au moins deux droites

et deux gauches. Sur les valeurs familiales et le mariage homosexuel, on voit bien qu'il y a à droite une minorité ouverte à une permissivité croissante et à gauche une minorité assez réticente à certaines évolutions. Sur les enjeux migratoires, il en est de même. Les politiques restrictives à l'égard de l'accueil des migrants ne convainquent pas toute la droite et les politiques ouvertes sont loin de faire l'unanimité à gauche [2].

De brillants représentants de la gauche dans la politique française moderne sont Parti Socialiste(PS), Parti communiste français (PC) et Les Verts. Parties représentant la droite (également appelées les gaullistes): Les Républicains, Rassemblement national (ancien Front National).

Le système politique de la France était basé sur la domination successive de la droite et de la gauche. Cependant, il y a eu des périodes de la cohabitation.

La cohabitation désigne une situation institutionnelle particulière. Dans cette configuration, le pouvoir exécutif, exercé par le président de la République et par le Premier ministre qui dirige l'action du Gouvernement, est assuré par deux adversaires politiques.

Les causes de la cohabitation:

- la spécificité du texte constitutionnel qui organise une dyarchie à la tête de l'État

- une alternance politique complète en 1981. Pour la première fois, le président de la République élu est d'une tendance opposée à son prédécesseur, changement complété, un mois plus tard, après dissolution, par l'élection d'une Assemblée nationale reflet de la majorité politique dont est issu le nouveau président.

Une alternance incomplète, ne touchant que la majorité politique de l'Assemblée nationale (opposition parlementaire devenant majorité à la suite d'un scrutin législatif national)

Les trois cohabitations ont une durée différente. Les deux premières, qualifiées de courtes, ont duré deux ans (mars 1986-mai 1988 et mars 1993-mai 1995). La troisième,

qualifiée de longue, dure cinq ans, soit le temps de la législature qui s'achève au printemps 2002, à la même date, hasard du calendrier, que le mandat présidentiel de Jacques Chirac élu en mai 1995.

Pour motivation de réduire la possibilité du retour d'un tel cas de figure institutionnel en France A été mis en œuvre la réduction du mandat présidentiel à cinq ans (le quinquennat) adopté en 2000 [3].

Après cette réforme, il n'y a plus de périodes de cohabitation. Cependant, cela a entraîné des changements dans la conception institutionnelle. Maintenant, le gagnant a tout. En conséquence, cela s'est fait sentir dans les temps modernes et a instillé une certaine confrontation politique.

Comme je l'ai déjà dit, le système politique de la France est en mutation, et surtout au sein de la division des partis. Un nombre croissant de personnes affirment que gauche et droite n'ont plus de sens. Et pourtant, les mêmes personnes, dans les mêmes sondages, acceptent de se situer sur une échelle allant de la gauche à la droite, revendiquant une certaine identité politique en termes de droite et de gauche. Et, selon leur position sur cette échelle, les individus répondent aussi différemment à de nombreuses questions politiques [4].

En conséquence, cette situation a conduit à l'émergence de nouveaux mouvements sociopolitiques de masse. Ils sont activement entrés en confrontation politique et ont réussi à infliger une écrasante défaite aux "anciens" partis lors des élections présidentielles et à l'Assemblée nationale. Tout d'abord, je parle de l'actuel président, Emmanuel Macron, et de son parti La République en Marche (nom complet – Association pour le renouvellement de la vie politique).

Les politologues français ont appelé ce parti "attrape-tout".

Frédéric Dabi, directeur général adjoint de l'institut de sondages Ifop a parlé de ce phénomène avant l'élection à l'Assemblée nationale de cette façon:

“L’élément majeur de continuité, c’est qu’il apparaît que les Français sont attachés à donner une majorité au président qu’ils ont élu. Depuis l’inversion du calendrier électoral en 2002 qui a acté la tenue des élections législatives après l’élection présidentielle, une certaine logique de cohérence régit le vote des Français. Celle-ci devrait être confirmée lors de ces élections, d’une façon tout à fait spectaculaire: LREM pourrait obtenir autour de 400 députés, ce qui permettrait à Emmanuel Macron de bénéficier d’un mouvement inédit d’amplification de son score à l’élection présidentielle.

Il me semble que c’est très clairement lié au caractère “attrape-tout” du parti d’Emmanuel Macron. Lorsque l’on analyse les intentions de vote au premier tour des élections législatives en faveur des candidats de la République en Marche, l’on retrouve une grande diversité électorale : 13% des électeurs de Mélenchon mais aussi de Fillon lors de l’élection présidentielle s’apprêtent à voter LREM, tout comme 14% des électeurs de Dupont-Aignan, 26% de ceux de Hamon, sans parler des 79% qui ont déjà voté Macron en mai dernier. Cette dimension très hétérogène de l’électorat macroniste en matière de sensibilité politique n’existait pas lors des dernières élections législatives” [5].

Le parti lui-même se définit ainsi: “La République En Marche est un mouvement politique et citoyen qui poursuit une ambition : remettre les Français au cœur de la vie politique. Ce mouvement n’est pas une addition d’individus, mais le rassemblement de personnes engagées qui partagent un socle de valeurs et la volonté de regarder la réalité en face pour mieux la transformer” [6].

Ainsi, le départ de l’appel traditionnel aux valeurs de droite ou de gauche et la pression sur le désir français de quitter la division politique traditionnelle ont conduit le mouvement social de Macron à la victoire. Ici, un grand rôle a été joué par le nouveau design institutionnel de la France (après la réforme de 2000) dans lequel le vainqueur obtient tout.

Cependant, un autre mouvement de masse est soudainement apparu, ce qui a accru le degré de tension politique dans le pays – les gilets jaunes.

Ils en parlent donc dans un journal français “le parisien” : Depuis le début du mouvement des Gilets jaunes, de nombreux élus LREM ont été pris pour cible. Selon le politologue Jean-Yves Camus, “on ne mesure pas l’ampleur du rejet que certains expriment”.

Certains participants à ce mouvement ont la volonté de renverser les élites, de faire sécession avec notre système institutionnel. On ne mesure pas l’ampleur du rejet que certains expriment, qui les pousse à s’en prendre à Emmanuel Macron – qui paye pour tous les gouvernements qui ont précédé. Ils s’en prennent aussi aux médias, en les chassant des barrages, ils expriment une défiance inédite. Défiance également vis-à-vis des syndicats, qui cherchent à entrer dans le mouvement.

Certain nombre de Français n’en sont même plus au stade du dégoût vis-à-vis de la classe politique. Ils ne se contentent plus simplement de dire que ces gens ne nous représentent pas, ils veulent véritablement les renverser. Plus, préoccupant encore, cette vindicte ne s’exerce plus uniquement à l’égard de la représentation parlementaire et des partis. Elle est le signe qu’il y a des Français qui ne s’aiment pas entre eux.

Le risque est que la cohésion nationale soit mise à mal par l’existence de deux groupes opposés. Deux groupes aux antagonismes liés au fait que certains sont des gagnants de la mondialisation et d’autres des perdants objectifs. Ils n’ont plus le sentiment de faire nation, c’est peut-être cela qu’on est en train de perdre

Le grand problème pour les gouvernants, c’est la dissociation du temps économique et du temps politique. Dans des économies aussi interdépendantes, la seule chose qui peut revenir à un chef d’Etat avant la fin de son mandat c’est la crise, qu’il se prend en temps réel. S’il met en œuvre des mesures dont il escompte qu’elles vont porter des fruits

avant la fin d'un mandat de 5 ans, ils ne les voient pas. C'est en grande partie la cause du mouvement, beaucoup se disent nous avons tout essayé, et nous n'avons rien vu. Ils peuvent penser que le jeu politique n'est qu'un théâtre d'ombres. La marge de manœuvre des gouvernants est faible, inférieure sur beaucoup de sujets à celle des multinationales [7].

On peut donc dire qu'en France il y a eu une situation de confrontation entre les deux parties de la société. Cette confrontation politique ne relève pas de la définition de gauche ou de droite. Dans le même temps, les deux parties sont unies par la volonté de changer fondamentalement le système politique existant. Quelle est la base de la confrontation entre les deux forces socio-politiques?

L'auteur de l'article répond bien à cette question: "Deux groupes aux antagonismes liés au fait que certains sont des gagnants de la mondialisation et d'autres des perdants objectifs".

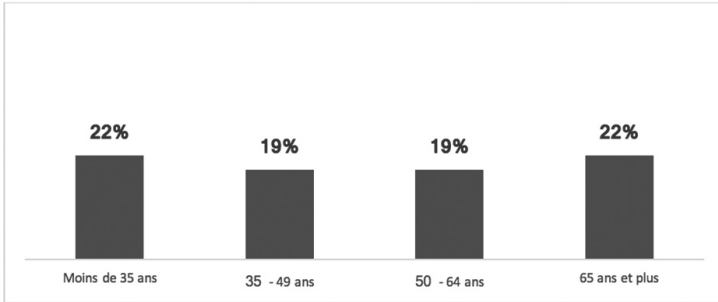
On voit donc que la nouvelle division en France se construit non pas sur la base de l'idéologie (droite ou gauche), mais sur la base du niveau de développement économique de la vie des citoyens (qui est directement lié à la mondialisation).

Cette clivage est clairement visible en regardant l'électorat d'Emmanuel Macron.

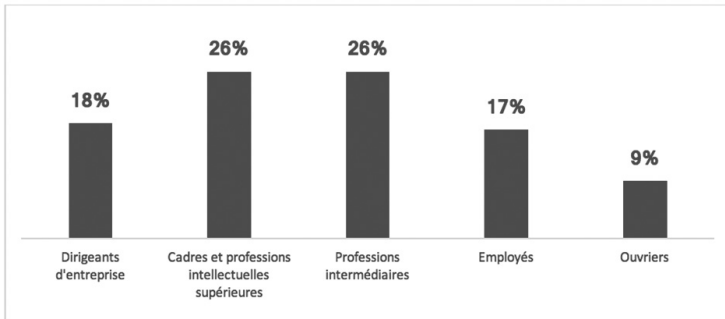
Écrit à ce sujet avant l'élection présidentielle Jérôme Fourquet, directeur du département Opinion et Stratégies d'entreprises de l'Ifop: "C'est en effet parmi les cadres supérieurs et les professions intellectuelles qu'Emmanuel Macron obtiendrait son meilleur score avec 26% d'intentions de vote, soit un résultat très significatif et le plaçant à égalité avec François Fillon (25%). Emmanuel Macron ne peut donc pas être réduit au statut du candidat des CSP+ (parti droit, ancien nom de Les Républicains) puisqu'il "mord" également très efficacement dans la classe moyenne. D'après notre rolling Ifop-Fiducial pour Paris-Match, I télé et Sud Radio, il est ainsi crédité de 22%

auprès des moins de 35 ans et parmi les 65 ans et plus et d'un score à peine plus faible chez les 35–64 ans (19%). Les écarts ne sont donc pas marqués d'une tranche d'âge à une autre.

Les intentions de vote en faveur d'Emmanuel Macron par tranche d'âge.



Les intentions de vote en faveur d'Emmanuel Macron par catégorie socio-professionnelle.



Macron tente d'élargir son électorat parmi dirigeants d'entreprises effectuant des voyages d'affaires et les rencontrant.

Macron montre clairement un clivage des électeurs par niveau d'éducation. C'est particulièrement évident lorsque l'on compare les électeurs de Macron et de Le Pen.

Dans son article, l'auteur met l'accent sur le fait qu'un tel électorat n'est pas typique de la séparation droite / gauche, mais est provoqué par un nouveau clivage: "Cette

opposition n'est pas nouvelle et la variable du niveau de diplôme est une donnée de plus en plus centrale. Tout se passe en effet comme si la globalisation économique avait abouti à une nouvelle segmentation des sociétés occidentales entre les gagnants et les perdants de la mondialisation. Ce nouveau clivage est extrêmement puissant et il se traduit économiquement, sociologiquement, géographiquement, psychologiquement, culturellement et électoralement.

Deux visions du monde se répondent donc et ces deux systèmes de valeurs parlent à deux Frances qui cohabitent sans se mélanger. Gagnants de la mondialisation versus perdants de la mondialisation. Ce clivage est de plus en plus structurant et qu'il polarise puissamment le paysage électoral.

En se désignant mutuellement comme adversaire principal, Marine Le Pen et Emmanuel Macron poursuivent ainsi un intérêt commun: substituer au traditionnel affrontement gauche/droite, ce nouveau clivage que le leader d'En Marche appelle "progressistes versus conservateurs" et que la terminologie frontiste désigne comme "l'affrontement entre les mondialistes et les patriotes". Dans ce contexte on comprend que Marine Le Pen se réjouisse de la dynamique dont bénéficie actuellement Emmanuel Macron:

"L'émergence d'Emmanuel Macron est plutôt une bonne nouvelle: il accélère la recomposition politique que nous appelons de nos vœux depuis des années. L'intérêt de Macron, c'est qu'il est mondialiste décomplexé alors que les autres candidats sont des mondialistes honteux" [8].

Nous voyons donc des preuves éclatantes de l'existence d'un nouveau clivage du système politique français, que même les acteurs clés eux-mêmes reconnaissent. Emmanuel Macron et son parti ne reflètent qu'un côté de cette division, bien qu'ils aient obtenu le nom d'origine – "attrape-tout". La deuxième partie s'est clivée sous la présidence de Macron et a entraîné un mouvement massif de gilets jaunes.

Cette clivage est basé non pas sur la composante idéologique de différents types de questions (comme: les valeurs familiales et le mariage homosexuel), mais sur le bien-être économique de l'une ou l'autre partie des citoyens, dans lequel la mondialisation joue un rôle clé. Autrement dit, les gagnants et perdants par la mondialisation sont divisés.

La conception institutionnelle de la cinquième république s'est développée sous l'influence de la lutte des deux camps fondée sur la division idéologique. La capacité de l'Etat français à s'adapter aux nouvelles conditions de séparation économique, étroitement liées à l'environnement extérieur, pose question. Surtout, étant donné qu'après la réforme de 2000, le vainqueur présidentiel reçoit presque automatiquement une victoire aux élections législatives, ce qui conduit à l'incapacité du parti perdant à participer au processus politique autrement que par la "rue". Le caractère des mouvements de masse, qui ne se forment pas sur la base de partis établis, mais sur la base de leurs propres organisations à émergence rapide, qui, dans les conditions de domination du groupe opposé, peuvent être de nature radicale et exiger l'annulation complète du système politique existant (comme dans le cas des gilets jaunes), joue également un rôle important.

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Constitutional reform: can we expect real changes?

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Annotation

The article presents the result of a study on the recent constitutional reform in Russia and its impact on the legal system. The article assesses the real significance of the key amendments such as the ones concerning the president, local governments, correlation of international and domestic law and the prospects of their implementation.

Keywords

Constitutional reform, Constitution, constitutional law, correlation of international and domestic law.

On January 15, Putin announced in his nation wide address a package of constitutional amendments that would come into force step-by-step. After they were approved by Russia's State Duma and Federation Council, the president signed the amendments, thereby introducing Article 3, which describes the procedure for their enforcement. Subsequently, Russia's constitutional court approved the amendments on March 16, leading into the final step: a nationwide vote on approval of the amendments, which was provisionally scheduled for April. Once supported by the majority of votes, the amendments will take immediate effect.

The amendments include consolidation and restoration of the country's territorial integrity, which is important to Russia's socio-economic situation and the national economy's resilience to Western sanctions. The changes also include a rapid rise of Russia's military potential and power projection capabilities and the overall return of Russia as one of the global centers of influence and a status of strategic decisionmaker. Additionally, the amendments aim to establish an institutionalized social contract between the state and its people. These changes would guarantee a minimal welfare state and are likely to be welcomed by Russians.

After Putin proposed the constitutional changes in January, the amendments quickly provoked heated arguments in public. In early 2020, according to an opinion poll by the Levada Center, an independent research institute, 47 per cent of Russians argued that constitutional amendments serve Putin's interests, who they believe wants to indefinitely remain in power. 44 per cent of the public believes that constitutional changes are necessary to improve the political system in Russia and that they serve the nation's interests.

I would like to discuss key aspects of this constitutional reform and see if amendments really bring significant changes in our lives.

President

During a series of votes on March 10, Russia's State Duma passed an amendment that nullifies the current status of the incumbent president, thereby circumventing the two-consecutive-term limit. Despite the fact that new amendments, at least on paper, introduce more checks and balances, redistributing some presidential powers to the parliament and other institutions, it seems that the president will certainly benefit from the results of coming constitutional reform. There is still no clarity as to what will happen when president's current term ends, but he

would definitely be eligible to run in the presidential elections of 2024 and 2030, possibly extending his time in office through 2036, despite being 83 years old by then. This is undoubtedly the focal point of the constitutional reform which raises a lot of questions.

Local government

Local governments are fundamental for democratic regimes. They are responsible for the provision of an extensive range of public services. They are to safeguard interests of local community, including the social, economic, environmental, recreational, cultural or general development of a certain area. Considering the ethnic and religious diversity represented in our country, it is absolutely vital that local governments keep functioning in full. However, if the amendments are approved by the nation, local governments will be included in the unified public authority system. That means that local authorities will report to governors or regional governments and, therefore, will lose their autonomy. To make it worse, these amendments clearly contradict the 12 article of the Constitution that unequivocally states that local governments are not a part of state authority system. This is a clear example of mistreating the acting Constitution.

Correlation of international and domestic law

This particular topic is being widely discussed as it has been presented as one of key amendments in this constitutional reform. I have been studying the issue of correlation of international and domestic law for quite a long time to state the proposed amendment changes practically nothing. It maintains that the Constitution would take precedence over decisions of international bodies based on international treaties or agreements of Russian Federation while according to paragraph 4 of article 15 of the Constitution "in case an international treaty or agreement of the Russian Federation fixes other rules than those envisaged

by law, the rules of the international agreement shall be applied". While some may find this disturbing it should be noted that in 2015 the Constitutional Court of Russian Federation had already stated that Constitution is the supreme law in Russia and, therefore, no international agreement or decisions of international bodies could be applied in case they impose other rules than those envisaged by the Constitution. Consequently, this amendment is merely a ruling of the Constitutional court enshrined in the Constitution itself.

Social guarantees

There are some amendments that contain certain social guarantees. Such adjustments include the guarantee that minimum wage matches approved living provisions and that pensions will be regularly indexed. Problem is current subsistence level is considerably understated, so matching minimum wages to it is good but it does not make as much difference as we are told it does. Pension indexation is a great first step to tackle the issue of poor pension provision, however, the exact adjustment increases are to be set by a federal law, which means that pensions could be indexed by as much as zero percent, leaving this problem unsolved.

Conclusion

The current Constitution of Russian Federation adopted by national referendum in 1993 still meets modern requirements. It has provided the base for our national legislation and guaranteed basic human rights. Considering the fact that the vast majority of proposed amendments will probably have little impact on lives of Russians, I have all the reasons to conclude that the whole constitutional reform is aimed to enable the incumbent president to keep running the office in 2024. It does not really matter whether he will use this opportunity. The very fact that the constitutional

shake-up has been started just to serve the needs of ruling elite is raising a lot of questions.

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Modern heroes – who are they?

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Annotation

Modern heroes – who are they, exactly? Everyone has their own opinion on that question. Based on our backgrounds, life experiences, nature and personality, knowledge and beliefs we all have our personal someone we look up to and consider a hero. Answers vary from police officers, soldiers and nurses to volunteers, bloggers, celebrities etc. In this article, I will try to explain why especially actors are considered to be heroes.

Keywords

Modern heroes, film star, charity, support, foundation.

Modern heroes – who are they, exactly? If you ask this question a twelve-year-old child, their answer most definitely will be – “Iron Man. Or Captain America. Or maybe Spider-Man or Batman.” Something along these lines, the list is endless and I think you have got the idea. And they will not be entirely wrong because that is the reality we live nowadays. At least once a week, while watching TV, you stumble on a film that features adventures of a superhero or a superhuman. So, it is no wonder that most kids will name superheroes, when they are asked such question. However, we should not forget that behind every TV-superhero is a real person, just like you and me. And these people, who decided to portray such characters, are usual-

ly heroes themselves. And today I would like to show you why I consider them modern heroes.

To do that I will tell you about a life of a rising English acting star – Tom Holland. He was raised in a rather big family, which consists of his mother Nikki, father Dominic and his three younger brothers: twins Sam and Harry and Patrick.

He first gained recognition for his starring role in the disaster film “The Impossible”. However, he rose to stardom for playing Peter Parker aka Spider-Man in the Marvel Cinematic Universe superhero films, starting with “Captain America: Civil War” and finishing, for now, “Spider-Man: Far From Home”.

Being only 23 years old, Tom is already in high demand with various film directors and producers. With such a busy life of a young uprising star in demand it can be hard to keep up even with just your everyday life. However, Tom still, in spite of his busy schedule, where he tries to catch a breath between all his endless interviews, shoots, press tours etc., manages to balance his life, work and charity activities he does with his family.

You see, in 2017 with the premiere of one of Tom’s films – “Spider-Man. Homecoming” – the Holland family announced launching their own foundation called “The Brothers Trust”. A private screening of “Spider-Man” with Tom, his brothers and 120 lucky winners, who got a chance to meet Tom, hear Q&A and enjoy the film, was announced to celebrate such an event.

As you can guess, Tom being the media person of the family is the focal point of the charity and its fund-raising efforts, nonetheless he is ably supported by his younger brothers. Using Tom’s reach and popularity, the trust intends to run a number of events each year and the funds raised then being granted to charities that they support. The main goal of Hollands’ charity is to shine a light on charities that struggle to be heard in the noisy and competitive non-for-profit sector – and charities that can best

demonstrate the most effective use of funds to profit the people in need and not the bloated administration. You can read about each and every charity The Brothers Trust is helping, and how exactly they are helping them on their website (thebrotherstrust.org) in the 'Charities' section.

One of the latest events, that the charity held, were screenings of Tom's film, "Spies in Disguise", where he voiced one of the main characters – Walter Beckett. The screenings were held on the 25th of December, as a Christmas present for kids from the organisations and charities they are supporting. And their biggest event, as they address it themselves, is a campaign held before the premiere screening of yet another one of Tom's films – "Spider-Man. Far From Home". With the help of fans they were able to raise over \$500,000. To make that happen a contest was announced in June. The prize was two tickets to the premiere and an opportunity to meet Tom. To participate you just needed to donate to The Brothers Trust charity and wait for the results of a random selection. A detailed report about each and every event they ever held can be read and found on The Brothers Trust website in the 'Events' section.

Moreover, at the beginning of this year (January 2020) The Brothers Trust launched the "Dogs Club". The aim of this club is to help Masai ladies of Kenya. This fun venture is creating employment and independence for these ladies by providing them with a job of beading dog collars. All profits generated are being used to support Lunchbowl's feeding programme in Kibera. On average, the profit from each collar sold provides a nutritious meal for at least 50 children. You can read more about "Lunchbowl" on Brothers Trust website in the 'Charities' section. You can become a member of "Dogs Club" by buying a hand-beaded dog collar, made by Massai ladies. You can order it straight from their website in the 'Shop' section.

By attracting people's attention to the causes of their charity through media The Brothers Trust raises not only

money but also the awareness of the problems with which the organisations they support fight every day. Helping others from the bottom of your heart, because you want to do this, because you truly care about others, and not because you are obliged to do this to look better in the eyes of your fans – I believe this is what makes an actor a hero. You can brag about what a great hero you are on the screen, but if you cannot live up to that image in your real life without making a fuss about how generous and thoughtful about others you are, then you do not deserve to be called a hero because heroes do not seek glory, they seek helping as many people as they can.

Of course, not only actors who donate to charities are heroes. Doctors, fire fighters, policemen, emergency services employees – all people who risk their lives every day for the sake of saving lives of others are heroes too. They become them from the moment they decide to take up such career. And we must not forget about what they do to keep us safe on a daily basis.

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