

SUMMARIES

M.V. Maslovskiy. The analysis of the Soviet version of modernity in Johann Arnason's historical sociology

In the article the formation of Johann Arnason's sociology and its theoretical sources are considered. Peculiarities of Arnason's approach to Soviet-type societies are singled out. The main aspects of his analysis of the Soviet model of modernity are characterized.

Key words: historical sociology, Soviet society, modernity, civilization, Johann Arnason

J. Arnason. Communism and modernity / Transl. by M.V. Maslovskiy

The article is devoted to theoretical analysis of the Soviet model of modernity. The main interpretations of modernity in sociological theory are singled out. Formation of the Soviet version of modernity, processes of social integration and differentiation, crisis phenomena in Soviet-type societies are considered. Global dynamics of the Soviet model and different ways of its transition are analyzed.

Key words: communism, modernity, civilization, global dynamics, crisis, transition.

K.S. Divisenko. The concept of lifeworld in Jürgen Habermas' social theory: Autobiographical writing as communicative action

The lifeworld is one of the main categories in Jürgen Habermas' theory of communicative action. The article describes the structure of the lifeworld, its constitution in the process of social interaction, and also representation of the lifeworld in the biographical narrative. Auto/biography can be viewed as a form of communicative action, that helps to enrich the theoretical and methodological positions of the biographical method in sociology. These theoretical constructs can be used as a methodological basis for empirical sociological research and as a join of grand theory with microanalysis of social interaction.

Key words: auto/biographical narrative, communicative action, Jürgen Habermas, lifeworld (Lebenswelt), system.

O.S. Gryaznova, V.S. Magun. Basic Human Values of the Russian and European teachers

Basic Human Values of the Russian teachers are compared with those of their colleagues from the 27 European countries, using the Schwartz Value Survey data collected in the 1990s. It was found that the average Russian teacher is extremely high in Security and extremely low in Hedonism. In addition the Russian teachers often leave their colleagues behind in the scores on Self-Enhancement (Achievement and Power) and Conformity-Tradition but often hang back in the commitment to Self-Direction and Self-Transcendence (the latter combines the values of Benevolence and Universalism). The coincidence between relative value scores of the Russian teachers and the conclusions drawn from cross-country comparison of the national samples as well as value similarity between Russia and some other countries of similar level of economic and political development are discussed. The paper illustrates the disparity between research results and common ideological stereotypes.

Key words: basic human values, Schwartz Value Survey, cross-country comparison, teachers.

S.G. Davydov, T.A. Nemudrova. Media consumers: Experience in segmenting

The article contains some basic results of applying a new technique for segmenting media consumers in two national sample polls by "GfK RUS" in 2009. With three dimensions — noncriticality – criticality, tradition – innovations, collective – individual consuming, — K-means clustering reliably reveals six segments, which are described.

Key words: auditorium, segmentation, consuming media, cluster analysis.

O.N. Yanitsky. A non-sociological view on sociology

The article is aimed at the analysis of theoretical, methodological and applied problems of comprehension and use of sociological knowledge by non-sociologists: scientists, other scholars and social activists. It is concluded that sociologists should not only facilitate an interdisciplinary communication with the aim of mutual understanding and practical contacts between scholars, scientists and civic activists but to direct this communication towards modernization and transit Russian society to the phase of "knowledge society". Methodologically, it means conversion of a sociologist into "insider", whereas technologically — his/her participation in the maintenance of interdisciplinary dialogue, in creation networks tied scientific, expert and practical knowledge.

Key words: civil society, knowledge (scientific and local), natural sciences, sociology, social activism, Russia.

A.M. Nikulin. The populist plot of a Post-Soviet narrative

By means of reconstruction of a rural respondent's biography the author undertakes a historical comparison of today's rural problems and social types with their pre-revolutionary populist analogues in situations of formal and informal conflicts, determining moral and immoral conduct of the members of one local rural community.

Key words: informal economy, family economy, rural economy, socio-economic differentiation, populism, kulak, local self-government, historical sociology, reflexivity, qualitative research.