ПОЛИТИЧЕСКИЕ НАУКИ

POLITICAL SYSTEM AND POLITICAL MANAGEMENT IN THE USSR: SOME CHARACTERISTICS OF THE INTERESTED GROUPS

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In article features of political system and political management to the USSR, their influence on process of formation and functioning of the interested groups are considered, mechanisms of adoption of political decisions in the course of interaction of the interested groups and the state are analyzed, the representativeness of these groups and their role in the course of adoption of the political decision is defined, and also the idea is claimed that the interested groups in the USSR have universal characteristics and on their functioning and genesis has essential impact political system of the concrete state. Authors mark out that any political system offers lobbying model in the form of a matrix which represents system of institutes across and verticals, fitting into official administrative-territorial borders. As the main reasons for disintegration of political system of the USSR actions of the interested groups on lobbying of own interests act. Formation and development of the interested groups is considered as natural process for all without exception of political systems. Thus, within political system of the USSR there were main mechanisms of adoption of political decisions based on mechanisms of formation of the interested groups.

КОНСЕНСУС И ПРОТИВОРЕЧИЯ НОВЫХ ПОЛИТИЧЕСКИХ ЭЛИТ

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В статье рассматриваются особенности функционирования современных политических элит, новые реалии, отраженные в украинских событиях, современным протестным движением. Целью статьи является анализ возможностей становления консенсуса элиты и общества, современных правящих элит в условиях обострения международной обстановки, экономического кризиса, усиливающихся противоречий между странами Запада и Россией. Автор обращает внимание на необходимость сохранения политической элитой страны социального контакта между обществом и властью, созданного успешными сочинской Олимпиадой и Паралимпиады, историческим решением о присоединении Крыма к России. В статье делается вывод о том, что настоящий консенсус внутри элит, между политическими элитами и обществом возможен при создании гражданского общества и соблюдении элитой своих социальных обязательств.

CONSENSUS AND CONTRADICTIONS OF NEW POLITICAL ELITES

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The article reviews the distinctive features of functioning of modern political elites, new realities reflected in the Ukrainian events and the modern protest movement. The aim of the article is to analyze the possibilities of becoming a consensus between the elite and the society, modern ruling elites in the face of the deteriorating international situation, the economic crisis and the growing tension between the West and Russia. The author pay attention to the need for forming of civil society in Russia as a real warrantor of social and political consensus, of the need to preserve the country’s political elite, of the social contact between society and power created by the success of the Sochi Olympics and Paralympics and the historic decision of the annexation of the Crimea to Russia. The article concludes that the scope of the present consensus within the elites, between political elites and society is possible with creating a civil society and compliance with the elite of their social obligations.

ПОЛИТИЧЕСКОЕ ЗНАЧЕНИЕ РОССИЙСКОГО ЖЕЛЕЗНОДОРОЖНОГО ТРАНСПОРТА КАК ЕСТЕСТВЕННОЙ МОНОПОЛИИ

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Показаны политическая значимость и особенности российского железнодорожного транспорта как естественной монополии. Естественная монополия в этой сфере складывалась на протяжении длительного периода. Железнодорожный транспорт стал инструментом модернизации страны на рубеже XIX-XX вв. В ходе Гражданской войны 1918-1920 гг. на железнодорожном транспорте была установлена государственная монополия. Железнодорожный транспорт стал средством поддержания единства политического и социально-экономического пространства страны. Его сетевая структура в наибольшей степени соответствует выполнению задач перевозки грузов и населения. Социально-политическая значимость железнодорожного транспорта как общественного блага настолько велика, что от него зависит стабильность положения в стране. Акцентировано внимание на взаимосвязь политики и экономики с учетом интересов элиты находящейся на уровне принятия решений.
THE POLITICAL IMPORTANCE OF RUSSIAN RAILWAY TRANSPORT AS A NATURAL MONOPOLY

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The political importance and features of the Russian railway transportation as natural monopoly are shown. The natural monopoly in this sphere developed during the long period. The railway transportation became a tool of modernization of the country on the eras of the XIX-XX centuries. The state monopoly on a railway transportation was established during the Civil war of 1918-1920. The railway transportation became means of maintenance of unity of political, social and economic space of the country. Its network structure to the greatest degree corresponds the performance of tasks of transportation of cargoes and people. The socio-political importance of a railway transportation as public blessing is so great, that the stability of position in the country depends on it. She focuses on the interplay of politics and economics in view of interests of the elite are on the level of decision making.

USING OF SOCIAL MEDIA TOOLS IN NON-GOVERNMENTAL ORGANIZATION ACTIVITY

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The article is devoted to the social media analysis as an effective tool of mass media communication in the non-governmental organizations activities. The article is about rapid information technologies development, which causes the decline of the traditional mass media and society transformation to online-channels of communication. The author stresses on that fact that more non-governmental organizations are using social media for rapid and effective communication. Information revolution has become a reason of it, which requires informational, communicative content and mobility of modern person. The author analyzes different tools of social media and defines four the most effective: Twitter, Facebook, LinkedIn and blogs. The success of each non-governmental organization activity depends on communication strategy it chooses. The main thing is a clear plan of its realization. The examples of a successful use of social media tools among such organizations are given in the article: DoSomething.org, charity: water, Amnesty International and Red Cross. The author of the article insists on that fact that social media is the most rapid, the simplest and the most effective way of communication.

ИНСТИТУЦИОНАЛЬНЫЙ АСПЕКТ ВНЕШНЕПОЛИТИЧЕСКОГО ИМИДЖА КИТАЯ

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In the article correlates the main governmental institutions, which bear responsibility for forming China’s image on international arena. Analyzed is the activity of the most influential media-institutions, the influence of which affects the perception of the Chinese political image. The determination and impact is a function of the influence of the governmental and media-institutions on the image and political strategy of China. It is determined that the formation of the political image of China is a part of the government and media institutions complex. Each of them, on their own, has its profile, but another – this is the result of a large structure that is not always visible. The activity of the institutions is evaluated in terms of the interaction with the public and the public interest. All this is reflected in the formation of the political image of China.