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# ISSUES OF NATIONAL AND FEDERATIVE RELATIONS

Academic journal

Issue 2 (52-57) 2019 • Volume 9

MOSCOW, 2019

# ISSUES OF NATIONAL AND FEDERATIVE RELATIONS

Academic journal

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## ESTABLISHED BY LLC "PUBLISHING HOUSE "SCIENCE TODAY"

The Journal is registered  
by the Federal Service  
for Supervision of Mass Media,  
Communications and Protection  
of Cultural Heritage

Reg. Number PI No.FS77–47487  
of November 25, 2011

The Journal is published quarterly

The journal is included  
in the database of the Russian  
Science Citation Index

The Five-year Journal's  
impact factor is 0,476

The Journal is included  
in Ulrich's Periodicals Directory

Academic papers published  
in the journal undergo obligatory  
editorial checking

The authors' opinion not always  
coincides with the opinion  
of the Editorial Board

At reprint of the article  
or a part of it the reference  
to the Journal is obligatory

Address of the editorial office:  
10, Zagoryevskaya street, building 4,  
office 4, Moscow, Russia, 115598  
Tel: (910) 463-53-42  
[www.etnopolitolog.ru](http://www.etnopolitolog.ru)  
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Signed for printing on 25.12.2019

Format 60x84/16. Offset paper.  
Offset print.

Number of printed sheets 7,5.

Circulation 500 copies.  
Order 50588.

Printed at the LLC "PrintUP"  
Nagorny drive, 12c1,  
Moscow, Russia, 117105  
Tel.: +7 (495) 925-00-06

**ISSN 2713-2153 (print)**

12 issues a year plus

2 issues a year of the translated (eng.) version

Languages: Russian and English

<http://etnopolitolog>

Included in the list of peer-reviewed scientific publications of the Higher Attestation Commission of the Russian Federation

Included in the Ulrich's Periodicals Directory

Materials of the journal are placed on the RSCI platform of the Russian scientific electronic library – Electronic Journals Library Cyberleninka

Subscription index of the journal in the Rospechat Agency catalogue is: 70114

### **Objectives and themes**

Academic journal “Issues of National and Federative Relations” is an international peer-reviewed scientific periodical in the field of political studies. The journal has an international character because of the composition of its Editorial Board, its editors, its contributing authors and topics of its publications.

The scientific journal is published since 2011 at the “Publishing House “Science Today”. Translated (eng.) version of the journal is published since 2018. Since its inception, the journal was guided by high scientific and ethical standards and today it is one of the leading political science journals in Russia.

The purpose of the journal is to promote scientific exchange and cooperation between Russian and foreign political scientists.

The journal is intended for the publication of the results of fundamental and applied scientific research. Thematic focus of the journal is reflected in the following permanent headings: “Domestic history, ethnology and ethnography”, “History of international relations and world politics”, “History and philosophy of politics”, “Political institutions, processes and technologies”, “Political culture, ethnohistory and ideologies”, “Political problems of international relations and globalization.”

Format of publications: scientific articles, reviews, scientific materials, materials of round tables, scientific reviews, scientific reports devoted to research problems in the field of politics and political science.

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The target audience of the journal is Russian and foreign specialists-political scientists, as well as graduate students and masters in the fields of political science, state and municipal management and international relations.

The journal strictly adheres to the international publishing standards and publication ethics identified in the *COPE (Committee on Publication Ethics)* document. **<http://publicationethics.org>.**

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## REACTIONS OF THE LINGUISTIC AND CULTURAL SPACE IN RESPONSE TO POLITICAL PROCESSES

*“Culture, like all alive things, is formed by combining the native with the alien.” [Frydenberg] But, breaking into a new space, the alien context is translated in accordance with the code of culture, supplemented by its context, thus forming a new text. It clarifies the semantics of an alien text, eliminates irrelevant meanings, promotes the acquisition of a new meaning, and only then is accepted by members of the society. Modification or change of culture inevitably leads to new forms of behavior.*

*If we take the word as a semiotic sign within a certain culture, it gives us an idea of the world and encourages action according to a certain pattern of behavior. Therefore, substitution of some concepts with others leads to a violation of harmony in the human mind, the appearance of other ideas and, accordingly, the correlation of behavior which affects the life of society.*

*The modern era is an era of information wars, of attempts to destroy the cultural memory of individual peoples and transform their linguistic and cultural space. To resist these processes, you need to understand their mechanism.*

*Research in the field of linguoculturology is designed to explain these mechanisms and promote the adoption of effective measures aimed at the preservation and progressive development of the semiotic space of each culture, deliberate intervention in it during state reforms, research for optimal models of organizing state language policy and its implementation in the national regions of the Russian Federation, as well as beyond its borders.*

**Key words:** *cultural semiotic space, text, etymology, communicative behavior, stereotype.*

Today, we witness a comprehensive process of mixing cultures, of destruction of the identity of national languages and the substitution of national values. All these processes are caused by the impact of globalization, economic, socio-political and cultural factors and internal language reasons for the development of language as an open dynamic system.

Currently, in order to define a clear directive for the development of a particular social institution or phenomenon in connection with the demands of our time, the ruling elites and politicians replace some concepts and names with others, without caring about the consequences for the functioning of the cultural space. Very often this happens thoughtlessly, for the sake of fashion or imposing canons of cultures that are alien to the people and new national values. But, in either case, such substitution does not go smoothly.

Replacement of concepts leads to the violation of harmony between the established form of existence and functioning of a particular cultural sphere of society and a new component introduced into it, planting new ideas in people's minds. At this stage, the very existence of the above sphere is questioned. The system is ruled by chaos and destruction.

The formation and further functioning of the cultural sphere in the direction of progressive development is possible only if the society consciously accepts the new components and correlates individual behavior.

Thus, it is better to determine the vector of movement to the new through gradual changes, instead of explosive dynamic processes. New ideas are implemented with more success if they are carried out according to the laws of gradual dynamics.

The above social processes determined the choice of the research topic. The purpose of which is to show how the substitution of some concepts with others leads to a violation of harmony in the human minds, the appearance of other ideas and, accordingly, the correlation of behavior, which affects the life of the society.

This article discusses the content of such concepts as "Manager and Head of," "medical service and medical care," and "education." As part of the research, a survey of 200 respondents was conducted regarding the content of these concepts. Based on the survey, we can track how the content of concepts and behaviors change over time, based on a comparative analysis of the opinions of respondents in the 1990s and today regarding these concepts.

As you know, thinking is a form of social consciousness. Reality is a factor in all thinking. The conceptual thinking of a person today is characterized by causality, i.e. formal-logical causality, deduction of the effect from the cause.

A word endowed with a certain meaning in a particular language at a certain stage of development of the society plants in the mind specific ideas about the object, phenomenon or action, as well as psychological associations. Perceptions conditioned by a system of representations encourage people to act according to a certain behavior model. Therefore replacing any concept with another often leads to an unconscious change in the attitude and behavior.

Unpredictable explosive processes begin, the reason for which is the fact that there is no transfer of information, inside which there is no memory. In other words, the sender and receiver have their own memory, which does not allow them to achieve complete identity in understanding the transmitted information.

According to Yu. M. Lotman “language is a code plus its history,” it “unconsciously causes us to imagine the historical extent of existence” [3. P. 15]. Therefore, when replacing some concepts or names with others, one should take into account the postulate that “the normal functioning of the language involves the assumption of the initial non-identity of the speaker and listener” [3. P. 15].

As a positive example we can site the organic incorporation of the French language into the Russian at the end of the XVIII-early XIX centuries. The French language served the Russian educated society primarily as a means of transmitting scientific and philosophical thought.

In fairness, it should be noted that at present the same function is performed by the English language.

However, in many ways, the process of intrusion of an alien, so-called, dominant Western culture and, along with it, the English language into all other cultures is taking place in a crude way, with attempts to impose alien ideas and values.

At the end of the last century, namely in the 90s, a huge number of new realities invaded our reality and everyday life. Many religious and charitable organizations have appeared, imposing willy-nilly their way of life. The mass media abounded in anglicisms and promoted Western norms of behavior and values. Thus, the so-called new text intruded our culture, and a contradiction arose. Speaking Russian created a sense of internal discomfort and disharmony.

In the 90-ies of the last century, in the field of business and production, such concepts as “Leader and Director” were replaced by the concept of “Manager.” Of course, this replacement was partly dictated by the events of the time. But not all of society was ready for the upcoming changes. At that time, the concept of “Manager” itself was alien to most people. Moreover, since the processes of economic restructuring have not always been consistently successful, but often, on the contrary, have been accompanied by the destruction of enterprises, unemployment and deterioration of the material and emotional situation, the word “Manager” got negative connotations.

What content is included in this concept? Let’s turn to the definition given in Large Modern Explanatory Dictionary of the Russian language: Manager-1. “production management specialist; hired manager of an enterprise or division. 2. an entrepreneur who organizes creative, sports, etc. activities of a group or individual” [1].

The key words in these definitions are “hired” and “entrepreneur.” There is nothing wrong with these words, only in the subtext of the first definition at that time it was an image of an alien, and the subtext of the second implies “making a profit” for the work done, which in the minds of the Soviet person was outside the list of basic values, especially if it was about personal profit. The content of these definitions does not even hint at such concepts as “participation and mutual assistance,” so close to the Russian cultural tradition. In contrast, the concept of “Manager” is in tune with the key concepts characteristic of the Anglo-American

cultural tradition: subjectivism, following the letter of the law, distancing oneself from subordinates [7].

Now as for the definitions of “Leader” and “Director,” a leader is a person who directs something, who leads something, who is someone’s mentor. It’s position of a person in charge of something. Director (lat.) means manager, head of a unit, department or institution [1]. In both concepts, the dominant elements are “to direct, to know, to lead” implementation of the set goals. No shadow of profit. The contents of these two concepts read the image of a person who directs and leads others for a common goal, and who is part of a team, interested in his subordinates and the common cause, not the profit. That makes one think of the Directors from Soviet films and works of Russian and Soviet writers.

The survey included a survey of 200 respondents who were asked the following question: Manager and Leader: who do you think they are? As a result of the analysis we have the following idea about these two concepts:

	Definition	Number of respondents	%
Manager	– motivates and encourages his subordinates to perform tasks set by the Manager (tactician); – has less authority than the Manager; – hired hardworking responsible employee; – does not always manages people, line staff, relies on the system	190	95%
Leader	– selects and leads the staff; – has more responsibility and authority, has a permanent status (i.e. permanent position) and manages the company; – more experienced, more far-sighted (strategist); relies on people	190	95%
Leader=Manager		10	5%

As is clear from the results of the survey, this concept has eventually fit into the canvas of our linguistic and cultural space and gained a clearer definition.

In the same years, due to the undertaken reforms and the desire to change people’s minds, the concept of “medical care” was replaced with the concept of “medical service.” This made it easy to transfer free medical care to the sphere of paid medical services worsening the plight of many Russians due to the lack of a legal concept of “medical care” in medical and civil legislation, which led to difficulties in regulating relations in the field of health protection.



Following the replacement of concepts, the behavior model was automatically changed according to the perception and interpretation of the concepts under study by the people at that time.

According to the S. I. Ozhegov's Explanatory Dictionary, help means "assistance to someone in something, participation in something that brings relief" [5]. D. N. Ushakov defines the concept under study as "participation in someone's work, facilitation, assistance to someone's" [9].

Modern dictionaries of the same authors define "service" as "an action that helps or benefits another person." The crisis management dictionary states that a service is "any paid benefit that cannot be separated from its source." If we take the concept of "medicine," then according to the translation from Latin, it means "healing art" and is related to the verb *medeor* "to heal." We can say that medical activity in the medical sense is the art of healing or the healing art of providing medical care by a healer (doctor, healer, etc.). But our task is to leave out the legal definitions of the concepts in question and focus on the image that has been formed in the minds of Russians for generations.

It is appropriate to recall that according to A. N. Leontiev, "an image is a semantic field, a system of meanings. The image does not depend on the subject's sensory impressions. It includes invisible properties of objects that can be grasped modally, experimentally, or by thinking, as well as supersensible components represented in meaning" [2. P. 252].

Here are some examples from social networks and surveys regarding stable stereotypes formed in the minds of Russians in respect to these concepts.

Here is the opinion of one doctor: "Medical care is when I try to help a person using my medical knowledge. First of all, I need a patient to help. To provide medical services, I do not need a patient, a patient even prevents me from providing high-quality medical services. All I need from him is his insurance number. And I will write a beautiful document about how I treated this insurance policy number in accordance with the Ministry of Health standards and recommendations. It's true that it is much more interesting to provide care than fill out paperwork, but they pay me for the paperwork, not for improving health, and in both places: public hospital and a private clinic. But then the times were different" [4].

This opinion is currently held by the majority of survey participants. In their opinion, it is unacceptable to talk about the services of a doctor when it is a question of life or death. "They serve you in a store, and doctors TREAT you. Medicine is an art of healing that cannot be provided according to the standards" [4].

Thus, the model behavior of the doctor and his attitude to the patient differs sharply when he provides medical services from his model behavior when he provides medical care.

The same thing is true in respect of education. The understanding of education as a service sector was formed in Russian society largely thanks to the Minister of Education A. Fursenko. Here is one of his statements: "*it is necessary to ensure that the system of education is primarily focused on consumers of ed-*

**Do you think “medical service” and “medical care” are the same things or not?**

	Definition	Number of respondents	%
Medical service  89 %  (171 people)	– provided for remuneration by professionals only	119	63%
	– for the sake of money	4	2%
	– for remuneration	17	8%
	– in non-critical situations (cosmetology, tests)	8	4%
	– ensures understanding of the problem only in clinics (30%)		
	– a set of measures aimed at treating the disease	24	12%
Medical care  89%  (171 people)	– is provided free of charge not only by professionals, altruism (30% -40%)	10	5%
	– is provided free of charge. Aimed at improving health, saving people (60%-70%)		
	– in emergency cases, it is more important than a medical service	146	76%
	– is carried out regardless of the doctor’s desire due to the sense of duty and one’s understanding of one’s aim	4	2%
	– a set of measures aimed at maintaining health		
	– help is provided free only to people with the appropriate medical polis	12	6%
Medical service =medical care		22	11%

*educational services*” (2008). In 2009, the same Minister instructed to develop a strategy for developing export of Russian educational services. The idea that the concept of services can be applied to education is currently considered erroneous by many, since the educational system is considered as a fundamental platform for the development of society and the country’s security, and the service is considered as a category of market economy. In other words, the concepts of “education” and “service” are located in different non-touching compartments of Russian consciousness. The national encyclopedia of philosophy defines ed-

education as “the process of transmitting and assimilating cultural and historical experience, values and knowledge accumulated over generations, and purposeful activities for the education, training and development of the individual.” The idea of considering the process of education as a service did not stand the test of time, because in the semiotic space of our culture, these concepts collide and contradict each other. In the minds of Russians, there is a conflict between these concepts leading to an ambiguous model of behavior of the education process participants.

The following situation can be used as an example. A student came late to a lecture and in response to the teacher’s remark said: “You are providing a service, so go on and I come when I want to.”

Here is an opinion of a children’s writer, a father of five: “When you consider it you see that school is providing services, but intellectual services. And if it provides my child with educational services, then I must pay for them” [8].

According to a social networks participant: “Services imply meeting the client’s needs.” When you have your hair cut, your hair shaved, your boot repaired, your tooth repaired, it’s a service. Training is a complex production process, the purpose of which is to meet the needs of society in specialists and professionals of various types. It is not a service it’s a direct duty of the state” [8].

That is why, many years later, the necessity to exclude the concept of “educational services” from legislation has come up on the agenda. On January 29, 2018, deputies from the Communist Party faction introduced a corresponding bill to the State Duma. “Services are provided exclusively by the service providers. Educational process is a joint activity of an educational organization, a teacher and a student aimed at the implementation and development of educational programs. Thus, education is not a service,” the explanatory note to the bill read [6].

As we can see, the transfer of education to the service sector has changed the attitude to education and behavior patterns for several years, as evidenced by the results of the survey:

Modern post-Soviet elites have learned to do business, but they are not competent in the ability to analyze historical processes and treacherously manipulate meanings. This is evidenced by the events in Ukraine, where streets are being renamed, monuments are being demolished, textbooks are being rewritten and even amendments are being made to the works of their classics like N. V. Gogol and T. G. Shevchenko, which helps to the form a new linguistic and cultural space, even at the expense of the authenticity of the history. By the way, the change of the preposition in the Russian phrase “in Ukraine” is supposed to emphasize isolation from the Russian state and non-involvement in its affairs.

A striking example of an unfortunate naming is the situation that took place in Irkutsk in 2017. In the hope of getting a higher profit from sales, a company Legat LLC named its bathing concentrate “Hawthorn.” As a result of mass poisoning with this drug 48 people were dead and 30 in serious condition and a state

**How do you understand the term “University education”?  
Do you consider it a service?**

	Definition	Number of respondents	%
University education is a service ...	– a service aimed at meeting the desire for knowledge – a service, since it depends on the person ‘s desire (usually paid)	138	69%
150 people 75%	– a service for those who pay for education. They become a privileged class and behave as if they are owed money – University is a restaurant where students are visitors and professors are the staff	12	6%
University education is	– professional training process, General subjects (for those who study free). It is provided by the state free of charge – strategic task of the government	32	16%
25% = 50 people		18	9%
Educational services	– provided on demand (tutoring, courses), provided for commercial gain – are higher in quality	50	25%

of emergency was announced in the city. The Kremlin called the poisoning a terrible tragedy. Marketers did not take into account that in the minds of Russians hawthorn is considered a medicine.

In the end, the following conclusions can be made. Considering culture as a semiotic space, the elements of which are in a certain mutual relations, acting, in the terminology of Yu. M. Lotman, “as colliding meanings” “fluctuating in a space between complete identity and absolute non-contact” [2. P. 146]. Having a historical memory, elements endow the cultural semantic space with multiple volumes in synchrony and diachrony. On the one hand, this space is integral and has a certain definition that determines its self-consciousness. On the other hand, it can change and become involved in “explosive processes.” Any information in order to become an element of a particular culture have to be translated into the language of that culture and become its memory. Otherwise, any gross interference in this space by any foreign information, including state-political initiatives, leads to dramatic consequences, since it can be regarded as the destruction of memory and culture. The events in Ukraine, Syria and other regions of the world illustrate the tragedy of such interference.

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