



## SUMMARIES

### ***I.B. Bovina. Specific of approaches to social representations analysis***

Two approaches to social representations analysis (school of Aix-en-Provence and school of Geneva) are in the center of our interest in the article. The principles and the techniques of research on social representations are discussed.

*Key words:* social representations, multilevel analysis of social representations, social representation structure, centrality of elements, social positioning, J.-C. Abric, W. Doise, A. Clémence, P. Vergès.

### ***R.K. Tangalycheva. Foreign sojourners' acculturation in a large Russian city: cultural differences in non-verbal communication***

The article is devoted to the study of the cultural differences in the empirical research of the problems of foreign sojourners' acculturation in a large Russian city. The paper focuses on quantitative methods of gathering empirical data — expert and group interviews. The main attention is given to nonverbal and paraverbal cultural differences viewed in the process of interactive shooting and observation of the foreign sojourners' behavior. The empirical research was realized at the Faculty of Sociology, St. Petersburg State University and supported by the City Government of St. Petersburg.

*Key words:* cultural differences, foreign sojourners, acculturation, large Russian city, non-verbal and paraverbal communication.

### ***Yu.G. Biurayeva. Social mobility of modern managers in the generational aspect***

This paper is devoted to the social mobility of modern managers in the generational aspect on the regional sample (N=350). The object of the research is top-managers in the urbanized environment of the Republic of Buryatia. The author tries to reveal the basic directions and intensity of managers' mobility in comparison with the population as a whole taking into account gender distinctions and age cohorts.

*Key words:* top-managers, social and inter-generational mobility.

***E.V. Bataeva. Social actions and interactions in virtual communities***

The paper deals with studying forms, types and contexts of social actions and interactions carried out in virtual communities. It presents results of studying chat-communications performed using two types of content-analysis, namely, action-analysis and interaction-analysis.

*Key-words:* social actions, interactions, cyber-actors, virtual communities, content-analysis, cyber-communication.

***A.A. Miroshnichenko. Adaptation of media. Explosive liberation of authorship, the viral editor of the Internet and the death of newspapers***

The article presents the theory of the death of newspapers. This theory is connected with the birth in 1980th and forthcoming disappearance in the end of 2030th the Last Newspaper Generation. In the article the phenomenon of the emancipation of authorship is analyzed, dealing with the fact of free access to the means of publishing (to the Internet). The author describes the mechanism of the Viral Editor — a dispersed creature of the Internet which consists of users who search, revise and distribute interesting information to receive responses. Thus, users promote the selection of social significance without professional media. The article describes also the consequences of the emancipation of authorship for society and media.

*Key words:* The Viral Editor, the theory of the death of newspapers, the last newspaper generation, the liberation of authorship

***O.E. Kuzina. The barriers to public-private partnership in Russia: sociological research***

The paper presents the results of the social assessment of the barriers to public-private partnership (PPP) in Russia. The analysis aims at revealing if PPP arrangements correspond to the interests of the participants — private business and the state, as well as civil society. The data was collected by interviewing experts in this field: researchers and practitioners of PPP, from public as well as from private sectors. The findings of the research in Russia were compared with the results of existing research and literature on the problems of practical realization of public-private partnership projects abroad. The major conclusion was that the main barrier to the development of PPPs was not the lack of legislation and laws governing PPP process but rather the lack of necessary skills, training and appropriate motivation of officials in the public sector to manage PPP arrangements. Also the absence of civil society involvement which can guarantee publicity, transparency and accountability of PPP projects is also perceived as an obstacle for successful public-private partnership in Russia.

*Key words:* economic sociology, public-private partnership (PPP), business-state interaction, project management, government reform.

***D.L. Konstantinovskiy. From a “hunger instinct” to a “cognition instinct”. A young worker: a portrait against the background***

The paper represents how young Russian workers' value system modifies under transition society conditions but preserves many of former features. Primary the “outside” factors bring young people to accept forced decisions and develop their life trajectories. But young workers during socialization strive for developing their life themselves according to their value system.

Author's reflection on modification of workers' value system, on interest of sociology, the press and the TV in the problems of labour, on the attention of fiction to social problems, on sampling method and property of social sciences to influence upon the object of investigation is based on results of quantitative (1000 workers at 14 cities of Russia) and qualitative (62 interview at industrial plants) studies of young workers.

*Key words:* youth, transition society, value system, workers, life trajectory, socialization, self-determination.

***V.G. Vinogradskiy. The end of “the live disorder”***

In the article the process of transformation of the social capital of rural communities in Russia is traced. The author makes a start from the base characteristics of vital way of semicentennial prescription and then, analyzing modern country stories, comes to a conclusion about capital destruction of forms and parameters of traditional rural existence. Rationalization and pragmatism are the main characteristics of modern rural vital practices.

*Key words:* social and economic actions, daily life, social capital, community and generality, destruction of social norms.