

SUMMARIES

Olga A. Hasbulatova

Modernization of Regional Social Policy: Trends and Prospects

The article analyzes the processes of modernization in education, public health and social protection aimed at development of human capital in the Russian regions. The author highlights the prospects of implementation of the regional social policy.

Keywords: modernization, regional social, human capital.

Vladimir A. Ilin

Population's Assessment of the Effectiveness of Public Management: the Practice of Regional Sociological Research

The paper presents the results of long-term public opinion surveys on economic, social and political life of the territorial community carried out in the Vologda region. The author analyzes the trends of people's attitudes towards federal and regional authorities and suggests how sociological surveys can be used in regional governance.

Keywords: Vologda region, sociological dimension, assessment of the authorities, the efficiency of government.

Galina G. Tatarova, Galina P. Bessokirnaya

On the Formation of Basic Type-Building Variables for Identification of the Social Types of Workers as Object of Managing

The article discusses six indicators of labor activity as candidates for the role of type-building variables in the procedures of identification of the social types of workers as control objects. Using the data from the survey of workers the authors prove that the basic variables are: *job satisfaction*, *corporate solidarity* and *subjective efficacy of employment*.

Keywords: social type, type-building variable, logical index, identification with the firm.

Ekaterina M. Arutjunova

Adaptation of Temporary Labour Migrants from Central Asia in Rural Russian South

The article is focused on the analysis of integration problems of internal and external migrants in the rural environment of the South of Russia, as well as problems of host communities' perception of social competition and ethnic and cultural distance. The main problematic subjects, the motivations of the people involved in the adaptation process are revealed with the use of qualitative methods (interview, focus group, non-participant observation).

Keywords: integration, adaptation, rural society, migrants, ethnic and cultural distance, identity.

Oleg N. Yanitsky

Volunteers: Civic and State-Depended

The article considers historical roots, types and forms of social action of a free-will (dobrovol'cheskoye or volunteer) movement. The division on civil and pro-state volunteers, their forms of social action and their role in production of socio-ecological knowledge and political processes are analyzed.

Keywords: dobroyol'chestvo, civic and pro-state volunteers, their forms of action, production of socio-ecological knowledge.

Sergey A. Kravchenko

The Arrow of Time: Challenges for Sociological Knowledge

The author analyzes new challenges appeared as a result of the becoming of the complex socium. It is shown that these vulnerabilities manifest new risks for the functioning of the society and its members. For solving these problems there proposed a humanistic turn that presupposes the integration of Sociology with hard and humanitarian sciences. It will be an intellectual instrument for overcoming the appeared challenges to sociological knowledge.

Keywords: social and cultural dynamics, complex socium, arrow of time, reflexivity, vulnerabilities, unanticipated consequences, humanistic turn.

Anna A. Yakovleva

Anti-Drug Visual Social Advertising as Part of the Discourse of the State Power on Drug Policy

An anti-drug social advertising considered as part of the discourse of the government drug policy. Posters used in anti-drug companies under the Government of St. Petersburg in year 2012 were analyzed using social semiotic, iconography, content analysis and hermeneutic methods.

Keywords: drug use, social control, social norm, social constructing, discourse, visual sociology.

Danilo G. Markovich

Globalization and De-Sovereignization

Globalization leads to significant changes in the status and functioning of States. As a result of clashes of civilizations there are processes of de-sovereignization of the state not only as a political but as a public association. In these conditions the scientific understanding of all processes of creating a humane society in global scale - in terms of universalization of the laws of the market mechanism - is required.

Keywords: civilization, state, identity, sovereignty, humanity.