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Pre-October Historiography of the Question of Public Prigovory and Nakazy Drawing up by Russian and Ukrainian Peasantry (years 1905-1907)

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Abstract. Prigovor movement turned out to be a phenomenal peasants' claim of their civil rights and economic interests. It made both governing authorities and the opposition to reconsider their views on the peasant question, begin to conceive peasantry as a real social power dependant of which were Russian state prospects. Literary heritage of the first peasant movement researches – K. Sivkov, B. Veselkovskiy, P. Marev, P. Maslov, M. Kr-l – is studied particularly under this perspective. The article provides the analysis of the prigovory and nakazy investigation methods and classifications, applied by pre-revolutionary scientists, their vision about objective overview of peasants aspirations and interests, parties participation in petitions drawing up, peasants attitudes to Duma. Generalized conclusion is made that all the researches agreed on the idea of agriculturists claims for “land and liberty”, on the decay of their monarchy feelings and forming of peasant public conscience.

Keywords: prigovor; nakaz; prigovor movement; petitions; State Duma; historiography; peasantry.

Introduction

The revolution of 1905-1907 involved population masses in political processes and demonstrated deep conflict between different social groups interests, which was determined by all the previous development of society. Barricade fights and estates demolitions were sometimes proceeded by acute ideological struggle, which was followed by prigovory (petitions) and nakazy (resolutions) drawing up at different public events. This was also depicted in the press publications of Russian revolution of 1905 time, in leaflets distributed by public organizations and, finally, in political parties pogroms. In general, revolution left a big massif of corresponding sources which can depict real events and sentiments of social –minded population, social and political behavior motives and make a panorama of personal interests and future society development understanding. Large documents amount issued during Russian revolution of 1905 is represented by the prigovory of peasant communities. They make a special group of written sources which are valuable indications of peasant active participation in revolution and they are also the examples of peasant rule-proclaiming activity. As one publicist of Russian revolution of 1905 stated with the view in future, «in front of a future historian will arise a gratifying task to find out basing on many thousands of peasant prigovory the interests which peasantry considered to be near and dear and what measures it suggested in order to satisfy daily needs» [1]. We can consider this message from the past as task formulation for scientific publications devoted to the prigovor movement research, summarizing and systematizing of which within the territory of Under-Russian Ukraine is the purpose of this article.

Thus, the term “prigovor movement” is synonymous to the notion “movement for petitions (prigovory, nakazy) drawing up” “petition movement” and is used according to the difinition given by Soviet and Russian historian L. Senchakova as documented appeals approved buy peasants collectives and addressed to higher authorities, which, apart from local requirements also contain general economic and political claims [2]. In connection to this, the notion “prigovor” is understood as documented decision of village or volost meeting addressed to official government authorities. The notion of “nakaz” is used in terms of Imperial Duma times meaning “ compelling, instruction to a deputy”, which, from the beginning of the process of the requirements lists to

delegates for Russian parliament drawing up, acquired the old sense of “instruction to government authorities”. So, the world itself has acquired a revolution meaning: *nakazy* could be issued not only by the Emperor and government authorities, but also by common people. Understanding of this notion by its intellectual contemporary is also notable: “*nakaz* for a peasant ... is his precept, imperative mandate” [3].

Coming from definitions we shouldn't take into consideration *prigovory*, which did not have a certain addressee and were accepted as declarative resolutions (for example *prigovory* about community entrance to All-Russian Peasant Union (ARPU)). Correspondingly, the object of current research is represented by that particular historical literature, which studies *prigovor* movement according to the definition given by Senchakova.

Literary review

In spite of the considerable interest in *prigovor* movement, specific historiographical researches on this subject are scarce. Soviet Russian historian O. Buhovets was the first who analyzed the scientific heritage of pre-revolutionary researchers on this matter. He distinguished three stages in *prigovor* movement historiography: 1) years 1906 – 1917; 2) 1920s – middle 1950s 3) from middle 1950s to the end of 1970s 4) since 1980s. According to him, the main scientific achievements in petitions submission movement were the following: structuring of the information contained in *prigovors*; expression means determination; historiographical classification according to formal and contentive criteria. This aspects O. Buhovets obviously saw also in pre-revolutionary *prigovor* movement investigators – K. Sivkov, P. Maslov and other. Summarizing their contributions the historian distinguished some moments covered by the researchers: *prigovory* drawing up process influence on political consciousness development; authorship question, apocryphy and, alternatively, independent peasant thoughts, peasant self-expression in petitions, understanding by petition signers of the necessity to reorganize state system; defining agrarian requirements difference and determining the influence on them by parties programs [4].

The work of Russian philosopher and sociologist O. Kazhanov studying peasant political consciousness of M. Kr-1, K. Sivkov, A. Smirnov, P. Marev, A. Vasiliev and V. Kudriavtsev, is close to our essay. It should be noted that the scientists' work didn't fall outside the scope of historical-sociological research and, correspondingly, he reviewed the chosen works of above mentioned authors in terms of “electoral journalism”, “applied research of political consciousness of Russian *muzhik*” opposition. Hence, Kazhanov narrows pre-revolutionary studies into “electoral” genre, which disguises purely scientific researchers motives [5].

O. Kazhanov's attention was not so much focused on their fact-findings results (the author preferred rather to quote them than to analyze) as on the researchers' methodology, which he estimated with greater optimism than O. Buhovets. Thus, he noted that K. Sivkov work is characterized by high methodological level of documents processing (style analysis, determination of *prigovor* movement expansion zones, text structuring), application of statistical method. O. Buhovets didn't “note” these methodological advantages, pointing out that statistical method was used for the first time by Marev, though his work was published one year later than K. Sivkov's article.

Pre-October historiography of *prigovor* movement at Dnieper Ukraine during the years of Russian Revolution of 1905 has not been examined in contemporary Ukrainian science, which generated a certain research interest.

Research results

Mass *prigovor* movement initiated by decree from 18-th of February 1905 suggesting to submit petitions addressed to supreme authority which contain projects of state system improvement and national welfare advancing. It awakened the strongest echo at the most distressed and numerous population group – peasantry. Russian scientists K. Sivkov, B. Veselovskiy, P. Marev, P. Maslov and the author of “*Narodnyi vestnik*”, who signed his article as M. Kr-1», were the first who studied the petitions of peasant meetings. M. Kr-1 called *nakazy*, which on his just opinion “were in tight inheritant connection with *prigovory*” to be the reflection of hopes and desires of homogeneous peasant-agrarian class”. K. Sivkov estimated peasant *prigovors* as important source for political and social ideas study on the eve of “Provisions of State Duma” approval. For P. Maslov *prigovory* served as vivid examples to his land municipalization theory as

well as confirmation of democratic reforms impending, which became a battle-cry of peasant movement. P. Marev viewed nakazy to the First Duma deputies as demonstration of peasant mentality transformation from “land” to “freedom”. B. Veselovskiy in petitions saw an ideological component of peasant movement. The scientist was mainly interested in procedures of prigorov movement and in case of nakazy to Duma deputies of 1906 – cooperation between constituents and parliamentarians.

11 out of 49 documents, on which K. Sivkov based his study, related to the Ukrainian governments. The examples according to them were also made by M. Kr-l, B. Veselovskiy and P. Maslov. There are certain divergences in peasants prigovory characteristics by the authors, which on my opinion is determined by different chronological frames of their analyses: K. Sivkov confined himself by petitions submitted before the law of the 6th of August, M. Kr-l was limited by published in press petitions to the deputies of the first called Duma before it was convoked while P. Maslov mainly referred to a wide range of peasant nakazy to the deputies of the First and the Second Duma. Meanwhile, for K. Sivkov petitions were independent research object while for P. Maslov they rather represented illustrative material. B. Veselovskiy, pointing at a big amount of peasants' nakazy to the First Duma deputies, encouraged his contemporaries to study in depth documents, which are “the voice of the people” [6]. Such nakazy positioning can be found in M. Kr-l's work: since the peasantry (this “redoubtable sphinx” in legislative authority), which claimed its aspirations and ideals in the language of nakazy, will perform a leading role in Russia reorganization, it worth to consider these compellations as a certain program of reforms the time of which the author called “threatening, but remarkable future”: «if Duma meets their (peasants – D. K.) requirements, than the country will calm down, and if it won't – great disaster will occur in the country” [7]. Whatever were Russian Revolution contemporaries positions, their works have a great historical importance. It is particularly remarkable that even at the initial stages of prigorov movement study first steps of petitions classification were performed. Particularly, K. Sivkov arranged them into three conventional groups: 1) written according to peasants own initiative, 2) composed with “the third element” support, 3) submitted under the influence of opposition parties. The author separately distinguished «patriotic addresses» – compellations written under local authorities' dictation [8]. O. Buhovets indicated on this matter that among pre-October researchers only K. Sivkov quite completely defines author “contingent” of prigorov movement documents [9].

Estimating the petitions according to the mentioned groups, K. Sivkov came to the conclusion that the best for peasants real aspirations understanding are the petitions written by the peasants independently. In the same time “progressive” prigovors written with the help of kadets or socialists are associated with “ground ones”, since agitators found common ground with peasants. The author emphasized relative political maturity of peasantry, which in both pointed prigovory types demanded not only to liquidate government institution of zemstvo, but also change all the state legal system. Moreover, they pointed out the ways in which, how they think, this could be done [10]. O. Kazhanov commented K. Sivkov's conclusions as peasants conservative ideology, at wish government spheres depended on at the beginning of the revolution, crisis [11]. At the same time O. Buhovets indicated that K. Sivkov's onerous conclusions are kind of prejudged: it is “obviously not enough” just to declare that peasants didn't always understood certain phrases from prigovory (here revolutionary according to problem statements prigovory are ment) referring to the spring of 1905 – it is not possible to claim mass revolutionary consciousness of peasants at the Russian Revolution of 1905 beginning [12]. Buhovets reasoning is supported by the examples of strong external influence, when the peasants, possessing the springs of political consciousness, were literally “guided at the beginning of prigovory movement. For example, in Sumy district in spring of 1905 we see high activity of peasantry, emersion of leaders from peasant environment, but the petition authorship still belongs not to peasantry, but to A. Shcherbak, a member of local agrarian club, or possibly to several intellectuals [13].

K. Sivkov ranged peasant misfortunes as follows: land scarcity, rightlessness and ignorance. Namely in this sequence they were presented in prigovory, which first of all gave evidence to the importance of revolution economic tasks. Correspondingly, noted O. Kazhanov, the program part of prigovory was formed [14]. Peasants saw satisfying of their economical needs in the next steps: land privatizing, rent relations regulation, open field system liquidation, migration organization, low-cost credits providing, village schools establishment, and indirect taxes cancellation. Also the

author mentions peasant position on classes equalization, self-government reform, liberty of conscience, introduction of affordable education, calling of representative body possessing legislative power. Thus, K. Sivkov summarized that rural community was well ahead of those limited steps, taken by the government in agrarian and political systems optimization [15].

Expectations in problems solving laid on the monarch by peasants then were transferred to deputy corps of the first Russian parliament. M. Kr-l, on the basis of nakazy, published by «Rech» and «Navaya Zhizn» at the first third of year 1906 (author made no difference between petitions from various Russian regions and he repeatedly adverted to Poltava peasants prigovory) made an emphasis on the requirement of “liberty” understood by peasants from one side as inherent value – freedom of expression, public rights realization, and from the other, in applied sense – without liberty received land could be taken away again. If the first position was according the author’s believe a sequence of peasants participation in revolution, the second was developed due to peasants’ experience of facing bureaucracy, total distrust in system [16].

O. Kazhanov payed attention to the abstract from M. Kr-l’s article, where he observantly noted about «mystified perception by peasants of requirements stated in nakazy”, addressee of which now we obliged to bear the burden of “great holy work” non-fulfillment of which was considered to be a crime [17]. O. German, a soviet researcher of elections to the second Duma in Ukraine, wrote on this matter that peasants tracked the elected authorized representatives not to evade from community requirements – didn’t take upper class parties’ part. The following case dramatically illustrates this matter. The incident happened to elected by peasants representative from Skvirskiy district – V. Bobyr, who was accused by home-folks in voting on hearsay for pomeshchiks (landowners) and he was threatened by his house arson. Only the interference of Kyiv province “peasant” deputies helped to protect V. Bobyr from infuriated dwellers of his native village [18]. Responsibility of peasant representatives to their electors was emphasized by V. Milko. He wrote that, though the principle of free mandate (according to it deputies were independent and non-beholden to their voters and their nakazy), was fixed in “Provisions of State Duma establishment” in practice some parliamentarians having accepted voters nakazy tried to fulfill them by all means and made public statements about it from tribune. V. Milko giving an example cited the words of peasant-deputies from Kyiv and Poltava provinces, who announces about their liabilities towards electors, which, in the opinion of the author, demonstrates electors’ moral pressure on elected by them deputies [19].

Analyzing nakazy and prigovory to I Duma, P. Maslov basing on the content of these documents came to the conclusions similar to K. Sivkov: peasants, first of all, demanded land. They believed that the precedent of State Duma Calling was conditioned by the necessity to consider mainly the land question. In this, the author of «Agrarian movement in Russia» saw the lack of opposition influence in the countryside. After the fail to receive land with the help of force in 1905, peasants returned to peaceful ways of struggle, voting for “parliamentary” socialization or nationalization of land. At that the remark of O. Buhovets is important: P. Maslov correctly marked the peasantry mood dynamics: peasants economic requirements in nakazy of 1906 are more radical than those drawn up in prigovory of 1905. At the same time the claims for land expropriation were presented even in nakazy written under the influence of the right parties [20].

Since Trudoviks party was mostly composed of peasants themselves and of the elements sympathetic to peasant moods, the agriculturists mainly referred to trudoviks in their nakazy. This nakazy were opposed by P. Maslov to peasant prigovory of the revolution beginning. At this he confused prigovory addressed to public authorities and those to the landowners, which brought him to a false conclusion that peasantry prigovor movement in 1905 was aimed solely at meeting limited economical interests [21].

Possessing a big quantity of nakazy to I Duma deputies P. Maslov subjected them to detailed analysis, widely citing compellations peculiar to his land municipalization theory. For instance, he quotes the text of Poltava district petition, where the peasants strived for land transfer in region property with further decision of its destiny be elected deputies from local population [22]. Such random samples, however, do not reflect general peasant mood. Particularly, soviet scientist E. Vasilevskiy did not found among 600 documents any example containing peasants claims for municipalization [23]. The conclusion is: this idea was not popular among peasantry.

In spite of certain subjectivism, P. Maslov partly executed documents statistical analyses. Convenient table performed by the scientist allows recreate the hierarchy of Ukrainian peasants

claims. So, P. Maslov used 64 nakazy concerning 8 Ukrainian districts (without Volyn). In 38 of them peasants demanded land transfer, 42 contained political requirements and 17 claimed for political prisoners' oblivion. Such petitions favored the statement of the question on compulsory land expropriation by deputies from left and Kadet parties [24]. P. Maslov was the first who adverted to the estimation of petition company influence on political mood of peasantry. He believed that nakazy and prigovory drawing up process consolidated peasants, taught them to formulate their requirements, understand parties programs and unite themselves around accepted petitions. Unfortunately, the author didn't make an analysis of nakazy to II Duma, which made his research on petitions content, and, correspondingly, on the dynamics of social and political consciousness of peasants incomplete.

Another menshevist researcher, P. Marev, took rather different position in the study of prigovor movements. He used statistical method in the analysis of prigovory. Casually settling upon prigovory of 1905 p., he pointed that then the socialists were the makers of peasants public consciousness. But, in fact, he in the same time rejected this statement saying that the left parties capitulated in front of the peasant mass in prigovory paragraphs concerning land [25]. O. Buhovets noted the schematism of P. Marev's deductions and his confidence to conclude sometimes on the basis of only one document [26]. Such approach could make us to refer to P. Marev article, but O. Kazhanov made an explanation by defining research method of pre-revolutionary scientist as the method of ranking estimation applying which the author tried to evaluate real state of peasants political consciousness at the time of the first Duma campaign holding. So, 61 out of 68 petitions of program character contained requirements on land reform, 60 of them demanded political freedoms, 13 – calling of Constituent meeting and 14 claimed for electoral law reform [27].

Distinguishing the variety of political claims, P. Marev draw attention to the homogeneity of peasant attitude to the land: it should be nationalized by means of legislative way. While economic part of prigovory is very racy of the soil, the political ideology of peasantry was formed under the influence of "city democracy" [28]. This, in particular, could be seen in the petition points concerning political prisoners oblivion, labour issue solving and other questions, which didn't concern peasant life directly.

P. Maryev classified array of petitions submitted to the Duma fractions as follows: 1) prigovory without certain requirements, the authors of which limited themselves by ensuring deputies in support of the parliament by the folks; 2) nakazy presenting the programs of legislative activity; 3) documents where peasants complained on local problems and asked deputies to solve them. P. Marev also distinguished nakazy according to their addressants. Thus, he found "kadetsky" prigovory to be more "restrained" while "labor" – more radical. This remark points out that peasants had learned to distinguish parties programs and to work out their own tactics toward them. Advancement of public consciousness of peasants is also apparent in the content of political requirements in nakazy. According to P. Marev 1/3 of prigovory told about arbitrary constitution adjustment. "A year of struggle managed to change considerably social-economic movement in the countryside into political one" – this is how the author commented the given fact [29].

Unlike the previous two authors B. Veselovskiy restricted himself just by shallow analysis on the prigovory of 1905 and studied in-depth only "Duma" petitions. The author of «Peasant question and peasant movement in Russia» stated that peasants arranged continuous communication with deputies, mostly from Trudoviks fraction via prigovory and telegrams. The deputies, in turn, visited their voters, organized meeting with them. By peasants-duputies tandem agriculturists tried to position themselves as controlling side, which orders to its representatives in parliament. Peasants put big hopes on legislative power: Duma can and must simplify peasant life. Per contra, its dissolution strongly hit power authority. Peasants assured themselves in Duma powerlessness, effectively called by B. Veselovskiy «nationwide focus on which folksy expectations for better fortune, for land and rights receipt are concentrated» and came to the belief that they can attain land and liberty only by themselves [30]. Hence, the conflict between Duma and government only intensified revolutionary mood in peasantry, which can be observed within peasants protest actions activation in summer of 1906.

B. Veselovskiy unlike K. Sivkov in prigovory was mostly interested not in defining existed requirements, but in the ways the authors of petitions suggested to solve problems pointed out by them. Investigating the solutions of land question in nakazy, B. Veselovskiy came to the conclusion

that on the average peasant program of agrarian reform could be demonstrated next way: cession without compensation to previous owners of the lands existing due to the exploitation of someone else's labor, which should be done according to the principle "all land to working class". Such approach B. Veselovskiy treated as "small bourgeoisie" and highlighted the inconsistency of conventional peasant program: liquidation of private property on land and simultaneously keeping it for means of production. In such a way, prigovory reflected peasant understanding of economic efficiency in agrarian sector: establishment of the right for everyone to use land within the limits of labor norm and inviolacy of the other sides of commodity economy [31]. In such a way, for B. Veselovskiy prigovory are vivid evidences of non-socialistic by nature peasants' economic desires. In Ukraine only 5 communities known to the author from nakazy declared for private property on land demolishing and land transfer to labors on the base of equalizing land use [32]. It is characteristic, that P. Marev stated the same: peasants, voting for left parties candidates chosed them "not for their socialism, but, first of all, for radical formulation of land question solution and democratic reforms" [33]. The drawback of B. Veselovskiy work is narrowed characteristic of non-land requirements. As O. Buhovets noted, B. Veselovskiy pointed at the absence of considerable differences in peasant vision of tax and political reforms and in the same time at the existence of big divergences in perspectives of land reorganizations, which evidences about descriptive and not qualitative analysis made by the researcher. Hence comes the generality of his conclusion [34]. The same was confirmed by O. Kazhanov towards all the pre-revolutionary researchers of prigovor movement: illustrative method gives place to the method of formalized evidences in case of big array of documents systemizing [35]. Nevertheless, B. Veselovskiy was the first who studied Russian Revolution of 1905 prigovory as an object of peasant legal consciousness – the fact that emphasizes the value of his work.

Conclusion

Literature complex devoted to the petition movement at the beginning of the previous century could be evaluated in several dimensions: authors' levels of analytics and referring to scientific methods; distinguishing by them of peculiar characteristics of peasant psychology and social focus; studying of the connection between parties programs and prigovory content as a reflection of parties agitation influence on the peasantry, estimation by peasants of the Duma role in solving of fateful tasks, which faced the country and society. It should be mentioned that the guiding among the means of analysis was a traditional illustrative method. Nevertheless, the authors, trying to systematize petitions materials approached the methods of statistics, ranking and elements of content-analysis (especially characteristic of P. Marev's work), which allowed them to support their conclusions with quantitative indexes. It was defined that the majority of peasants craved for "land and liberty", were not satisfied with their social and legal position, showed the elements of public consciousness, that the level of parties influence on peasants was not too strong, but peasants still included to prigovory certain components of parties programs, especially of social-revolutionaries, that in 1906 peasants laid big expectations on Duma and expressed distrust to the government which indirectly appeared in the liability of peasant deputies to fulfill nakazy even if they had to forfeit life for that.

In general, the works of Russian researches of prigovor movement at the time of the Russian revolution of 1905 is now a returned to scientific space complex of sociological and political works, which were not considered in national science before 1980s and therefore were not a starting point for historiographical researches of the phenomenon of petitions drawing up by peasant communities. Their study by contemporary scientists will enable to extent our understanding of peasants social psychology, dynamics of their political consciousness, geography of challenging peasant requirements, which together with comparison with the data on the degree of peasants provision with land and peasant movement statistics will allow to regionalize social aspirations of peasants and, taking into account the requirements of political reform, to develop a map of peasants social and political ideals.

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The Use of Online Service Booking in Tourist Activity

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Abstract. This article analyzes the possibilities of booking services electronically via the Internet in tourist business. The author provides algorithms for booking hotels, airline tickets, and tours.

The article provides a practical characterization of the use of this type of service through the example of the tourist company OOO Anastasia.

Keywords: online booking system; electronic tickets; booking hotels; travel company; travel agent; booking tours via the Internet.

Introduction

Every year, millions of tourist arrivals are registered around the world. It is the use of information technology in tourist business that lets common people explore the world thanks to the simplification of the process of consuming the tourist product, which can come as a set of services in the way of tourist transportation, transfers, room and board arrangements, travel tours, etc. [13].

The adoption of online service booking functionality, from booking tickets to full-scale tours, has brought about the active development of Internet commerce within the tourist industry. Modern technology has turned electronic commerce into one of the major sales channels by complementing traditional “real-life” communication with the client and expanding the potential for providing personal distance services.

The use of online booking systems has made it possible for us to easily check on the availability of vacant rooms in hotels or seats on flights. It has become much easier for travel companies and travel agents to come up with a tour inclusive of the wishes of the client, receive instant confirmations, as well as stay competitive [4].

Materials and Methods.

This article relies on various sources: the fundamentals of tourist activity provided in a work by M.B. Birzhakov, a description of steps in booking travel tours from travel company websites (Booking.com, Agoda.ru, etc.), as well as examples from the tourist experience of OOO Anastasia clients.

This work’s methodological basis is the dialectical method. It also employs general scientific methods, such as systemic and comparative analysis, observation, and comparison.

Discussion.

Online booking systems are intended to help one search for and book travel tours via the Internet and effortlessly keep track of the status and progress of one’s bookings. Due to the rapid development of technology, old ways of receiving and exchanging information are being replaced by newer and more sophisticated ones. In the sphere of tourism, receiving information by telephone and booking via fax and email are becoming a matter of the past [1].

Booking hotels online

Here is the standard algorithm for online hotel booking:

1. The client enters the online booking system website and reads through the booking rules;
2. Next, one picks a hotel and, having made sure there are vacant rooms available and filled in all the relevant fields in a form, sends one’s order into the system by email;

3. The system automatically processes the order (except in non-standard cases) and sends a preliminary confirmation along with the terms and conditions of prepayment, and the client is placed on a waiting list;
4. Upon receipt of relevant guarantees from the client (a deposit, a letter of commitment, etc.), the agent makes a final confirmation of the booking;
5. A copy of the final confirmation is sent over to the hotel;
6. Then the booking information is entered into the occupancy schedule with a subsequent automatic change of the status of the hotel's room supply with the agent.

In cases when the hotel runs its own website, incoming orders are handled by the hotel's own booking service. In this case, the interaction procedure looks as follows:

1. The client enters the online booking system website and reads through the booking rules;
2. Next, one locates a suitable hotel and, having made sure there are vacant rooms available and filled in all the relevant information fields, sends the order directly over to the hotel by email;
3. The hotel's automatic control system automatically processes the order (except in non-standard cases) and sends a preliminary confirmation along with the terms and conditions of prepayment, and the name of the potential client is entered into the waiting list;
4. Upon receipt of relevant guarantees from the client (a deposit, a letter of commitment, etc.), the hotel makes a final confirmation of the room or seat having been booked;
5. The booking information is entered into the occupancy schedule with a subsequent automatic change of the status of the hotel's room supply on the website [5].

The advantages of booking hotels online include:

- Making instant payments for orders on the website;
- The client immediately receives a guarantee of check-in at the hotel's prices;
- The client can pick for oneself the length of stay, the room category, and a set of additional hotel services;
- There is no need for the hotel to get in touch with the client, since booking takes places automatically without administrator participation;
- The hotel establishes the size of quotes for rooms to be booked online, all the prices, and the availability of additional services;
- The system works autonomously around the clock 24 hours 7 days a week [6].



Our analysis of online hotel booking systems has revealed that the following systems are the most reliable to use:

- www.booking.com (recommended to those who plan on booking hotels in Europe);
- www.agoda.ru (booking hotels in Asia);
- www.hotels-and-discounts.com (booking hotels in the US);
- www.oktogo.ru, www.ostrovok.ru (good for booking hotels in Russia).

To compare the prices on these and lots of other sites, one can use the following special search services: roomguru.ru, hotellook.ru, etc.

Budget-oriented hotels and hostels can be booked on www.hostelworld.com [9-12].

Purchasing airline tickets online

At the moment, most airline companies provide services related to purchasing electronic tickets for their flights.

First and foremost, tourists want to know where online they can get the best deal for airline tickets. The most evident piece of advice would be to order tickets on the websites of airline companies. Having said that, one needs to take account of certain considerations. First of all, normally there are

several firms engaged in mass activity, so, before booking one's tickets, one needs to compare all airline offers available. Second of all, tickets are normally more expensive on airline company websites than on websites run by ticket agencies.

The most popular "air ticket offices" are Onetwotrip.com, Trip.ru, Ozon.travel, etc.

All these websites can provide one with affordable offers from any airline companies. And since ticket agencies place the major focus on sales specifically, it is much more convenient to use them than the websites of many airlines [7].

There is also a convenient server called i-TicketsFinder.ru, which is equipped with an automated system that enables one to search for and compare ticket prices from leading Internet websites engaged in the sale of airline tickets [8].

Figure 1 provides a diagram illustrating a typical online airline ticket purchase.

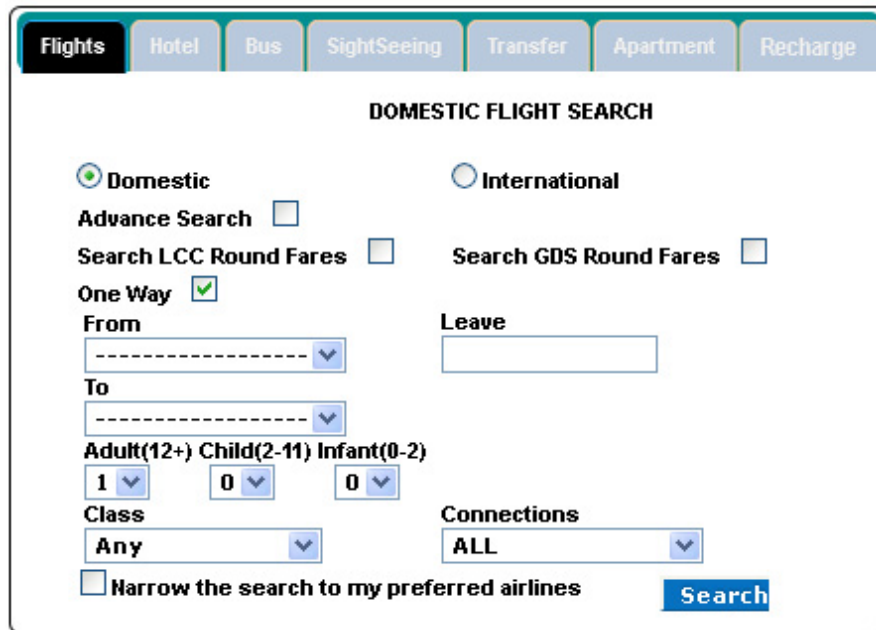


Figure 2. An example of booking airline tickets [3]

Here are the steps in the purchase of an airline ticket:

- First, one sets the ticket search parameters (directions, dates, number of passengers, etc.);
- The client gets a list of all available flight options along with the prices (these lists are normally provided in ascending order, i.e. from the cheapest to the most expensive tickets) and picks the most suitable option;
- The client is then taken to the ticket purchase page, where all the relevant information is to be provided (the passenger's name, etc.);
- The client pays for the ticket online (in certain cases, the client can elect to pay cash through ATMs);
- The client gets a flight receipt by email.

Information on passengers is entered into the airline's booking system, and the client will later on just have to present one's passport and flight receipt at the check-in counter.

When it comes to ticket agencies, the following fact should definitely be mentioned: prices on the websites of different air ticket offices vary and tickets for the same flights of the same airline company can differ considerably. Therefore, it is recommended that, to save money, one compare offers on different websites.

Booking travel tours online

Today, the popularity of the Internet is leading to its wide use in tourist business. In addition to ordering airline and railway tickets and booking hotels all across the world, one can also pick a full-scale individual travel tour online.

Computer booking systems used in developing tourist websites are distinguished not only by swiftness of performance but the ability to handle massive amounts of information for tourists.

Tourists can enjoy the following advantages of using a system of this kind:

- There are lots of various getaway offers concentrated in one place;
- The availability of information - 24 hours a day;
- The ease of comparing offers and picking an optimum getaway offer;
- Accurate and swiftly updated information on the number of vacancies in resorts, hotels, tourist campsites, and sanatoria in any country or region of the world;
- It saves you time – the tourist does not have to waste time going to the travel firm and talking to managers. It is much more pleasant to do it in the comfort of family and friends;
- The client gets an opportunity to study additional portal sections (“customer reviews”, “consultation”, “forum”, etc.), which can help one make up one’s mind concerning one’s choice, provide all the answers one may need, and dispel any doubts one may have;
- Booking via the Internet does not obligate the client in any way. It is a flexible and convenient instrument for communication. The client can get in touch with a travel agency manager and change the trip’s time and place.

Travel firms get the following advantages:

- There is less time needed to search for a suitable offer;
- The work of the manager gets optimized during the high tourist season;
- The opportunity to distinguish oneself, continue to be competitive with other travel firms, look more progressive, “advanced”, and dynamically developing [14-15].

The travel firm OOO Anastasia, based in the city of Sochi, provides services in the way of booking travel tours to anywhere in the world offline and online [16].

OOO Anastasia, as a travel agent, works with international travel companies, such as:

- Amigo Tours, a travel company that handles trips to the Czech Republic, Italy, France, and Austria;

- Pegas Touristik, a travel company that offers tours across Turkey, Egypt, Cyprus, Thailand, India, and Spain and specializes mainly in beach leisure.

- DANKO Travel Company, a travel company specializing in tours across Europe.

Here is a standard algorithm for a travel agent’s booking an online tour:

1. Registering the new user;
2. Choosing the tour;
3. Booking the order;
4. At this stage, once all the fields have been properly filled in, one has to press the “Recalculate” button. The system converts the amount into rubles. Then one presses the “Book” button. After that, the system comes up with a tracking number for the order. Using this number one can easily check on the status of the order and, if necessary, edit or unbook it.
5. Checking on the status of the order. In order to check the status of the order, one has to select “View the Order” and enter its number in the window. One will be presented with the latest information.

Figure 2 provides a diagram for the procedure for booking travel tours online.

There is also a module for editing tourist information, which lets travel agents edit tourist data: “Last Name”, “First Name”, “Middle Name”, “Passport Information”, etc.

If the travel agent’s telephone numbers, addresses, or banking particulars have changed, one should make relevant changes in the system in a timely fashion. For that, one needs to enter the “Editing Partners” section.

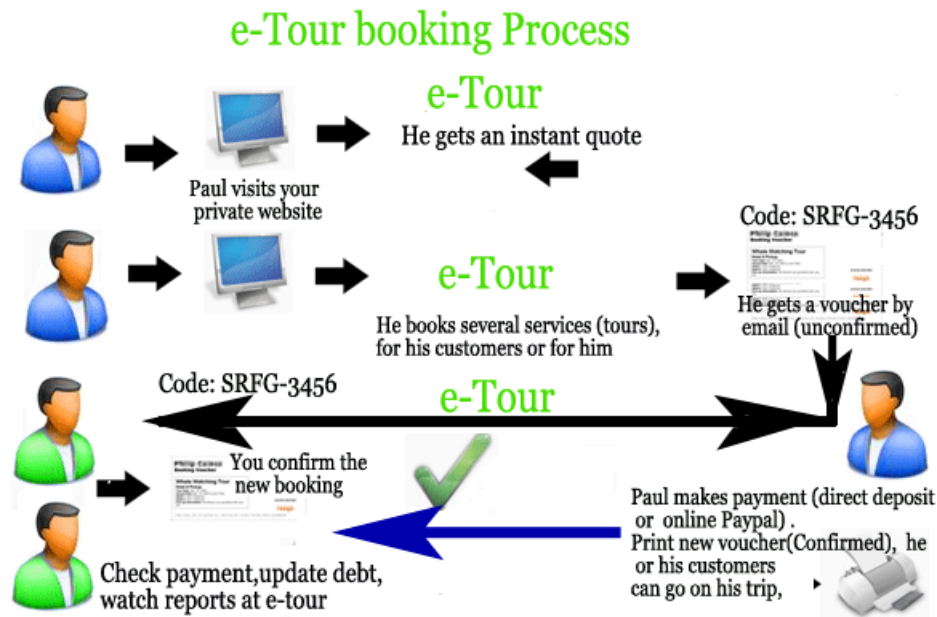


Figure 1. A diagram for the e-Tour booking process [2]

Conclusion.

No firm will be able to compete in the tourist market successfully without using the latest information technology.

At the present time, travel agencies are totally consumed by the desire to adopt electronic booking technology – the Internet is starting to have a massive impact on the development of tourist business all across the globe. Internet and computer booking systems are becoming full participants in the tourist market.

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IT-Security of E-Banking in Eyes of Croatian Clients

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Abstract. The purpose of this paper is to examine clients' perceptions in Croatia towards information technology (IT) security of electronic banking (e-banking), to diagnose problems and try to give proper solutions. Methodology was survey based on six variables and specific questions assigned to each variable. Response rate was good and 203 respondents were surveyed. Findings indicated that Croatian e-banking users trust to banks when it comes to IT security of online banking. It is important to mention that clients perceive tangible features as important as they actually are. This proved that clients are aware of potential security threats, and even though they trust to bank, they are aware of their own responsibility when using e-banking services. Since there is gap in literature when it comes to research dealing with IT-security of electronic banking in Croatia, this article is both unique and good stimuli for new research in the future.

Keywords: Perceptions; information; IT security; online banking; privacy.

Introduction

Handling money with no physical contact, usually via internet and making money transactions is nowadays known as "online banking". Muniruddeen Lallmahamood (2007) defines internet banking as banking services over the public network (the Internet), through which customers can use different kinds of banking services ranging from the payment of bills to making investments. Internet banking or online banking has created new ways of handling banking transactions for banking related services and for e-commerce related transactions such as online shopping (Lallmahamood, 2007).

Along with development of internet banking, new ways of stealing money by criminals are developed as well. Additionally, it is obvious that banks' dependence on new technologies increases, and therefore their need to protect their own and assets of their clients increases as well. This is where importance of IT security for banks' clients starts. Accordingly, it is important to know awareness level and perceptions of clients towards IT security of online banking. Since results of this research will enable banks to learn more about their clients, this research have potential to be important source of information to consider by banks when it comes to their planning and development activities. In Croatia, there is a need to do this kind of research because there is a gap in literature about mentioned issue in this country which gives even more value to this work.

Methodology of this work relies on survey which was based on specific variables. The survey has been prepared and distributed to clients who are actively using online banking. Main objective of this research is to learn perceptions of clients when it comes to IT security of online banking in Croatia. Additionally, this research has contribution in terms of providing new information to banks operating in Croatia and filling the gap in literature regarding this issue that considers population of Croatia as main target.

In the following sections of this work, through theoretical background, all necessary definitions together with brief historical facts important for understanding this topic will be explained. Accordingly, information on online banking in Croatia will be provided so readers can

be more familiar with the situation in this country. After that, used methodology will be explained. In the end, results will be analyzed, discussed and concluded.

Theoretical background

Muniruddeen Lallmahamood (2007) defines internet banking as banking services over the public network (the Internet), through which customers can use different kinds of banking services ranging from the payment of bills to making investments (Lallmahamood, 2007). On the other hand, Jagdeep Singh (2012) defines internet banking as online systems which allow customers to plug into a host of banking services from a personal computer by connecting with the bank's computer over the telephone wires. He is also mentioning some synonyms for internet banking such as online banking, PC banking, home banking or electronic banking (Singh, 2012).

According to Gordon and Loeb (2002), Information security is concerned with the protection of three characteristics of information: confidentiality, integrity, and availability through the use of technical solutions and managerial actions (Gordon & Loeb, 2002).

Banks are not only dealing with intangible money transactions, but also with protection of highly sensitive information such are credit cards' PINs, data about the customers, customers bank accounts and all other kinds of information that could enable to third party conducting the criminal activities and making damage for both, customer and bank. According to Landwehr (2001), weaknesses of banks' information systems are named vulnerabilities, and it is likely that such vulnerabilities represent opportunities for crime by third parties (Landwehr, 2001).

One of the alternatives when it comes to keeping money in safer forms than cash is electronic handling of money, where no physical contact is necessary. This means that almost all transactions can be realized via different devices including computers, mail or telephone, without physical contact. Such an operation resulted in new types of crime, and some of them are still new to the legal systems. Main problem is that allowing people to make transactions with no physical contact opens the door for criminals to gain access and make transactions. Accordingly, beside the physical security systems of banks, possibility of crime is still very high. Sometimes, in order to keep public image, banks do not even investigate and prosecute cybercrimes. If they would do that, customers wouldn't deposit money in their banks (Pfleeger & Pfleeger, 2006). In short, big question emerge in heads of clients: "Is electronic way of handling money safe?"

Online banking in Croatia

After the war, in 1995, Croatian banking industry, along with all other industries was in recovery process. Number of banks was changing quickly since the situation was not stable yet. Process of elimination and merging the banks was accelerated after 2000 (Roncovic, 2006).

When it comes to online aspect of Croatian banks, Roncovic (2006) emphasized that in year 2000, Croatian banks provided an opportunity for clients to see different information on their web pages. Technological development resulted in quite different and improve situation till now. In 2000, only 37 banks had cash machines, only 5 banks provided sms services, and only 7% offerde services of reading status of accounts on their web. Nowadays, more than 74% of banks provides online access to data for its clients, most of the banks offer cash machines, and almost all of them offer online services (Roncovic, 2006).

According to data of Croatian National Bank, in second quarter of 2007 there was 385 000 of citizens and 120 000 businesses which used internet banking. 40.6 % of total number of transactions was electronic, and 7.6% of them was internet payment. In a case of businesses, even 18.1% of transactions was internet transactions (Ministry of Businesses, Work and Entrepreneurship, 2007).

Literature review

According to Shrinath (1997), statement „information is power“ has nowhere been realized more significantly than in the banking industry. When discussing the risks and challenges for IT security in that period of time, Shrinath mentioned four risks: unauthorized system/data access by business users in the bank; unauthorized system/data access by application/system support personnel; unauthorized system/data access by customers; unauthorized system/data access by the

public at large. Since most people do not realize that large banks are prone to high risk of security breakdown even without going so far as the Internet, author decided to examine and explain the most critical areas (Shrinath, 1997).

Lawrence A. Gordon and Martin P. Loeb (2002) wrote an article which presents an economic model that determines the optimal amount to invest to protect a given set of information. Their model takes into account the vulnerability of the information to a security breach and the potential loss should such a breach occur. After analysis conducted by Gordon and Loeb (2002), they suggested that in order to maximize the expected benefit from investment in information protection, a firm should spend only a small fraction of the expected loss due to a security breach (Gordon & Loeb, 2002).

Authors found very important to know about perceptions of users about specific technologies. This is how technology acceptance model was born. Pikkarainen et al. (2004) conducted a study about consumer acceptance of online banking. They investigated online banking acceptance in the light of the traditional technology acceptance model (TAM). The data for their results was consisted of group interview with banking professionals, TAM literature and e-banking studies. According to their results, perceived usefulness and information on online banking on the Web site were the main factors influencing online-banking acceptance (Pikkarainen et al., 2004).

When it comes to explanation of basic concepts involved with system security, helpful was introductory chapter of book entitled „Security in computing“ written by Charles P. Pfleeger & Shari Lawrence Pfleeger (2006). Their book deals with broad range of computer security related topics such are: cryptography; secure systems development; basic communications technologies; advices on planning, risk, and policies; Intellectual property; computer crime, and ethics. In short, it is possible to conclude that this book can serve as great guide to information about computer security attacks and countermeasures (Pfleeger & Pfleeger, 2006).

Interesting research was made by Luis V. Casalo, Carlos Flavian and Miguel Guinaliu (2007) who conducted it with purpose to analyze the influence of perceived web site security and privacy, usability and reputation on consumer trust in the context of online banking. Their paper described the positive effects of security and privacy, usability and reputation on consumer trust in a web site in the online banking context. This study is very interesting and valuable since it proposes link between security, privacy and trust, amongst others, in the online banking context (Casaló et al., 2007).

Muniruddeen Lallmahamood (2007) explored the impact of perceived security and privacy on the intention to use Internet banking. He used an extended version of the technology acceptance model (TAM) to examine the above perception and concluded that while perceived usefulness is a critical factor in explaining users' intention to use Internet banking, it is important to pay attention to the security and privacy of users' of Internet banking. According to results, convenience, ease and time saving are the main reasons for the adoption of Internet banking, whereas security, trust and privacy appear to be the top main concerns for non-Internet banking users. As author mentioned, this may also imply that security concerns and privacy protection are perceived to be part of the overall service provided by the Internet banking services providers, and he suggests that banks should gain customers' confidence through raising security levels of the bank (Lallmahamood, 2007).

Many studies that are dealing with evaluation of clients' trust when it comes to banking are including „security“ as important construct. This leads to conclusion that IT security is important for getting customer's trust in banking business. Yap, K. B., Wong, D. H., Loh, C., & Bak, R. (2010) wrote a paper with aim to examine the role of situation normality cues (online attributes of the e-banking web site) and structural assurance cues (size and reputation of the bank, and quality of traditional service at the branch) in a consumer's evaluation of the trustworthiness of e-banking and subsequent adoption behavior. One of their findings in this work stated that web site features that give customers confidence are significant for promotion of e-banking (Yap et al., 2010).

Research found to be very useful for this article is the one completed by Mohanad Halaweh (2012) who was writing about user perceptions of e-commerce security (Halaweh, 2012). In fact, both online banking and e-commerce are having common characteristic which is no physical (face to face) contact between parties involved in transaction, and using same technologies for doing transaction. This means that both of them are exposed to same risks. Accordingly, this common characteristic was very useful while identifying relevant variables for this study since some of them

are simply modified and used for this research. Results of study conducted by Mohanad Halaweh (2012) showed that user characteristics, psychological state and intangible security features have a significant influence on e-commerce security perception. Additionally, in contrast, tangible security features and cooperative responsibility have a non-significant influence (Halaweh, 2012).

Singh (2012) commented that customers, both corporate as well as retail ones are no longer willing to queue in banks, or wait on the phone, for the most basic of services. Therefore, electronic delivery of banking services is becoming the ideal way for banks to meet their clients' expectations. Accordingly, author got idea to study the scenario of e-banking, and in his study he considered opinions of 100 customers from Ludhiana. The results of this work revealed that people are aware of e-banking, but not fully. In fact, the Customers are at ease after using e-banking since it saves the precious time of the customer. It has also been found that Customer satisfaction varies according to age, gender, occupation etc. (Singh, 2012).

Variables & survey

For conducting this research, with aim to get closer insight into clients' perceptions towards online banking in Croatia, six variables were identified as a result of literature review. Those variables are as follows:

1.1. Privacy aspect refers to confidence in the technology and online banking service provider when it comes to protection against privacy issues such are private information of client, information about money transactions conducted by client, information about client's personal passwords etc. Pikkarainen et al (2004) stated that as the amount of products and services offered via the Internet grows rapidly, consumers are more and more concerned about security and privacy issues (Pikkarainen et al., 2004).

1.2. Control aspect - When it comes to control perspective of IT security, as it is possible to conclude from survey questions of Yap, K. B., Wong, D. H., Loh, C., & Bak, R. (2010), this aspect refers to strictness of identity ascertaining when sending messages to client, or doing transactions by client, but also general control by bank when it comes to online transactions' confidentiality (Yap et al., 2010).

1.3. Psychological aspect - According to Halaweh, Mohanad (2012) The psychological aspect of security incorporates the feeling of fear, the need to feel that one's money is secure, and the ability to control the payment process and performance of online transactions. Even though he made research about e-commerce, because of same nature of e-commerce and e-banking which is remote rather than face-to-face, his work was useful for preparation of survey in this study (Halaweh, 2012).

1.4. Therefore, it is possible to conclude that many customers have the misconception that the use of e-banking is vulnerable and that there is a high probability that their money will be lost.

1.5. Tangible features - Halaweh, Mohanada (2012) defines tangible indicators as those technological security features of websites that can be checked by users, such as https, padlocks and security certificates. Tangible features need to be understood and checked by the customer over the website rather than captured through social communication; this involves having knowledge and experience of these features, such as knowing what a security certificate means and how to check whether it has expired (Halaweh, 2012).

1.6. Intangible indicators - When talking about intangible indicators such are famous website and reputation, Halaweh, Mohanad (2012) says that they are not seen on the website and cannot be directly checked over the website. They are affected by society in terms of communication and the environment: where the customer lives and what they hear from others, as well as their past experience (Halaweh, 2012).

1.7. Perceived IT security Perceived IT security refers to general perception of online e-banking services by clients when it comes to IT security.

Accordingly, survey consisted of twenty questions was created. Questions were mainly adapted from previous researches considering Pikkarainen et al (2004), Casaló, Flavián, and Guinalíu (2007), Yap, K. B., Wong, D. H., Loh, C., & Bak, R. (2010), Halaweh, Mohanad (2012), Muniruddeen Lallmahamood (2007). All questions prepared for the survey, along with their references they were adapted from, are presented in Table 1 available in the next page.

Pikkarainen et al. (2004) conducted group interview with banking professionals in order to learn about consumer acceptance of online banking (Pikkarainen et al., 2004). Specific questions

related to privacy aspect from his interview were adapted and used in this research to examine clients' concerns about their privacy and security issues in e-banking. Casaló, Flavián, and Guinalú (2007) made research with purpose to analyze the influence of perceived web site security and privacy, usability and reputation on consumer trust in the context of online banking (Casaló et al., 2007). Since they are dealing with similar issue, questions regarding security and privacy were adapted and used in this study. Yap, K. B., Wong, D. H., Loh, C., & Bak, R. (2010) used survey to evaluate trustworthiness of e-banking and subsequent adoption behavior through several factors (Yap et al., 2010). Accordingly, several questions helpful to measure control aspect of IT security in e-banking were used in our study. Halaweh, Mohanad (2012) studied user perceptions of e-commerce security (Halaweh, 2012). Since both e-commerce and e-banking are having the same characteristics such is lack of face to face communication and physical contact which implies same issues and concerns for final users of such a services, many questions were adapted from his survey in order to measure psychological aspect, tangible and intangible indicators, and perceived IT security in general when it comes to online banking. Also, when it comes to Muniruddeen Lallmahamood (2007), one of questions used in his study was useful to adapt for this research when it comes to measuring psychological aspect of IT security (Lallmahamood, 2007).

Table 1: Review of survey questions

Questions	Adapted from
I trust in the ability of bank to protect my privacy	Pikkarainen et al (2004)
I am not worried about my personal information given to bank	
I think that my bank's information system respects personal data protection laws	Casaló, Flavián, and Guinalú (2007)
I think that my bank's information system will not provide my personal information to other companies without my consent	
I think that my bank's information system respects user's rights when obtaining personal information	
I think that bank needs to ascertain my identity before sending any messages to me	Yap, K. B., Wong, D. H., Loh, C., & Bak, R. (2010)
I think that bank needs to ascertain my identity before processing any transactions received from me	
I trust that my bank uses security controls for the confidentiality of online transactions	
I don't fear when I am using e-banking services	Halaweh, Mohanad (2012)
I never have misconceptions about using e-banking services	
I don't feel anxious to use e-banking services because of its nature, which involves a lack of face-to-face communication	
I feel safe when I release credit card information through Internet banking	Lallmahamood, Muniruddeen (2007)
I don't check the presences of http(s) in the URL when I handle money transactions online	Halaweh, Mohanad (2012)
I don't check the small padlock icon on the bottom right corner of the website when I handle transactions online	
I don't check the digital security certificate of the web site when I handle money transactions online	
I would use e-banking services only provided by on a reputable bank	Halaweh, Mohanad (2012)
I would use e-banking services only provided by local bank	
I think my bank shows great concern for the security of any online transactions	Casaló, Flavián, and Guinalú (2007)
I believe using e-banking services online is secure	Halaweh, Mohanad (2012)
Using e-banking services gives me a feeling of security	

Source: Prepared for this research

2. Data and Methodology

Data for this study was collected by the means of a survey conducted in Croatia in 2013. A total of 250 questionnaire forms were delivered to respondents, and most of them were answered (even 203) giving a response rate of 81.2 percent.

Surveys were filled at universities by students, academic and administrative staff, and in branches of different institutions in Croatia by randomly selected clients. This resulted in a sample that was well distributed in terms of demographic information (e.g. age, and education).

Data is mainly numerical except demographics part which is categorical. Seven point Likert scale was used in order to test the agreements of the respondents on six variables through twenty questions. The collected data is then inserted into an excel spreadsheet and analyzed descriptively. The surveys were distributed both online and personally. Online version of survey was created, and its link was sent via e-mail to potential participants.

Results

Demographics

Demographics information includes respondents' department, positions within the department and their education levels, gender and age. The survey is responded by 98 males and 105 females. Their education level is found to be extremely high (only thirteen respondents have no higher education level which is 6.4% of all respondents). More details regarding education level of respondents are available in Table 2.

Table 2: Education level of respondents

Education level of Respondents	Number of respondents	Percentage (%)
Other	13	6.4
Undergraduate	130	64.0
Master	51	25.1
Doctorate	9	4.4
Total	203	100%

The positions of the respondents were grouped according to their similar characteristics. It is possible to conclude that many respondents are still students, even 88 of them which is almost 43.3 % of total number of surveyed respondents. Even though not all of them are employed, most of the students are studying far away from their hometown, and their parents (sponsors) are sending them money using banking services. This fact makes them considerable target for this research. When it comes to employed respondents, most of them are in managerial positions. 15 of surveyed people work in different managerial positions. Sample of 203 surveyed people has high level of variety in terms of positions, which is visible in Table 3.

Table 3: Positions of the Respondents

Positions of the Respondents	Number of Respondents	Percentage (%)
Academic Staff	27	13.3
Accounting Officer	9	4.4
Administration	29	14.3
Electrical Engineer	3	1.5
Journalist	5	2.5
Lawyer	3	1.5
Librarian	4	2.0
Manager	15	7.4
Physical Worker	5	2.5

Psychologist	4	2.0
Sales Person	7	3.4
Software Developer	4	2.0
Students	88	43.3
Total	203	100%

Survey results

From Table 4, it is possible to conclude that privacy aspect of IT security in online banking of Croatia is perceived as not acceptable by clients of this region. In fact, mark of 6.191 indicates that clients agree that banks are able, and doing their best to protect their privacy.

Table 4: Privacy aspect

PRIVACY ASPECT (6.191)	Mean
I trust in the ability of bank to protect my privacy	6.233
I am not worried about my personal information given to bank	6.055
I think that my bank's information system respects personal data protection laws	5.978
I think that my bank's information system will not provide my personal information to other companies without my consent	5.790
I think that my bank's information system respects user's rights when obtaining personal information	6.897

When it comes to control aspect, clients strongly agreed with statements about ascertaining their identities while using online banking and they believed that banks are using security controls to improve confidentiality of online transactions (Table 5).

Table 5: Control aspect

CONTROL ASPECT (6.555)	Mean
I think that bank needs to ascertain my identity before sending any messages to me	6.787
I think that bank needs to ascertain my identity before processing any transactions received from me	6.989
I trust that my bank uses security controls for the confidentiality of online transactions	5.889

When it comes to psychological aspect whose results are presented in Table 6, clients' perceptions towards IT security of online banking are very interesting. In fact, respondents agreed with the statements which indicate that clients are not afraid of using e-banking services, they do not have any misconceptions and they are not anxious while using online banking. Also, they feel quite safe when releasing credit card information through internet banking.

Table 6: Psychological aspect

PSYCHOLOGICAL ASPECT (5.659)	Mean
I don't fear when I am using e-banking services	5.677
I never have misconceptions about using e-banking services	5.509
I don't feel anxious to use e-banking services because of its nature, which involves a lack of face-to-face communication	6.554
I feel safe when I release credit card information through Internet banking	4.896

Results showed that Croatian clients are aware of importance of tangible features for security while doing online transactions. In fact, clients were mainly disagreeing with statements that they are not very careful when it comes to paying attention to presence of http(s) in the URL, small

padlock icon and digital security certificate of the web site. More details about this aspect are available in Table 7.

Table 7: Tangible Features

TANGIBLE FEATURES (3.295)	Mean
I don't check the presences of http(s) in the URL when I handle money transactions online	2.334
I don't check the small padlock icon on the bottom right corner of the website when I handle money transactions online	3.225
I don't check the digital security certificate of the web site when I handle money transactions online	4.326

This research showed that marketing and intangible assets of banks are slightly influential in Croatia. Clients are paying more attention to tangible rather than intangible ones such are banks' reputation, location and its concern towards security provision for its clients when making their decision to use online banking services. This could mean that clients perceive security provision as standard that must be respected by all banks. In other words, they are aware that banks will respect their privacy especially because of the competition in banking industry. More details about influence of intangible features to clients' perceptions of IT security of online banking are available in Table 8.

Table 8: Intangible features

INTANGIBLE FEATURES (4.683)	Mean
I would use e-banking services only provided by on a reputable bank	5.453
I would use e-banking services only provided by local bank	2.342
I think my bank shows great concern for the security of any online transactions	6.253

When it comes to general opinion about IT security of online banking, from Table 9, it is possible to conclude that clients strongly believe that using e-banking services online is secure, and they use e-banking services with feeling of security.

Table 9: Perceived IT security

PERCEIVED IT SECURITY (6.110)	Mean
I believe using e-banking services online is secure	6.546
Using e-banking services gives me a feeling of security	5.674

3. Conclusion

This research provided important insights in the area of clients' perceptions towards IT security of online banking in Croatia. Response rate of 81.2% together with the fact that surveyed people are coming from various companies, departments and positions within those departments gives even more importance and value to the results of this work. Limitations of this research are relatively small sample and quite generic approach to problem. Accordingly, suggestions for future researches would be based on going more deeply into the issue and analyzing larger samples. This article represents very unique set of information for the banks operating in Croatia. In this research, it has been empirically proved that clients of Croatia think that banks are able to protect their privacy completely, they perceive that banks are doing their best to improve confidentiality of online transactions, their perceptions has no fear, misconceptions and anxiety. Also, Croatian clients are completely aware of importance of tangible features for security while doing online transactions. On the other hand, this research showed that marketing and intangible assets of banks are not always influential in Croatia. In brief, when it comes to general opinion about IT security of online banking, it is possible to conclude that clients are optimistic, they trust to banks, and they are aware of their own responsibilities regarding using online services.

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European Identity Formation in the Context of New Social Movements

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Abstract. The article deals with formation of European Identity which can be described in terms of being one of the expressions of active European citizenship. European Identity can be enhanced by social movements which play the role of connectors of people via social spectrum and react actively to changes and current issues while representing norms, ideals and values of today. Similarly, as it is with the case of social movements from the past, they can also be a stimulus for historical changes initiation. They lay basis for the so called universal citizenship, whereas the term identity can be found in the centre of their interest. Thus, citizenship has become a dominant form of social identity. It is not only about summary of individual's rules and responsibilities but it is also focused to a great extent on civic culture. Our main aim is to have a closer look at European identity considering it as a key factor of European integration.

Keywords: Identity-European Identity; Citizenship; Active European Citizenship; New Social Movements.

Introduction

Identity plays a pivotal role not only in terms of European citizenship but also in terms of new social movements in the context of 21st century. First of all, before analyzing different definitions of European identity, it is important to mention the geographical delineation of Europe which is referred to as being problematic by many authors because the borders of Europe are not specifically demarcated and some of them are still disputed (the Eastern border e.g.). It seems that it is only the western and southern border which looks like being undisputed (the Atlantic and the Mediterranean) [10]. Still, this issue is open and hotly debated up till now. This vagueness of geopolitical elements concerning Europe can be also viewed as not being very helpful in defining common European identity and therefore being one of the obstacles in defining European identity.

European identity consists of several elements. They can be classified into two categories, namely legal and cultural. The legal aspect is based on the democratic values embodied in EU such as democracy, the rule of law and human rights. These mentioned elements are also deemed as universal, not just belonging to Europe and European's liberal heritage. The cultural dimension comprises cultural heritage. What is important to say about European cultural heritage is the fact that it is mostly connected with the process of viewing European identity through the light of European historical roots. These roots are comprised of the several historical periods such as Antiquity, Christianity and the Enlightenment [8]. However, Delanty argues that in this way, Europe is depicted like an exclusive identity and thus other traditions, namely non-Christian ones like the Orthodox and Islamic are perceived as excluded and marginalized [6]. Besides, it is also dangerous because of the emergence of new binary opposition such as: Christian/non-Christian, European/non-European, citizen/stranger, self/other. In addition, it is also the Charter of European Identity (1995) which seems to be drafted using a modernist idea, stressing Antiquity, Christianity, Renaissance, Humanism, the Enlightenment, Liberalism and Democracy and thus making a sharp distinction between European and non-European.

In connection with the previous paragraph Derrida states that because of these homogenous values which are responsible for creation of binary opposition, European identity should be more open to differences and it should also undergo a process of re-definition and re-writing. Therefore,

one should be careful about these modernist assumptions as they have a tendency to categorization and making the notion of the self essentialized [8]. Moreover, stressing just Christianity (we must take into account also pre-Christian Greece and Rome) as one of the core values or roots of EU could mean negation of hybridity, which is so important for dynamic growth. Finally, this tendency to religious homogenization would not bring any good to the contemporary society of multiple, even multiple religious identities [4]. In addition Pombeni indicates that Christianity or the Enlightenment, the Jewish-Christian tradition or Greek-Roman cultures are no more cornerstone of Europe than they are of the US [16].

Many authors point out to the fact that although the European identity as a term was introduced (with the Declaration on European Identity, 1973) and has been used since then in several documents (Maastricht Treaty), its definition still has not been found or discovered [22], [8], [10] although many famous politicians played with the idea of how future Europe should look like even in the period after the second world war was finished. One of them was e.g. Winston Churchill, famous for coining the phrase United States of Europe, introduced during his speech at the University of Zurich in 1946 [23].

As it was summarized by Wallace and Strømsnes in the words of Jacques Delors: „We have created Europe, now we must create Europeans!” [22]. This task does not seem easy at all because of different obstacles connected with creating something which emerged after the WWII (nation-states came into existence much earlier, already in the period of Middle Ages) [17] and can be described by its motto United in Diversity which is significant for EU. According to Boylan „we may therefore describe European cultural identity as the matrix of the matrices of the various member cultures” [4].

In this respect, many authors agree with the statement that unity in diversity will need to be combined and balanced and brought in such a way to European citizens, groups and communities within the EU also via social movements. People of EU should be also conscious and capable of dealing with diversity, regional, national, cultural, gender, lifestyle, diversity in economic and political activities, etc. In order to achieve these objectives, the authors recommend teaching European citizens tolerance and respect towards diversity through the medium of conflict solution strategies and techniques acquired through education and socialization procedures. This fact is connected with the notion that European identity ought to endorse at least three values, the value of equal opportunities for all, freedom for all and respect of diversity by all [15].

As far as education is concerned it could go hand in hand with development of intercultural communication competence during teaching process or it could be also supported by establishing the study programs which mediate culture and language to their students. Thus intercultural negotiation skills are needed too in order to prevent creation of tensions between nations.

Debate over the issue of European identity is connected also with two specific views i.e. multiculturalism and monoculturalism. The first one strongly opposes any common rule in which certain groups of people could be disadvantaged or marginalized and the second promotes a eurocentrist view [15]. The authors also point out to the fact that maneuvering between these two views is not fruitful for enhancing the European identity because either the first or the second both have got their pitfalls.

One of the reasons why it is so difficult to instill European identity is the fear that national identities of individual member-states could be possibly endangered. However, the opposite is true because as it was stated in many important documents of the EU defining the European citizenship, European identity in this respect should have a complementary function towards NIs. It means that it should not take over the national identities of the single states but, on the contrary, it should support them in their diversity adding them a new cultural value. In addition, EU and national identity are thus not conflicting but enriched by each other so European identity must be seen in relation to entrenched national identities [7], [10]. In this respect, the opinion of Stojkovic seemed to be of great value as he purported that European identity should not deny national identity but on the contrary, it should supplement national, regional, personal and other identities (social identity). Moreover, he also described European identity as a metanational category because it transcends and complements national identity [8]. Therefore, rather than fostering one homogenous identity (overarching one) it is more advisable to foster diversity awareness instead because Europe is polyethnic and multinational [7].

Additionally, there are many other opinions about the relationship between European identity and national identity which support the before-mentioned arguments. Some of them arise from the idea that European identity will evolve gradually alongside the existing national identities in a non-competitive way. However, the question stays if Europeans will feel the European identity as one of their core identities or if it will be just one identity in their multiple identities. The possible question is also if they could match one day European identity with their national identity. Another contested issue is if the strength of European identity will ever be so powerful as the strength of national identity which is truly strong and still it has not lost its power or has not been diminished yet [20].

Fossum stresses that „the prospect of supplanting a national with a European nation-type identity appears highly remote” [7]. Therefore, he also argues that national identity should be strictly supported alongside the common European cultural tradition. Furthermore, there is not a so called zero-sum struggle between a national on one hand and a European identity on the other. It is because people have always had different identities, multiple identities, so it could be possible for European citizens to embrace simultaneously both, the European identity as well as national identity. This can come true also through the medium of social movements and groups. Identity formation can be also realized by them (by active citizens’ participation) [7].

What is nowadays viewed as another topical subject linked with European identity is that of emergence of the so called quasi-national European identity and an eclipse of national identities. Several authors see a revival of nationalist sentiments such as ethnocentrism and xenophobia, while others emphasize growing importance of local and regional affiliations. Xenophobia is highest in Turkey according to European Values Study, relatively high in Bulgaria, Croatia, Poland, Romania and Slovakia and very low in countries such as Sweden and Netherlands. Although European identity and national identity are viewed by some as being in conflict, it does not have to be so given the fact that according to Smith people are perfectly happy with multiple identities so they can be members of both their nation as well as of Europe [1].

There was also realized a research into the relationship between national identity and European identity (within the project of Eurobarometer) and it was found out that smaller states had stronger affiliation to their national identity. It means that the respondents from Ireland, Netherlands, Greece, Denmark, Sweden, Finland and Portugal felt at first to be citizens of their own country and only secondly they felt affiliation towards Europe. This can be also supported by the fact that they are afraid of the loss of their national identity and culture. In Ireland it is connected with historical events which contributed to formation and cultivation of their national identity. The case of Britain is much different as British identity is a contested issue as well as the role of Britain in the EU. It is difficult to measure such opinions in a quantitative way as there is also an emotional element present [17]. According to Arts and Halman European pride is the lowest on British Isles, national pride is very high in countries like Ireland, Poland, Malta and Portugal but according to the survey (within the project of Eurobarometer and EVS), most respondents are proud to be Europeans so it is not only patriotism but also Europeanism which is widespread [1].

Possible questions which might arise from the debate about European identity could be connected with what elements can be attributed to European identity. We have mentioned earlier that territoriality can be one of them. It can be an element which unites people. Territorially, European borders are more or less delineated unless it is the case of the eastern border (Ukraine, Russia) which is regarded as being the significant other towards the EU. Following Orzechowska, during different historic periods, like the one of Cold War, the feeling of otherness was felt towards the USSR, while in the medieval times it was the Christians versus Muslims (infidels) issue [10]. To sum up, European identity can be also defined in terms of what it is not regarding the we-they concept (or how it differs from others). Except for Russia, there is also another significant other, namely the USA, characterized by different cultural and historical traditions, different attitudes to normative power and solution of conflicts, different self-image and different approaches to legal issues, etc. [9].

Furthermore, European identity can be supported by many symbolic elements. It is also the way how European identity can be enhanced. European identity is believed to be enhanced through the medium of several created institutions as well as symbols such as European Academy, European lottery, voluntary work camps for young people (aimed at the preservation of heritage, or

the restoration of historical buildings), via social movements, the celebration at schools of 9th May of each year as Europe Day, European anthem and flag which are used at national and international events, euro-currency, etc. As for education exchanges, the program Socrates has been initiated, the aim of which is to develop the European dimension in education [20].

It is also the authorities who can be described as being the main and principle identity producers. For this purpose identity technologies exist. Citizens are just recipients of these positive self-images like e.g. green Europe, social Europe, anthem and common currency or the enhancement of common values (e.g. the Charter of Fundamental Rights). But citizens can be also active citizens by their participation in social movements. Thus, the European identity can be described in terms of being a symbolic and institutional. The first one presupposes creation of previously mentioned shared symbols and the second is based predominantly on specific institutions (including norms, principles, regulations) and on the belief of superiority of these institutions. This transfer of European identity is called internal as it happens within the territory of EU while there is also an external transfer of European identity. This is a transfer of European identity to other non-European countries which is realized e.g. by European Neighbourhood Policy (ENP) by the way of socialization in non-candidate states (i.e. without stricter standards imposed which are main tools specific for conditionality used in candidate-states) [9].

Last but not least, European identity could be possibly enhanced via social movements having thus a functional/instrumental value no just symbolic one. Following Ivic and Lakicevic Adonnino Report stated how important it would be to support citizens' participation and active engagement in social movements because in the same terms as social identity, European identity is also dynamic (according to Udine Declaration) [8]. Moreover, European citizenship is a part of postnational model of citizenship which is not tied to fixed borders or any essentialist notion of identity and any further strict classification of European identity into strict rules should be avoided aimed at redefinition and re-writing of the concept of European identity having in regard multiple/shifting identities in the context of 21st century.

To conclude, the process of European identity is far from finished. According to Grindheim and Londhal European identity does not have a primordial base like national identities which were created through a long process. That is why it cannot be built on the same principles as national identities were. It is a new construct and there is still a long way to go and therefore European identity creation and formation can be described as work in progress [22].

European Identity and its Interconnection with New Social Movements

From the point of view of European identity classification there are several fundamental concepts of citizenship, namely – liberal, communitarian and civic-republican. In the period of 21st century these fundamental concepts of citizenship are according to Osler further enriched by cosmopolitan citizenship [13]. As far as liberal citizenship reminds us of human rights and freedoms' importance it also frees individual from strict or firm social status, traditional roles and fixed identities. Thus, it enables each individual to choose own identity. European Convention on Human Rights adopted by Council of Europe in 1950 can be described in terms of being the main safeguard or guarantee of rights in the EU. Communitarian citizenship prefers solidarity instead of individualism and broadens further the concept of identity into ethnic or cultural affiliation towards certain community on the basis of similar values or principles. On the other hand, civic-republican citizenship determines political and institutional basis of public space as a priority which is regulated by state. Identity is in this case reduced to class, ethnicity, religion and similar categories.

Cosmopolitan citizenship emerged from the idea of Immanuel Kant (1724-1804). It drifts towards citizenship in world's community which is specific for acknowledgment of the same human values. Therefore, cosmopolitan citizen recognizes universal values in all contexts including national one. Cosmopolitan citizen combines humanistic approaches and norms with equality. Moreover, cosmopolitan citizen appreciates and supports diversity. Monolithic identity is a concept of the past, while international migration leads to creation of transnational communities and culturally diversified societies. Citizens thus do not possess only one national identity. In this understanding, citizens are not politically tied to one nation anymore but in this case we refer to multiple identity, or European identity which covers all other identities on lower level.

Referring to abovementioned facts, it is easier for many citizens to identify with certain place of region. According to the realized research, young people feel to a great extent like being a part of local community in which they live. This community is largely influenced by globalization trends and transfer within communities is the consequence of this process [13]. Today, young people are educated in several states and study mobility or international exchanges support this trend. Young citizens thus can identify themselves with more than one country. Such individuals refuse national identity supported by education system as well as symbols which seems foreign and remote to them. As for citizenship, it is regarded as expression of own self-defined identity.

In this case we use the term „new social movements“ in order to define non-traditional movements or their forms and characteristics. These movements do not have strictly defined ideology or inherent theory. To a great extent, they interfere with the cultural identity of individual, ethnic or gender issue. Following Waters they are categorized beyond traditional „class“ division of society and connect people across societal spectrum whereas they react actively to changes and current problems in society [24]. They represent norms, values and ideals of today.

When talking about social movements we have to take into account the fact that it is for sure very difficult to define clear borders. Thanks to information technologies, their extension is unlimited because they are not defined by borders of states. Instead of economic conflicts of old regime (middle-class base, working-class base and others) they accentuate different priorities and use also non-traditional forms of protests. Their pivotal topics include the topic of ecology, feminism, etc., which are being reflected in their performance and instead of effort to gain certain material advantages, their primary aim is to present specific values and norms. „Citizenship has been expanded historically from property-owners and adult males to women, children and even nature“ [24].

New social movements represent „voice“ of society demanding rights and freedoms for women, homosexuals, ethnic minorities etc. They claim for laying the basis of the so called „universal citizenship“. Identity of man or identity of each individual alone is in the centre of their interest. In this way, citizenship has become dominant form of social identity. It does not represent set of rules and duties assigned for individual or group anymore but it is to a great extent defined by civic culture [11]. European identity has been defined as a by-product of new social movements which are not tied to nation because they transcend the notion of nation. European citizens join each other through the medium of initiatives. They participate in them and in such a way they support efforts for European integration indirectly. What is even more important to add is that European integration is not only happening in economic or legal sphere but it also influences citizens in their ordinary lives. It is also represented via different forms which citizens select in order to identify themselves. As this issue goes on, the questions about connection of European identity to territory can be described in terms of being just theoretical efforts in order to clarify and define this term. In practice, European identity is logically tied to identity – individual identity and individual subsequently is its carrier.

Although the terms like new social movements are expected to be interconnected with large-size unit, mass movements and popularity, these forms often do not have any support of media (except for huge actions of homosexuals´ marches type). They are often realized in the form of volunteer work on regional level whereas being attended by participants from different cultures and cultural backgrounds. As shown by various studies, support of community life today seems to be part and parcel of advanced modern society. As an example we can mention Centre for Community Organization Zvolen in Slovakia peculiar for active approach to citizens´ participation and engagement. On one hand, this centre is a model and on the other, it is a platform for other similar movements in Slovakia. It is quite interesting that the centre´s director is Chuck Hirt and community organizer is Sanja Nikolov, both of them of non-Slovak origin.

Conclusion

To summarize, new social movements, European identity, European citizenship and European active citizenship are truly topical issues nowadays and they are far from being explored. Therefore, it seems to be important to recognize their importance not only in Slovak but also in European context.

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The art World Through the Eyes of I. S. Turgenev

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Abstract. The article deals with the creative work of I. S. Turgenev, which is one of the prominent representatives of Russian critical realism of the second half of the 19th century. Turgenev's books are very popular as the birthplace of writer and abroad. The writer has seen heavy side of human existence, so he could not ignore the social antithesis, individual and collective tragedy and disaster. His knowledge of real life has given rise to a direct criticism of society, but conciliatory melancholy position. The main ethical principle of acceptance of reality for Turgenev was the need of harmony and beauty in the world and the people; the desire to understand and be understood by all. Turgenev took from romantic lyrical element as the voice of the author.

Keywords: I.S. Turgenev; critical realism; Russian nature; theme of love; narrator; a typology of fictional characters.

Introduction

Ivan Sergeevich Turgenev is one of the main representative of Russian realism who enriched European literature by strong analysis of smart problems of his time. In his works he shows a wide picture of Russian life in 1840s - 1870s. Turgenev's works became very successful at home as well as abroad. He belongs among the writers of 19 century, whose works are more than one hundred and twenty years issued, translated and enjoy reading a lasting popularity.

Turgenev never wanted to reach for a lawyer's gown and had never given a lecture about prophetic vision about the future of mankind; he was much more modest in his ambitions. The main power of his talent consisted in his ability to see and hear better than the others. Turgenev was maligned by both the political right and left. Over a period of 50 years he produced six novels, ten plays and numerous short stories and poems, mostly on death and the destructiveness of love. Many of his narrators are middle-aged men looking back on their youth. Today, Turgenev is criticized for his outdated political philosophy and sentimentality. Other modern readers recognize Turgenev's mastery of style and form and his realistic portrayal of characters.

This does not mean that Turgenev belonged to simple "painter" of the reality. A distinguishing feature of his realism is his ability to capture the realism of "social life in its typical manifestations" (XV, 110). He had also noticed painful pages of human existence so that he could not overlook differences in the society, social antitheses, individual and collective tragedies and disasters. His knowledge about the real life does not lead straight-linedly towards the open merciless accusation of the society; they lead into conciliatory melancholy position.

Sources and methods

The material of the study covers entries of reference books, literary critical articles written in Russia and Slovakia, research papers, anthologies and collections of contemporary knowledge about Turgenev's prose. The paper employs the following analytical procedures: systematic analysis, concept categorization, modeling, contextual, conceptual, hermeneutic interpretational etc.

Discussion

Analysis of the phenomena of the world is rather indirectly critical, it "emerges" from the common sense given the sequence of events. At first glance, such a display of real life might prove too disinterested, and even buck kind, but we must not forget that Turgenev masterly works with technique of hint and help.

Causes of such artistic strategies can be found in the author's nature. In his works he intended to reach a conciliatory position and reduced big words and exaggerated gestures; in a lifelong philosophy he professed a political and ideological pluralism.

The main role in the ethical acceptance and moulding the reality in Turgenev's work is the need of harmony and beauty in things and people; the effort to understand everything and be understood by everyone. Turgenev also accepted the lyric element in romanticism as a meaning of the author's voice.

When he was fifteen Turgenev entered Moscow University, but he soon transferred to St. Petersburg University, where he studied world history under Nikolai Gogol, the founder of the school of „critical realism“ in Russian literature. After graduating from college at the age of eighteen, he began the travels which would continue for the rest of his life. He studied at the University of Berlin until 1842, earning his master's degree. There he befriended Russian intellectual Nikolai Stankevich and anarchist Mikhail Bakunin. In Berlin he studied classical languages and was highly influenced by German classical philosophy (Hegel, Schopenhauer, Schelling).

Turgenev was not unknown as a writer and was given a good reception in the English literary world. He was able to renew his contacts with several prominent writers and poets and to make the acquaintance of others – Thomas Carlyle, George Eliot and her husband G. H. Lewis, Robert Browning, Alfred Lord Tennyson, and many others.

In love Turgenev accepted his ideal of natural and social unity as well as sentimental and spiritual unity. This is the main reason why Turgenev is considered to be one of the greatest romanticists among Russian realists in the 19th century.

„My life is influenced by women“, he confessed to G. Flaubert in one of his letters. "No book, nothing in the world would not be able to replace a woman ... How to express it? In my opinion, each human being bloom by love, what do you say?" (D. VII., 23). The whole Turgenev's life had been the great example of the contrast between a young nervous weak man and a passionate energetic girl who is devoting to free life. Many readers are fascinated with Turgenev's 40-year passion for the singer Pauline Viardot – Garcia, a married woman of ordinary if not homely looks. Love and friendship to famous artist for years dissociated him from Russia and ultimately sentenced him to a lonely old age without family. Motive fatal attachment to mature, unavailable woman and her triumph over fresh youthfulness and girl's love with a temperamentally soft man permeated into all of his artistic creation. Despite the fact that his books are not missing critical social focus or time conditional maximum effort the correctness and phenomena conformity with objective reality, still within his generation - and even under the above facts - this element represents a sort of "viola d'amour" of Russian realism.

Turgenev in his prose practically completes half-century tradition of the love novel, in which the world's most important writers steered the human being problems of the modern contemporary society. Turgenev is more lyrical and melancholy artist as mentioned Flaubert. He bothers tragedy of people who find themselves in the power of nature that can not speak, whether it is a historical necessity or nature in them, fatality passion that underlies the importance of human beings. Turgenev's inherently pessimistic philosophy of love, however, is hidden in the figurative world of short stories, novellas and novels; way he gives stories adds his narrative and description rather soft and limpid lyricism.

Man of Turgenev's never exposed to such a flood of emotions and passions as the time of amorous feeling. In such moments his senses live the most intense live and mind is being the fullest develop, fulfilling its potential and discovering its value. Turgenev made the love drama one of the main central theme of his work.

The second main theme of Turgenev – together with the theme of love – had been the Russian nature as the expression of living power of the country. Turgenev often returned to his birthplace, to the parks, orchards, ponds. Of the articles that he wrote abroad we can feel his close relationship to the native land, the people and Russia.

Nature and her descriptions act as psychological "parallel" to coincide with the spiritual world disembarking characters; they form a lyrical parallel to their moods. Descriptions of nature usually end by lyrical chords that - due to author's confession of indivisible relationship between man and nature - bear a distinct psychological accent. Man emotionality is reflected, mirrored in the world outside of natural reality. Turgenev often uses similes, personification, epithets;

descriptions use of verb forms, alternating light shades and colours intersections. Turgenev is a master of poetic descriptions of nature with deep psychological and philosophical overtones, and even ideological, symbolic, and semantic culmination. Poetry of "pure experience" adds Turgenev landscape painting a significant lyrical tone and romantic tune.

The individual role in Turgenev's poetics has a narrator. He could be characterized by the set of qualities, sketches, symptoms as follows:

- he does not make any autobiographic features into the open;
- he does not have any individual psychological profile;
- he does not appear as an omnipotent narrator;
- he is close to the author; sometimes he directly presents the author's individual experiences and opinions, even (although very rarely) he considers himself to be author;
- he directly enters into the dialogue with the reader;
- in relation to the storyline and characters he has an independent, disinterested position typical of unbiased outside observer;
- in clearly defined cases (especially in the pursuit of the greatest psychological plausibility embodiment the inner world of the protagonist) the position of the narrator can be identified with the position of character, which is then portrayed as "inside", reveals her thought processes, emotional world, while the other participants of the same scenes are rendered "outside" through their words and deeds.

Another typical feature of the Turgenev's poetic is a typology of fictional characters. There are many full-blooded heroes and heroines and types in Turgenev's novels.

Turgenev defines two types of men. „Don Quixote types“ are ruled by faith and emotion, while „Hamlet types“ are egoistic analysts who are too afraid of life to experience emotion. Unlike many of his contemporaries Turgenev, however, does not invent them. He is primarily interested in the process of "seeking" the hero; shows this process in various stages or phases of spiritual development of Russian society.

Turgenev began his literary way by fighting against romantic "egoists" (Paras, Andrei Kolosov). The social meaning of this fight Turgenev explained in a review on the Russian translation of Faust. "Romanticism is nothing more than apotheosis of personality ... romantic hero is an unconscious egoist and as such loses social sensibilities, he is not interested in other casualty, he lives only for himself, and is therefore useless" (Bialyj, 1962, p. 15).

There is an interesting scheme: baddy (negative hero) is an egoist, positive hero is a man with the natural human emotions (*Bretjor*: egotist Luchkov and his antagonist - natural Kister; *Three Portraits*: egoist Lucin and its counterpart Rogachev). The conflict in these novels is still a psychological, torn from the social environment. Social feeling at Turgenev occurs later in *The Hunter's Sketches*, but the basic scheme of dividing people into egotistical and unegoistical of his works practically does not go away ever.

Andrej Červeňák tried to compile a ranking shedding contradictory characteristics – from the instinctive selfishness and his absolute opposition of total altruism - to a ground state, which is realized in the plot work. His findings was summarized in the following range:

10

0

10

Shedding egoism:

Dar'ya Mikhailovna Lasunskaya (*Rudin*)
Marya Dmitrievna Kalitina (A Nest of Gentlefol)
Madame Odintsova (Fathers and Sons)
Irina (Smoke)
Valentina Michajlovna (Virgin Soil)

Loss of altruism :

Natal'ya (*Rudin*)
Bersenev (A Nest of Gentlefolk)
Gemma Roselli (Torrens of Spring)
Vera (Smoke)
Mariana (Virgin Soil)

Such a scheme dividing the characters in two groups - egoistic and altruistic – seems to be very simple. It cannot capture the full complexity of the psychological and moral relationships between the characters. However, if it is perceived as a generalization of the dominant trend modeling characters in Turgenev's prose, it may be considered acceptable.

Turgenev characters have traits historicity, sometimes chronicle, but at the same time do not lose fundamental human rights, timeless dimension. There are many full-blooded heroes and heroines and types in Turgenev's novels. Turgenev defines two types of men. „Don Quixote types“ are ruled by faith and emotion, while „Hamlet types“ are egoistic analysts who are too afraid of life to experience emotion.

Turgenev sympathies are on the side of Don Quixote, who was for him a symbol of truth, faith and devotion to ideals for which he was able to sacrifice a life. "He appreciates his life as much as it can be a means to the embodiment of the ideal, to establish truth and justice on earth (see: Turgenev, I. S.: Hamlet and Don Quixote. In: The Hunter's Sketches, Rudin and others, 1977, p. 757).

The antithesis of Don Quixote is Turgenev's Hamlet - "... analysis in particular, selfishness and finally skepticism" (Ibid, p. 760). Hamlet is forever immersed in himself, not anything in the world, to which it could attach themselves, aware of its weakness, recognizes its shortcomings, despises them and himself. This type of human existence personified Turgenev across the pleiades of „useless people“. Typology of dividing literary figures is typically Turgenev's, although it may seem like an echo of the fight between romanticism and realism, which at the time to seduce not only Russia but the whole of European literature.

First Andrej Červeňák divided Turgenev's character into two groups: egoists and altruists and, later in the intentions of the writer's terminology he talks about „Quixote types“ and „Hamlet types“. Turgenev's innovative scheme of characters looks then as follows:

Egoists	Hamlets	Quixotes
10	0	10

Turgenev's ideals are Quixotes; these people are able to self-sacrifice and committed obligations; people accepting responsibility for their actions and for the actions of others. These properties are also to be found in Turgenev's female characters that are the perfect expression of quixotism and self-sacrifice.

Conclusion.

Partially in all Turgenev's novels there are stabilized groups of characters that could be hierarchically divided into the following categories:

- archaic characters (people of long past times)
- lower-level characters
- higher-level characters
- the highest-level characters.

The first category configures the people of long past times. They are different from people of new generation by majestic peace and consciousness of proper dignity. The typical representatives of this category are: Marfa Timofeevna Pestovova (Rudin), Arina Vasil'evna Bazarovova (Fathers and Sons), Anton - Lavrecki's servant (A Nest of Gentlefolk), Timofejich - Bazarov's former servant (Fathers and Sons).

Egoism brings together the characters of the second category – the lower-level characters. The objective of their life is to enrich the individual success. But on their way they fail in the field of love, moral, belief. They can realize their own inability, but they are not able to change their status in the society. The typical representatives of this category are: Pandalevski and Pigasov (Rudin), Lisa Kalitina's father and Varvara Pavlovna – Lavrecki's wife (A Nest of Gentlefolk), Panshin and Godenovski (A Nest of Gentlefolk), Kurnatovski and Nikolai Artemievich Stachov (On the Eve).

The third character's category - higher-level characters – introduces the people who are honest, polite, brave. They are not able to do evil, serve the country not for a career or other benefits. They appreciate young people, freedom, keep the traditions and history. They represent „the golden middle way“. They can enjoy their lives best of all the categories. The typical representatives of this category are: Lezhnev and Volyncev (Rudin), Basistov and Michalevich (Rudin), Bersen'ev and Shubin (On the Eve), Pavel, Nikolai and Arkadi Kirsanov (Fathers and Sons).

The fourth character's category - the highest-level characters – includes the people who are strongly framed by their sujet task. These are the main heroes and heroines of Turgenev's major works, their characteristics and fate are the focus of the author's attention.

Key signs on which place them at the highest level characters, are their relationship to the environment, society and the world. These factors at first glance appeared unexpectedly and paradoxically brings together the opposing heroes such as Bazarov and Rudin with Yelena Nikolayevna Stachova or even Liza Kalitina.

Despite their differences, the very basis of their philosophy of life is basically the same. Sense of their lives is not bounded by norms and values of social organization in which they live. Their way of life is out from the environment in which they live. Environment, atmosphere and people are inherently alien to them. Even when they are consciously trying to understand social norms and subject them to their actions, they are unable to adapt to the foreign world.

For people who rank among the top-level figures in the Turgenev's novels there is no possibility of an amicable solution to the conflict with the social order and the world that surrounds them. This applies to Yelena Stachova, leaving her homeland, because throughout Russia there is no place for her or the possibility of a meaningful existence. This also applies to Liza Kalitina, leaving the worldly life, trying to break away from all the earth, but even in the monastery there is not an area in which the people achieve a common goal. Rather, it is a place full of resignation and isolation, a place of passive surrender into the hands of God.

Heroes have to go through the torments of their own conscience, often endure humiliation and ridicule from the world whose moral qualities are significantly below their level. In such conditions or situations they begin to explore real life, they are developing their personality, fully manifest their human capabilities and needs. Understanding of their ideals and visions of themselves are changing. They begin to realize that their ideas do not conform to the new dream ideas of youth.

The result is obvious: the objective of Turgenev's life heroes and heroines does not have a clearly positive social character. This does not mean, however, that Turgenev's novels does not have a socio-historical direction, on the contrary, Turgenev always suggests it. After all, the importance and status of hero determines his reaction to the contradictions of Russian social life, its mundane, emptiness and chaos.

Beyond this hierarchical scheme – there are the protagonists of novels of Turgenev: Rudin, Lavretzky ("superfluous men"), Bazarov ("new people").

Turgenev has no doubt about man's sense of existence and his need to join an eternal nature and love. One day he heard a thrush singing under the window. He knew he had found the voice of nature: the voice that is singing now and is going to continue singing forever...

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Some Facts About Terminology in Detective Story by Arthur Conan Doyle the Hound of Baskervilles

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Abstract. This paper deals with some facts about terminology used in detective stories. In the introduction there is information about the current stage of contemporary terminology, some important documents and publication used in the new scientific linguistic field such as terminology is. In the part of the contribution titled Terminology in detective stories we had analysed terminology from the book by Sir Arthur Conan Doyle *The Hound of Baskervilles*. The detective story is full of legal, medical and geographical terms and notions. Our theoretical knowledge and the result of research came to the conclusion that even translators of detective genre had to study the principles of modern terminology.

Keywords: Detective Story by Arthur Conan Doyle; Hound of Baskervilles, Some Facts About Terminology.

Introduction

This contribution deals with the analysis of terminology used by the author Arthur Conan Doyle in his classical work *The Hound of the Baskervilles*. Some of us may think that terminology is not presented in detective stories, but our research came to such conclusion that is not true. Our research proves that even literary text is full of terminology. In the process of doing such research it is very important to study the basic document for contemporary terminology the norm ISO 704 *Terminology work. Principles and Methods*. The result of the research prove that the detective story written by A.C. Doyle is full of terms from different scientific field.

Important sources and notions for contemporary terminology

At the beginning of our article it is important to mention how important the terminology is, even in our everyday life. A lot of authors at the end of the 20th century and at the beginning of the 21st century are interested in studying different sides of terminology. There were published a lot of books and articles concerning terminology. We can agree that except standards published by ISO (International Standard Organization), there are some interesting publications such as *Handbook of Terminology Management* by Sue Ellen Wright and Gerhard Budin, published by John Benjamins Publishing Company. In this Handbook there are very useful articles about information management, commercial and industrial applications, computer applications for terminology and terminology management resources on the internet. In the part called *Information Boxes* the reader can find nowadays important notions such as for example **globalisation**, **internationalisation**, **localisation** and **termbases** (terminology databases).

From the theoretical point of view it will be quite important to understand notion globalisation.

The first definition describes the notion globalisation from the point of view of geopolitics:

“In geopolitics, the term reflects the worldwide integration of commercial interests, nation-states, and Technologies to form a single interactive market and a highly interdependent political and intellectual climate.” (Wright; Budin, 2001, p. 877).

The second definition defines the notion globalisation as process:

“Globalisation is the process involving business issues associated with taking a product global, including marketing, sales, and support in the world market.” (Wright; Budin, 2001, p. 877).

Another important notion is internationalization

„Internationalization is the process of generalizing a product so that it can handle multiple languages and cultural convention.” (Wright; Budin, 2001, p. 877).

And the third one notion is localization.

„ Localization designates the process of making a product linguistically and culturally appropriate to the target locale, whereby the locale represents the combination of language with a specified region, e.g. French in Quebec as opposed to French in Belgium“ (Wright; Budin, 2001, p. 877).

The fourth one important notion for the study of contemporary terminology is the notion termbase. In the Handbook of Terminology Management, Volume 2, there is a definition of the notion:” *Termbases, like databases, are made up of data records called terminological entries or terminological records. The term entry and term record are sometimes used.*” (Wright; Budin, 2001, p. 878).

More information the reader can find at the contribution of Kara Warburton named *Globalization and Terminology management*.

The most important notion in terminology there is, of course, the notion term. It is the first moment which each terminologist would like to solve how to understand term. We quite agree with the point of view of Spanish terminologist Cabré a therefore we decided to enrol this definition to our paper: “*Terms, like words in the general language lexicon, are distinctive and meaningful signs which occur in special language discourse. Like words, they have a systematic side (formal, semantic, and functional) since they are units of an established code; they also have a pragmatic side, because they are units used in specialized communication to refer to the objects of the real world.*” (Cabré, 1999, p. 80).

Terminology in detective story

In this contribution we would like to show and even prove how important is knowledge of terminology for translators of such genre of literature. Detective fiction is very popular for readers of different age. The typical detective story has several typical features such as the investigation of the crime, the murder or murders and an amateur or professional detective. Detective stories are therefore full of legal and medical terminology. Sometimes the use of terminology depends on the place and territory where the plot takes place.

The author of *The Hound of Baskervilles*, Sir Arthur Conan Doyle (1859–1930) was an English writer. In his detective stories we very often find amateur detective Mr. Sherlock Holmes and his friend Doctor Watson. The detective story was published for the first time in the Strand Magazine in 1901 – 1902 years.

In the above mentioned detective story we have find a lot of legal terms, such as: *case, convict, crime, evidence, fact, accomplice, burglary, commutation and forgery*. The story is full of medical terms, such as: *body, doctor, practitioner, skull and throat*. And of course in this detective we can find a lot of terms from zoology and botany, such as: *dog, hound, oak, spaniel yew*.

In this part of our contribution we would like to pay attention to the terms dog and hound in English language and their difference in meaning.

The term **dog**: “*an animal kept as a pet, for guarding buildings, or for hunting*” (Mackmillan English Dictionary, 2006, p. 408).

The term **hound**: “*a dog used for hunting other animals or for racing*” (Mackmillan English Dictionary, 2006, p. 696).

The main plot of the detective story took place in moors. The terms from geography are very common in this work, for example moor, tor, quagmire and prairie.

In the text there are a lot of designations knows as appellations. Some of them are bodies, institutions, organisations, different position titles, social phenomena, scientific notions, technological notions, toponyms, ethonyms and names of public places.

Examples: Africa, Baker Street, Dartmoor, Devonshire, England, London, Northumberland Hotel, Princetown, Regent Street.

In the searching text had found also a number of abbreviated forms and symbols. Inicialisms C.C. which stands for Charing Cross; C.C.H. means Charing Cross Hospital or M.R.C.S. which means Member of the Royal College of Surgeon.

In the text there are expression borrowed from French: alley, county, evidence, heir, police, portrait and Sir.

The author of the detective story had used the terms, particularly medical terms, borrowed from Latin: cardiac, doctor, dyspnoea.

Conclusion

The aim of this paper was to show why study of terminology is so important for translators of detective stories. The detective stories are not categorized as the technical texts, but the need of theoretical knowledge of terminology is important even for them. The terms are used in different way in detective texts and for a reader there are sources of new information. The reader of the 21st century is very often well-educated and has direct access to internet sources and therefore she or he can immediately check term and find incorrectness..

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Free Verse Discourse as an Object of Typologization in Linguistic & Rhetorical Paradigm

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Abstract. Free Verse Discourse is treated as a component of literary belletristic communication in modern Russian multi-ethnic sociocultural educational space. The paper offers its external and internal typology from the perspective of linguistic & rhetorical (L&R) paradigm.

Keywords: linguistic & rhetorical (L&R) paradigm; free verse discourse; discursive processes; multi-ethnic sociocultural educational space; external and internal typology.

Introduction

The object of our research and typology is free verse (French *vers libre* – "free verse") as a text of a special poetic form presented in modern anthologies and collections of free verse festivals of Russian authors. The aim is to identify the features of free verse as a special type of the idea-into-speech transformation cycle in terms of linguistic & rhetorical (L&R) paradigm [1, 2].

Hypothesis: free verse is a special type of the idea-into-speech transformation cycle implemented in the borderline area of poetry and prose. From the perspective of the integrative L&R approach the essential characteristics of free verse discourse, as part of current literary belletristic communication will be defined. The paper reconstructs the specificity of the aggregate linguistic literary personality of a free verse poet, drawing on the analysis of the textual material of modern anthologies and collections of free verse festivals.

The novelty of the study as a whole is the analysis of free verse from the standpoint of linguistic theory as part of the integrative linguistic & rhetorical approach which is performed for the first time. The paper introduces new empirical material; identifies features of free verse discourse on a new conceptual level of the L&R paradigm relative to three L&R groups of parameters. The paper performs a linguistic & rhetorical modeling of free verse discourse and aggregate genre-stratified linguistic literary personality of a free verse poet.

Sources and methods

The material for the study covers texts of anthologies and collections of contemporary Russian free verse festivals of the 1990-2000s [3–5 and others]. They were analyzed according to the method of primary linguistic & rhetorical reconstruction. The materials from entries of reference books and dictionaries, literary critical articles, research papers on literary interpretation of free verse were used for secondary L&R reconstruction. Other methods, applied in the vein of L&R paradigm, encompass systematic analysis, concept categorization, modeling, descriptive, stylistic, contextual, conceptual, distributional, hermeneutic interpretational, etc.

Discussion

The place of free verse in the general typology of artistic discourse should have been set first as part of the study. According to form, the Russian scholar Yu. Rozhdestvenskiy subdivides the

system of belletristic genres into poetic, free verse and non-poetic with free verse occupying the center of this genre system and serving as a reference point for defining both verse and prose. According to the scholar, musicality is the leading factor in verse and free verse. In free verse and prose semantic qualities determine the musical ones while imagination is necessary for poetic and non-poetic speech [6] being optional in free verse. Consequently, at the global level, beginning with formal organization and proceeding to the semantic essence (in accordance with the dialectical logic law of "form is substantive, content is formal") it is legitimate to distinguish three kinds of artistic speech as "mega-genres" on the first level of literary artistic discourse. Free verse discourse plays the central role in this triad (see Table 1).

Table 1: Suprasegmental characteristics of belletristic text forms and discourse in terms of typology of an idea-into-speech transformation cycle of literary personality.

Name of genre variety in external form of idea-into-speech	Suprasegmental discourse-text characteristics			
	Meter	Rhythm	Rhyme	Verse division into segments
POETIC IDEA-INTO-SPEECH TRANSFORMATION CYCLE OF LITERARY PERSONALITY				
<i>Canonical type of poetic idea-into-speech transformation cycle</i>				
Genres of poetic discourse strict metrical verse	+	+	+	+
Transitional form (mixed type)				
Blank verse	+	+	-	+
Free verse	-	+	+	+
Central genre form in triad "poetry – free verse – prose" (Yu. Rozhdestvenskiy)				
<i>Libric type of poetic idea-into-speech transformation cycle</i>				
Free verse (vers libre – "free verse")	-	-	-	+
MARGINAL IDEA-INTO-SPEECH TRANSFORMATION CYCLE OF LITERARY PERSONALITY				
Rhymed prose	-	-	+	-
Rhythmic prose	-	+	-	-
Prose in poem	-	-	-	-
PROSAIC IDEA-INTO-SPEECH TRANSFORMATION CYCLE OF LITERARY PERSONALITY				
Genres of prosaic discourse	-	-	-	-

On the basis of the rhetorical division of belletristic genres, in terms of form, we define **poetic discourse** as a process and product of creative idea-into-speech activity of a linguistic literary personality treated as literary belletristic discourse producer. At the level of external suprasegmental discursive textual characteristics this discourse has the following features of organization: meter, rhythm, rhyme, verse division into segments (canonical type of versification, strict metrical verse). The transitional forms (mixed-type) are blank verse and free verse.

Accordingly, **prosaic discourse** is defined by the absence of these features: as a process and product of creative idea-into-speech activity of linguistic literary personality treated as a literary belletristic discourse producer. According to the external form of idea-to-speech cycle transformation this discourse has the following features of organization at the level of suprasegmental characteristics of discourse-text: absence of meter, rhythm, rhyme, division into segments. The marginal idea-into-speech cycle of literary personality is represented by such mixed forms as rhymed prose, rhythmic prose, prosaic poem.

Free verse discourse as libric type of poetic idea-into-speech transformation cycle serves as a centering genre form in the triad "poetry – free verse – prose". Among these characteristics it has

only division into verse segments (poetic discourse sign) in combination with the phrasal dominant as the replacement of metric-dominants (prose discourse sign).

The analytical review of a number of works [7–12 Gricman, 2006; Zhirmunskij 1975; Zhovtis 1966; Kvjatkovskij 1963; Orlickij 1998; Jakobson 1987 and etc] identified the most important features characterizing free verse. It is necessary to note the legitimacy of treating free verse as a genre which hasn't been raised as contentious in literature. On the one hand, the genre concept is widely used with respect to free verse [13–15 Burago, 2009; Stepanov, 2010; Kuprijanov 2006], etc. On the other hand, free verse is defined as a form of verse with a phrase being the main metric unit, but not a line consisting of a fixed number of syllables [16 Belavin 2006]; and as a way of poetry writing, it is fundamentally different from the canonical, "special method of understanding reality" [17 Dzhangirov 1991]. We define free verse as a stylistically separate genre component of literary belletristic communication, a product of creative verbal cognitive process of its producer, i.e. the linguistic literary personality of a free verse poet.

Consequently, free verse results from the interpenetration of two expression forms as two discursive strategies of a producer: poetic (basis, substrate) and prosaic. In the linguistic consciousness of a literary personality the elements of free verse as superstrat are integrated into the originally poetic way of attitude and belletristic reflection of reality. The librical method of creative thinking and reality understanding as an opposite to the canonical one comes into its rights at the stage of initial pathos-logos-ethos impulses forming idea-into-speech schemes, models, condensations of various "initial elements" of a future work on the level of inventional and elocutionary coordination and dispositional frame of free verse discourse-text.

We applied the L&R techniques of secondary elements reconstruction to the results of the analytical review of the literature on free verse, using the terminology of L&R paradigm as a tool for new inferences and generalizations. In the integrated L&R competence of a producer the linguistic, textual and communicative subcompetences are supplemented with a suprasegmental one. It rests on the following operations: rhythm-making (specification within lexical operations on the basis of the corresponding finite word formants – flexion, suffix, postfix); metric-rhythmic, intonational melodic; pause-making; accentual phrasal (operation of logical accent).

As a result, **external typology of free verse discourse** as a specific discursive formation is drawn in accordance with the following classification criteria:

I. According to the place among the major superspheres of sociocultural and educational space: sociocultural (political, media, PR discourse, etc.), literary and art, gnoceologically oriented (scientific, religious, esoteric types of discourse), literary belletristic.

II. As part of literary belletristic communication:

1. From the perspective of external form of discourse as an idea-into-speech transformation: complex mixed discourse with features of both poetic and prosaic forms expressing appropriate strategies of verbalizing discourse producer.

2. From the standpoint of the internal form of discourse as an idea-into-speech complex: poetic discourse;

2.1. Subtype within poetic discourse: libric type, process and product of poetic idea-into-speech transformation cycle of a libric type contrasting with canonical type (strict metrical verse) as a method of verse making and belletristic comprehension and "appropriation" of things.

3. From the point of view of formal dominant as genre distinctive feature, sufficient for the status of an independent type of discourse: the leading principle of phrase dominant compensating for canceling metric fixation (an equal number of syllables) as a way dispositional organization of such components seen as partial inventive elocutionary coordination.

The internal classification of free verse discourse (based on native tradition) is also proposed here according to several criteria:

1. According to meter presence / absence:

1) dimetrical free verse, or "pure" free verse (e.g. the drummer and phrasal intonation verse);

2) metric free verse or free verse with "metric patches" (Yu. Orlickij), i.e. a free verse with individual lines attributed to the existing traditional poetic size (e.g. *dolnik*, *trekhdolnik*);

3) transition metric form.

2. According to presence / absence of rhyme:

1) rhymed lines without distinct rhythm expression;

- 2) unrhymed lines with a pronounced, but constantly-changing rhythm;
- 3) prose divided into lines of poetry.
3. According to genre criteria:
 - 1) free verse with "inductive presentation" (epic beginning);
 - 2) free verse with "destructive form of presentation": "logical" and "figurative".

As a result of theoretical analysis of the research problem and summarizing specific empirical material the categorical definition of free verse discourse is formulated. **Free verse** is defined as a particular type of literary belletristic communication, the core of the basic "poetry – free verse – prose" triad of genre forms, a method of creative thinking and reality "appropriation", opposing the traditional metrical verse proper (libric – canonical ways of versification), an idea-into-speech transformation cycle of a special type formed by the interpenetration of two discursive strategies: the poetic as the basic, or substrate, and prosaic with its elements as superstrate, injected into the poetic perception mode and individual author's worldview in the linguistic consciousness of discourse producer. The synthesis of discursive strategies data arises at the stage of initial formation of pathos-logos-ethos impulses, forming idea-into-speech schemes, models, condensations of various "initial elements" of the future work on the level of inventive elocutionary coordination and dispositional frame of free verse discourse-text.

Conclusion

The free verse is defined as a form of belletristic speech. Within the integrated L&R competence of discourse producer the linguistic, textual and communicative subcompetences are supplemented with the *suprasegmental* one. It is found that the internal classification of free verse discourse is based on three main criteria: presence / absence of meter, rhyme, genre specificity.

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