

SUMMARIES

L.M. Grigoryev, A.A. Salmina. “Structure” of inequality of the modern world: problems of measurement

In the age of globalization, vanishing borders between the countries and the growth of mobility comparative analysis of the societies social structure and the nature of inequality becomes especially timely. This article presents a detailed analysis of the structure and depth of the countries inequality, as well as those of separate groups of countries in a more complex system of parameters. On the basis of the available data the authors attempt to test the hypothesis of the connection of inequality not only with the income level, but also with the imputed income per capita. The authors go beyond the standard instruments of measuring the inequality by income and offer their own modification of the decile exponent of inequality by imputed per capita GDP.

Key words: inequality, social structure, social mobility.

N.V. Savelyeva. Practices of “care of the self” in direct-sales organizations

This article discusses the role of the practices of “care of the self” (M. Foucault) in modern organizations. M. Foucault describes those practices as a set of exercises, bodily and mental, which transform an individual into subject. This article describes how such direct-sales organizations as Mary Kay Cosmetics, Herbalife, TianDe and Amway use the practices of the self to increase loyalty and commitment of distributors whom they collaborate with.

Key words: direct sales, multilevel marketing, Russia, M. Foucault, subjectification, practices of care of the self.

L.V. Polyakov. “Minorities” and “masses” within societal structure of late Modernity

The article is centered around most topical issue of cultural meaning and social consequences of the global phenomenon provocatively labeled as “The minorities’ uprising” by prominent Russian sociologist

and political scholar Leonid Ionin. What appears to represent a counter-movement to “The masses’ uprising” so skillfully portrayed by Jose Ortega y Gasset almost a century ago turns out to be amoral and prone to the virus of “massovization” as it was typical to its historical predecessor.

The author tries to explain this paradox by critical analysis of what he calls “theory of minoritization” elaborated by Leonid Ionin. Partial answer to the paradox may be found due to more explicit Ionin’s concept — namely, “identity staging”. In post-modern condition a classical order of construction of cultural forms based on representation of given social interest suffers complete reversal. Thus societal structure of late Modernity is being formed by multitude of minorities, each of which becomes a sort of exclusive “micro-mass”. Conception of “identity staging” explains as well why theory of “democratic transit” does not work within post-Soviet (relevant to post-Modern) social context.

Key words: Modernity, minorities, masses, moral crisis, identity, identity staging, political correctness, societal structure, cultural form.

G.A. Cherednichenko. Educational and professional trajectories of the youth: research concepts

The paper examines theoretical representations and concepts that allow studying adequately transitions of young people between positions in the system of education and professional status of adult on the basis of the works of western and Russian sociologists. The concepts which describe longitudinal presence of youth in educational and professional systems are discussed from the point of view of the biographical approach, the study of life course, the research of the educational and professional trajectories. There are elucidated the evolution of the concepts and their interpretations in the researches of the contemporary authors.

Key words: concepts, educational and professional trajectories, life course, learning and professional career, transition career, transition from education to work, biographical approach.

E.D. Voznesenskaya. Young workers: from village to city

On materials of sociological research of working young people of industrial enterprises of Russia the professional and educational trajectories of the special group of young workers — natives from a village are examined. The analysis of motivations and behavior of this group in the field of education and labour activity allows to understand, how

and at what cost rural young people get over in a city. Specific factors (quality and level of accessible education, military service, “housing problem” in the city) inhibit educational activity and professional advancement of young workers of rural origin are examined.

Key words: youth, education, migration, professional trajectory, motivation, behavior and achievements.

K.A. Gavrilov. Entitativity and value of the community in risk research

The article raises the question of the impact of structural and dynamic characteristics of the community, its “entitativity”, on the willingness to help this community, i.e. on the value attributed to it. Specific hypotheses are formulated in the framework of “psychophysical numbing” research. Experiments showed that presenting “entitative” descriptions of the community produces an ambiguous effect: it can both increase the value of the community as well as decrease. The presence of the description — the “vividness effect” — does not affect the results. The experimental studies enabled the author to make methodological conclusions that may contribute to further progress in this field of research.

Key words: value of life, value of community, group entitativity, value ascription, psychophysical numbing, willingness to help, risk.

S.M. Klimova, E.S. Molostova. Sociological studying of religion and “atheisation” of population, 1960-1970-es

The article examines the theory and practice of sociological study of the phenomenon of religiousness in the USSR in 1960-1970-es. The philosophical and ideological assumptions, tasks put forward by the party bureaucracy before the sociology of religion, the role of the scientific atheism, atheist propaganda and their influence on the sociology of religion are considered. The article shows the typical classifications of religious consciousness, tools of mass surveys (questionnaires); the results of informal interviews and participant observation among believers that are kept in the Russian Archive of Socio-Political History. In particular, the authors come to the conclusion that theoretical concepts and empirical research were, to a large extent, determined by ideological order.

Key words: sociology of religion, scientific atheism, religious types, the empirical study of religion, “atheisation” of population, methodical support of research, science and government.

F.N. Ilyassov. The appropriateness and content of the study of job satisfaction

Job satisfaction surveys have a history of approaching the age-old. A huge amount of research, reflected in numerous publications. Summarizing the results, the author postulates the thesis about the limitations of this subject in sociology.

Key words: methodology of sociological research, operationalization of concepts, validity, job satisfaction, work satisfaction, satisfaction with the workplace.

A.L. Temnitskiy. The expansion of functions and context of modern researches of job satisfaction

This article is reaction to F. Ilyassov's thesis about inexpediency of modern researches of job satisfaction, about the limitation of this subject in sociology. The reverse thesis about the prospects of researches of job satisfaction, about expansion of functions and the context of this concept is being put forward.

Key words: paradigm basis and sociocultural context of the study of job satisfaction, variety of functions of job satisfaction, labor behavior, the phenomenon of achievement motivation, constructive dissatisfaction.