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ethics and social responsibility will be contradictory and partly subjective, if it will break the statutory limits.

In business environment, the idea is often heard that it would be wrong to do without cheating, if competitors are already doing it. The study revealed that the issue is one of the most difficult, because ethical standards change with alternation in society. In this context, it is important to assess what benefits are provided by observance of ethical norms. (1) thanks to the company's good reputation, the costs associated with searching for cooperation partners and financial fundraising are reduced; (2) observance of ethical norms is not only morally correct, but it is economically beneficial. Ethical behaviour can protect against lawsuits and associated costs; (3) the company's reputation in the community increases, thus indirectly increasing the market. Ethical companies are able to use public support; (4) clearly defining the boundaries of ethical and social responsibility, the company's organizational culture will improve.

In the age of modern information and communication technologies, gathering of information does not require trespassing of the boundaries of ethics and social responsibility.

LIMITATIONS AND IMPLICATIONS FOR RESEARCH

Neither conclusions regarding the reasons, nor generalisations can be made on the basis of these opinions or views, because the number of participants is small; the range of the expressed opinions, however, is wide enough to gain a picture on the various aspects of the investigated phenomenon.

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CAUSALITY CIVILIZATION CRISIS AND THE SEARCH FOR WAYS OUT OF IT

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ABSTRACT

In the context of civilizational crisis more actualized the problem of human existence, the problem of human relationships, communication, dialogue, which largely depend on the representative system of values. Political instability in the world, associated with the global economic crisis in Kazakhstan requires the explicit wording of their objectives, a clear definition of its place in the world, formulating its own system of values, moral norms as a guarantor of the preservation of Kazakh civilization.

Generalization and systematization of common interpretations in modern conditions the term "crisis" for the most part shows the attraction due to the cost of interpretation, with negative connotation.

This communication factor in the conditions of modern life is very high. Mindset, ideological orientations of the population, the psychological component, micro-climate of the country, as a rule, due to that rhetoric, which portrayed the newspapers, news media, TV, radio, Internet.

Crises of the late twentieth and early twenty-first century is characterized by the fact of the metamorphosis experienced by man, occur not only at the global level, but also become part of everyday life. Transformations are not only the information wars, political opposition, and antagonism of social systems, "clash of civilizations", religious extremism, economic crisis, etc. We have great confidence dare to assert the idea that because of the economic, social and political crisis, in fact, acts as the crisis of culture. One of the heart of many conflicts - not understanding cultural differences and similarities.

The article considers main problems of causality civilization crisis in Kazakhstan and suggests possible ways out of it.

Keywords: civilizational crisis, the problem of human relationships, mass media, social mobility, assimilation

Several years ago, the President of the country N.A. Nazarbayev announced to a wide audience ten "global challenges of the XXI century", many of which are threatening the potential for the whole world, and for the country. He then expressed the opinion that it is essential to ensure timely and qualitative transition of the world and

humanity from an old world lifestyle of "defektalizm" through a new way of "tranzitalizm" in a radically new way of "akmetalizm". And, unfortunately, searching for a way out of the crisis still continues and, in fact, has become a permanent state of the entire world system.

"The speed-up of historical time", according to the opinion of the President of Kazakhstan N.A. Nazarbayev leads to the existence of social groups that are unable to integrate into the process of modernization in Kazakhstan. Indeed, it is the total mass of the pressing issues that characterize the civilization crisis, can be distinguished circle of social order problems. - The heterogeneity of the social structure leads to a bipolar social stratification of society, the emergence of numerous social strata, that complicate the social stratification, a clear allocation of structured social system of the society. This open confrontation of domestic elite groups can enhance the degree of severity of social problems and the weakening of the power resources of the ruling elite. In this regard, we can distinguish two important prerequisites for the development of this trend in the political life of Kazakhstan: the removal of the company from the development processes and public decision-making and the "blurring of ideological preferences" of the ruling elite. The latter is fraught with the threat of losing the support of the entire population of the country. The competition between the weakening of the ruling elite and the growing against this background that the new elite will be the defining trend in the coming years. Updating the ruling elite will take place during the creation of the housing "A" civil servants under the personal control of the president. Already, the new elite - it is the younger generation of managers who have been trained abroad, with technocratic abilities, innovative thinking.

Republic, according to the declared government policy priorities, should take an active part in the "third industrial revolution". "On the strength" of the future Kazakhstan will check the economic crisis and its socio-economic consequences. Deepening foreign trade multi-vector dependence of the national economy (in fact, "three-quarters of the national product is generated export"), high devaluation potential, tightening of competition in connection with the entry of WTO in Kazakhstan, the geopolitical games of adjacent neighboring countries, international sanctions against Russia, which is the main partner of the Eurasian project, "a new economic zone" of China and other issues require in-depth and systematic analysis to preserve national security and determining ways out of the current critical situation.

It is important to note that all the world's major actors are trying to find and formulate different recipes out of the crisis, experts say, it has almost formed a new global, but very specific market - a market of global prescriptions and exit plans from the global crisis, the market of "keys" of the crisis. And today the demand for it is much greater than the supply. Analysts highlight the two main vectors. The first - a sector of decisions and prescriptions of the surface, decoration of the world monetary and financial system. The second - a sector of global prescriptions of radical treatment and correction of deep genetic defects of our world.

- The negative impact of the media, communication technologies, social networks on the formation of personality, strengthening of extremist provocation, destructive, weakening the social role of the family led to a decline in the value orientations rating system. The development of scientific and technical progress has reached such a level that we can not imagine ourselves without cell phones, laptops and other means of

communication, and communication is the condition of human existence in the age of information technology. As a country that wants to join the ranks of the most developed and competitive countries in the world, which geopolitical location (at the crossroads of Europe and Asia) determines the intensity of intercultural contacts, we can not objectively stop the "invasion" of western mass culture, to prohibit listen to music, radio, read magazines, access the Internet, etc.

- Factor of mass communications is very high in the conditions of modern life. The mentality, ideological orientations of the population, the psychological component micro-climate of any country, as a rule, due to that rhetoric, which teaches the newspapers, news publications, television, radio, internet. Media is the most effective and "powerful weapon" in the hands of politicians, public figures, and all those who shape the ideology, the image of the state. There is another factor contributing to the enrichment of communication - the Internet and social networks. Communication, made available in real time information about the quality and standard of living in the richest economies of the world for an expanding range of users from developing countries. And since everything is evaluated in comparison, then the people who are in less comfortable conditions of life, these comparisons evoke a sense of dissatisfaction. Through the Internet and cell phones, flash-mob to campaign, training group leaders the most effective methods of protest, the use of so-called carnival technologies. Social networks contribute to the consolidation and organization of protest in real life, and without regard to the protests provoked by someone or occur spontaneously.

It is known that social networks played an active role in the Ukrainian mass riot and in the wake of protest moods in the Arab countries. The Internet and other information technologies have become for individuals, and a field instrument for resource mobilization, self-organization, irrespective of the will of the authorities. It turned out that the computer plus a mobile phone is a powerful means of communication and self-organization, as a protest, and the creative and constructive. However, social networks are not so much the cause of revolutions occurred as modern tool used for the enhanced protest, coordination of the protesters, the international community informed of current events. In this case the main condition is still the availability of appropriate political and socio-economic reasons for the development of a revolutionary situation, as well as predisposition (psychological readiness) a particular part of the country's citizens to take part in protest actions [8].

Nevertheless, the idea of those or other forms of regulation of the Internet is constantly being discussed at the state level. But social networks is a tool that is available to all, and the efficiency of its use depends on who it is able to do. It is noteworthy that in the USA and Britain tightened the rules of Internet using after the protests, the USA at the governmental level finance the expansion of its influence on social networks, advocating for complete freedom in the network for the whole world. Russia and China more actively and firmly strengthen control over the Internet speaking for the adoption of international regulatory rules. In general, who feel more confident on the field, he chooses for himself an offensive strategy and insisted on complete freedom of action. Who feels very confident on the information and ideological field, that chooses a defensive tactics and defends rights to defend himself.

Social mobility and migration. The era of the late twentieth and early twenty-first century is characterized by the fact that the metamorphosis experienced by a man, occur not only at the global level, but also become part of everyday life. Transformations are not only the information war, political conflict, and antagonism of social systems, "clash of civilizations", religious extremism, economic crisis and etc. We have more confidence dare to assert the idea that the cause of the economic, social and political crisis, in fact, acts as the crisis of culture. And at the heart of many conflicts is an understanding of cultural differences and peculiarities. Migration - a natural phenomenon, "city-forming" principle of history itself, the basis of formation of the "picture of the world", as the flow of migration involved not only individuals but also entire nations. The migration process is a system of horizontal and vertical mobility, has a considerable influence on the formation of political and economic map of states, socio-psychological and cultural horizons of the various countries of the world. The migration flow as a socio-psychological, political, cultural phenomenon leads to the identification of learning problems, acculturation, assimilation, adaptation, intercultural and language communication.

Overall migration theme, socio-cultural mobility and their consequences in the domestic science is not sufficiently developed. It covers a wide range of problems of an economic, social, psychological, political, cultural character. The urgency of the problem is due to the fact that in the current environment the most widespread intellectual emigration ("brain drain") and business - emigration, with the motive to the decision to exile researchers recognized: self-actualization of the person, economic situation, dignified existence, the fact that leave the young talented and educated people. The emigration of highly qualified specialists creates a threat of intellectual security. It is no secret that along with the export of "intelligence" we import a significant number of less skilled workers, thereby reducing the country's intellectual potential.

In this context, it is important to determine the causes and motives that induce people to emigrate. Indeed, emigration is not just a change of residence, to leave the country, whether forced or intrinsically motivated, and the change of life strategies of the individual, it is a kind of face feature that separates life of the individual "before" and "after". (Repatriation can be defined as the opposite side of emigration, return to their historical homeland, land of their ancestors). Most studies suggest that the most common causes of migration of people are searching for a positive ethnic, social, material and economic factors and the critical condition of the individual, namely, social identity crisis.

Social mobility in the form of mass migration from rural to urban areas, the repatriation of ethnic Kazakhs to their historical homeland are the main channels of the marginalization of the crisis state of Kazakhstan society. Kazakhstan can not be called a country of mass emigration, but there are issues to be solved, namely, control the flow of illegal migrants arriving in the Republic of the Central Asian region, South-East Asia, problems of oralmans (repatriates). Adaptation of newcomers is one of the most acute problems, as remaining unresolved, it paves the way for all kinds of social conflicts, the marginal transformation, with all its consequences. In recent decades, the process of marginalization undergo not only the indigenous population of the republic, the Kazakhs, as well as so-called "repressed peoples", forcibly displaced during 45 years of repression, Russian immigrants. As well as those sections of the population,

which for a long time due to various reasons (study, work) lived outside the Republic. These people, after returning home, face problems reintegrating into society, in a state of duality, uncertainty. Having learned and adhering to western standards, it is sometimes difficult to take "national characteristics" lifestyle, business, human rights and respect for the individual, and often they do not delve into the "local" problems, thus forming most marginalized subcultural groups.

Assimilation. In recent years, by researchers leading factor in reducing the number of different ethnic groups considered assimilation. The reason is that the modern lifestyle reduces fertility, and although this process has already acquired a fundamental nature, assimilation in its all diversity leads to a decrease the number of population a lot faster than the decline in fertility. One of the typical performance and the result of assimilation processes demographers consider intermarriage. "Assimilation is not a process, it is a condition. Assimilation, if do not talk about the end result - is the inclusion of elements of foreign culture in its own national baggage, not out of the nationality. Assimilation is a long demographic process, it has several levels of activity and in different groups of the population occurs in different ways". There are hidden, not clearly detectable period, during which reduces resistance culture and traditions of the surrounding ethnic groups and different forms of open adoption. This period is demographically nothing is found, there is no intention to enter into a mixed marriage, but it has not condemned, there is no desire to refuse their national traditions and the traditions surrounding ethnic group accepted without resistance.

Acculturation. The direct and prolonged contact of one group of individuals with another, which changes the paradigms of cultural acculturation refers to both groups. Ethnological study of acculturation is widely represented in the works of the famous cultural anthropologist J. Herskovitz. In the problem of cultural contacts and cultural changes he defines the historical and psychological aspects. "Every culture has its own basis on the historical development of functional unity", - says Herskovitz on the historical aspect, but in the process of acculturation disrupted functional unit and created a new balance". Acculturation occurs in various forms of social activity: religious missionary service, construction of modern houses using the latest technology, penetration of imported goods, the introduction of new social institutions, etc. The psychological aspect of acculturation manifested in behavior of the recipient people. In fact, it includes a plurality of micro-processes: imitation, adaptation, interdiction of thousands of individuals and groups which interact with each other.

The internationalization of education appears as part of the national policy and security aspect of education as a priority in all civilized countries strengthens the international image and positive image of the state, its cultural and political influence in the world, contributes to the mobility of people between the two countries of knowledge, the dissemination of intercultural interaction and cooperation. At the same time, academic mobility, providing export education can carry a negative potential, and accompanied by illegal migration, smuggling, drug trafficking and the spread of dangerous diseases, terrorism, etc. It is no coincidence that the modern era is characterized as a time of "national imperialism", and as a response to this challenge to form a new concept of "educational sovereignty" that means closure, tradition, preservation of national identity. As an example, the spread of unconventional beliefs and leaving of young people to another religion. Factors contributing to these trends in society are as follows: the transition, to the sources of the spread of non-denominational religion, beliefs and

other non-traditional must include the recruitment of young people in foreign religions and theological education, the opportunity to study free of charge, but with them it is carried out corresponding to the "brainwashing" and indoctrination. A potential source of spread of missionary teachings and other acts as a high level of migration through the territory of the Republic of the regions of the Middle East, South and Central Asia. Moreover, the growth of extra-institutional religiosity, distribution of new non-traditional sects and movements are often means of cultural adjustment, acculturation and adaptation of people to the conditions of a modernizing society.

Inter-ethnic relations. The current situation of inter-ethnic relations in Kazakhstan can be characterized as stable, but after the collapse of the USSR, many analysts predicted the emergence of ethnic conflicts, among the reasons which, particularly marked "post-imperial syndrome" related to the fact that in the West many experts consider the Soviet Union as an empire, and Kazakhstan and other non-Russian republics as its colony. The second reason was designated as a "clash of civilizations", which consists in supplies of Kazakh and Russian for different civilizations, to the Turkic-Islamic and Eastern Christian, Orthodox, respectively. The third reason - bipolar demographic ethno structure of Kazakhstan, where two ethnic groups (Kazakhs and Russian) are approximately equal in numbers and prevail over the other ethnic groups in the general population of the country. And the fourth reason is the desire for cultural domination by the leading ethnic groups of Kazakhstan society that fit into the concept of "cultural pluralism" [7].

Despite this abundant variety of possible causes of the ethnic conflict, multi-ethnic society of Kazakhstan manage to keep interethnic stability. "A popular explanation for this phenomenon is the tolerance of the people of Kazakhstan, tolerance and respect for ethnic languages and cultures of other nations" [7, 19]. The key to resolving the problem of playing intercultural communication, which seems here not only as a process of communication, but also as a form of preservation of interethnic stability, particularly in Kazakhstan.

"Tolerance is a necessary element of intercultural communication; it is the ability to understand the main thing not only in their own, but in a different culture. Appeal to the culture of philosophical study of tolerance is under a deep civilizational reasons, because it is important for the perpetuation of humankind, not only as a unique phenomenon of space, but also as a cultural phenomenon, having deep humanistic and moral and spiritual reasons. Analysis of tolerance as a social, spiritual and moral principles of people's culture, the person allows to isolate its main components: tolerance (tolerance with regard to religion), mercy, compassion, personal interest, cultural sensitivity, cultural empathy, a deep understanding and etc." [8, s.204].

We should not forget that the inter-ethnic relations are always some risks that are updated by the tolerance problem. Dissatisfaction in the cultural and linguistic needs provides a high ethnic conflict potential. M. Nurgaliyeva in the report "Reserves and risks of interethnic stability in Kazakhstan" (based on the results of monitoring "Social mood in the major cities of Kazakhstan" for 2012), notes that the situation in Kazakhstan in the sphere of inter-ethnic relations is a problem that requires the adoption and implementation of the operational "dotted", as well as strategic decisions [9, 48].

Civil society. In Kazakhstan, one of the "pain points" of social life in modern society is the lack of life-motivated policies. Researchers as one of the models proposed

to build the model of the control system: "The state - public organizations - individual" based on the principles of civil reconciliation. This is an important factor that allows to avoid the aggravation of the internal contradictions, to strengthen political stability. The reforms will be effective if the state and society are united and stable and all the transformations will have a concrete result [11]. Among the 100 steps with a focus on five institutional reforms, the most important directions of internal and foreign policy of the Republic of Kazakhstan outlined by the President N.A. Nazarbayev are the implementation of administrative reforms and modernization of executive power. Purpose of reforms to promote the state apparatus in its transition to the principles of corporate governance, transparency and accountability to the society.

The idea of reform is to make the transition from the "public administration" to "public management", that is, the emphasis is on management functions, which implies independence and initiative for government agencies, along with the responsibility of civil servants. Management system, as we know, means to improve the quality of public services. It is very important in modern conditions to form a system of civic skills, cultivate a sense of belonging to a particular society, culture and social responsibility. To do this, in our opinion, it is necessary to use the model of "active citizenship" as the best and most appropriate way to deal with the spiritual poverty and corruption, marginalism and social infantilism. "Active citizenship" model assumes independence, personal responsibility, flexibility and maximum mobility, able to create a new biography, adapted to changing conditions. This model will serve to further the formation of socially active society.

CONCLUSION

Analysis of the current situation on the global level and in Kazakhstan society allows to identify a number of problems that require updating and activation of different measures. The search for ways out of the crisis continues, it requires consistent maintenance of current trends, the characteristics of the current situation. Monitoring and projecting possible scenarios, forecasting is an important component in the assessment of the situation in Kazakhstan in the context of the global crisis. Based on the numerous expert opinions and the main threats received regulatory documents are: 1) reduction of the rule of law, including the increase in crime, including organized crime, merging state agencies with criminal organizations, terrorist or extremist organizations, protection officers illicit capital turnover, corruption, trafficking in arms and drugs that reduce the level of protection of national interests; 2) deterioration of the demographic situation and health, including reduced fertility in comparison with the increasing mortality rate; 3) intensifying migration processes; 4) reduction in the level and quality of health care, education and intellectual potential of the country; 5) worsening social and political situation, expressed in ethnic and religious conflicts; 6) terrorism, extremism and separatism in all forms and manifestations; 7) damage of the economic security, including the use of strategic resources against the interests of the country, hindering the innovative development and growth of investment activity, the uncontrolled export of capital and goods out of the country, the growth of the shadow economy; 8) reducing the stability of the financial system; 9) reduction of production, reduced quality, competitiveness, export, transit potential and availability of products and goods; 10) reduction of the country's defense level, the threat of the inviolability of state borders and the use of force against the Republic of Kazakhstan, the aggression against it; 11) reduction in the level of protection the country's

information space, as well as the national information resources against unauthorized access; 12) information on the impact of social and individual consciousness, associated with intentional distortion and spread false information to the detriment of national security; 13) The sharp deterioration of the ecological situation, including the quality of drinking water, natural disasters and other emergency situations of natural and man-made disasters, epidemics and epizootics; 14) damage to the national interests at the international level, political image and economic rating of Kazakhstan.

The most important component in national security policy and global economic development of the state is to learn and skillful application of technology to turn threats into challenges and challenges - at risks. If the risks turn into challenges in the threat, it is a sure sign of a serious failure in the security system of the country. Priority solutions to overcome existing problems calls are placed in the following order. In the first place there are internal political and social problems: protection of the rights and freedoms of the individual, the construction of foundations of a democratic society and the state. On the second - to ensure free and effective economic development, improving people's welfare. Finally, the third is the necessity to protect all these gains against threats from the outside, that means suppression of external aggression and to ensure the vital interests outside the territory of the state.

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CHARITY AND PRINCIPLES OF HUMANISM

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ABSTRACT

The aim of this paper is defining the role and place of charity in the context of humanism based on the value analysis. Charity is considered an important aspect of humanism. At the same time, however, attention is drawn to the responsibility of its absolutism. Charity is unfair because it goes beyond the principle of "each to each his due". In accordance with the categorization of moral states, charity is generally classified as "morally possible", but at the same time, a degree of philanthropy ensuring a minimum standard of living is also classified as "morally necessary". The definition of morally possible and morally necessary charity depends partly on the objective possibilities of the particular society, on the subjective willingness to share the wealth with those who need it. On one hand, it is desirable to expand charity because it is not right to accept passively the existence of human distress and suffering, but at the same time, charity should be limited with the functioning of the society as a whole. There is a definition of charity as a moral requirement on a man, which is, in accordance with the principle of humanism, the requirement to participate in creating a "good society", i.e. a society that ensures the highest possible living standard, but also meeting the requirements of fulfilling moral values. The important moral values include charity, justice, honesty, charity is defined as an activity through which partial resources are voluntarily and selflessly distributed by their owners to support the needy, to improve their conditions, and also to improve the conditions of social life.

Keywords: morality, ethics, justification, humanism, charity, good society

INTRODUCTION

Historically, the principle of humanism is rated among universal ethical principles. The principle of humanistic ethics was very competently elaborated, for example, by Immanuel Kant in his *General Ethics* [1], in which he develops Kant's moral philosophy. We are familiar with a similar humanist tradition of developing an ethical theory. We proceed from the fact that the world in which we live is the human world, and therefore we believe that we should promote human values as an absolute value forming the basis of the universal moral code. This value orientation is formalized in the normative principles of humanism. Its meaning in terms of content can be expressed in three main directions: 1) Creation of social conditions allowing for the development of human personality and its self-realization, 2) Guaranteeing fundamental human rights, 3) Charity to support and help others.