

On the whole one can find general (in the majority of cases) and national specific features among language images and classes of images of indeterminate large and small quantity in three compared languages. But the total number of lexemes in indeterminate small quantity field is considerably smaller as compared with indeterminate large quantity field. More than a third of classes presented in indeterminate large quantity field are not introduced in the other field.

REFERENCES

- 1 Bubnova E A (2004) K ponimaniyu leksicheskogo znacheniya slova ot kontecsta k kognitivniy modeli // Samostoyatel'naya rabota po inostrannomu yaziku na spetsialnom fakultete: problemi i puti resheniya materialy mekvuz praktich konf – Minsk, 5-6 fevral, 2003 g – Pp 10-20
- 2 Klimenko, A P (1980) Problema leksicheskoy sistemnosti v psiholingvisticheskom osveshchenii dis doc filol nauk 10 02 04 – Minsk, 406 p
- 3 Barsuk, L V (1999) Kategorizatsiya kak psiholingvisticheskaya model ustanovleniya referentsii // Psiholingvisticheskiye problemi funktsionirovaniya slova v leksicone cheloveka / L V Barsuk / Pod Red A A Zalevskoy – Tver TSU – C 21 – 56
- 4 Fomina N O (1999) Tsenostniye aspekti mekkulturnoy kommunikatsii (lichnostniy uroven) avtoref dis kand filos nauk 09 00 11 / RUFPP – M – 16 c

O.S. Tarasenko, A.V. Mamatov

INNOVATION ACTIVITY STAFFING OF PRODUCTION PLANT

*ANC OPE “School of Management “Biryuch”,
o.tarasenko@efko.org
Russia, Belgorod State University
mamatovav@bsu.edu.ru*

The article is focused on the deficiency of highly skilled team that can effectively reach a decision about the complex innovative development problems of production plant in modern Russia. The authors propose the use of the target team work training of staff a decision to the current problem situation. Innovative activities, staffing management, further vocational education, teamwork training, team building.

In connection with social and economic processes competitive struggle for commodity markets, raw materials grows. For creation of the competitive advantages, capable to provide fast break on the market, profitableness, – the staff, capable to provide innovative activity of the plants are necessary. One of the basic problems of successful innovative development of the plant and increase of its cost is deficiency of highly-skilled personnel, to be more exact – the teams capable of solving difficult complexes of problems of innovative development effectively. As a way out from the given situation it is expedient to use a target team professional training which at small expenses considerably reduces terms and risks. For today the complete system of innovative activity staffing of the plant not is developed in full degree, does not comply with the requirements, there are only fragmentary workings out. It is expedient to investigate and analyze social mechanisms and ways of development of a social management system innovative activity staffing of a large production plant.

Despite the presence of theoretical base, the low realizability of innovations for today is observed – basically all comes to an end in words, instead of in real affairs. One of principal causes of a low realizability of innovative development is absence of staff and the teams capable of effectively generating, planning and to realizing productively innovative projects.

Thus the basic requirement to the innovative manager is ability to combine practically opposite qualities creative thinking (the free and liberated generator of effective innovative ideas which is guided by a key rule – exceptions to the rules) and simultaneously responsible manager, capable of finishing idea to practical result (a productive embodiment of idea at the expense of the effective organization of a team and business – processes). The harmonious combination of the inventor and the businessman is necessary. It is necessary to have combination of qualities, that are very difficult to combine and consequently there are few people predisposed to productive innovative activity. On the basis of data of research presented in drawing № 1 there are nearby 1 % people of this type at large production plant.

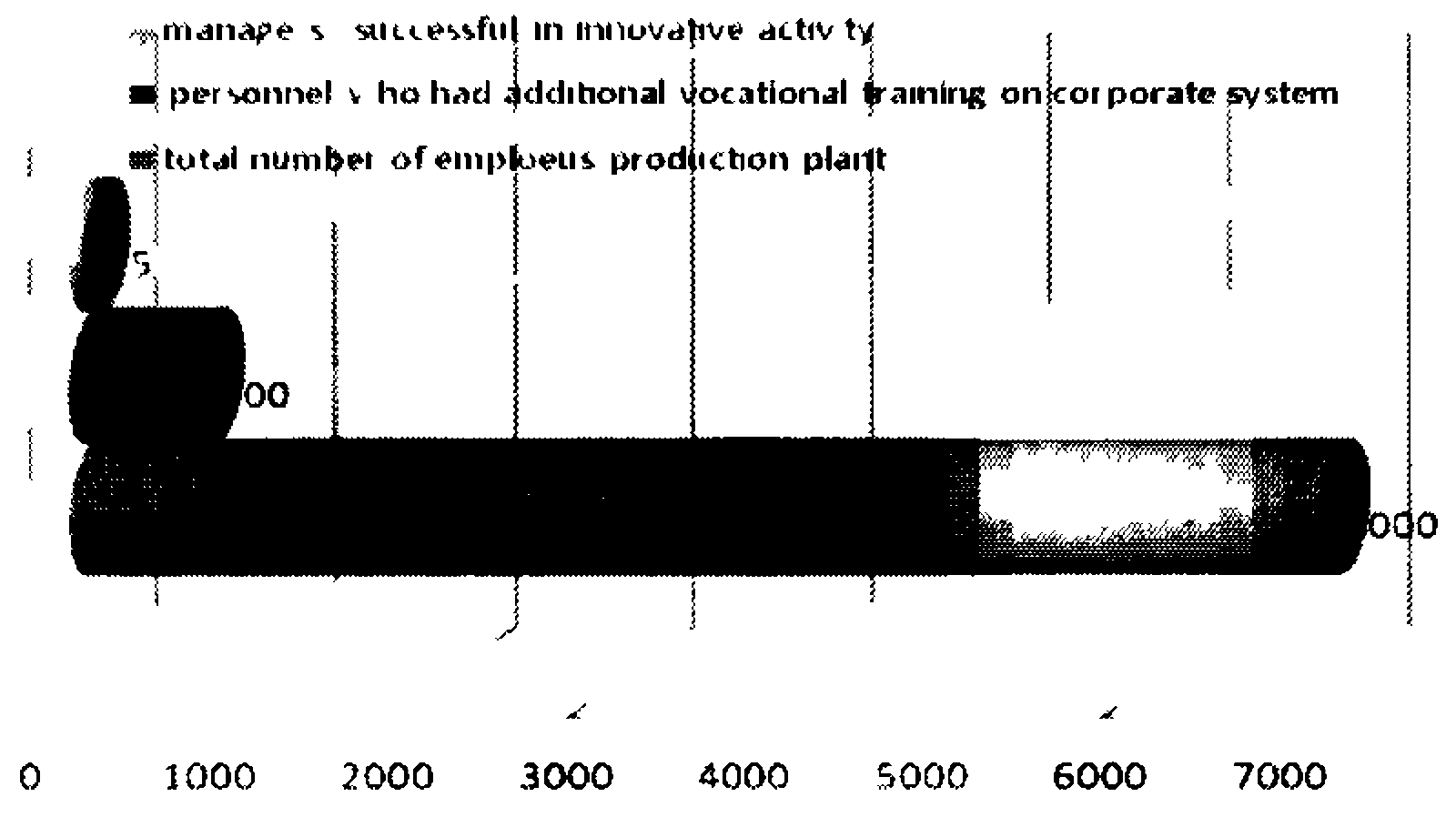


Fig 1 The given researches of successful managers in innovative activity from total of employees of the large production plant and those who had additional vocational training on corporate system

But even for the people predisposed to innovative activity target preparation is necessary. Having investigated and having analyzed factors on the managers who have shown effective results in innovative activity of the production plant, the social directions of their formation presented in drawing № 2 have come to light.

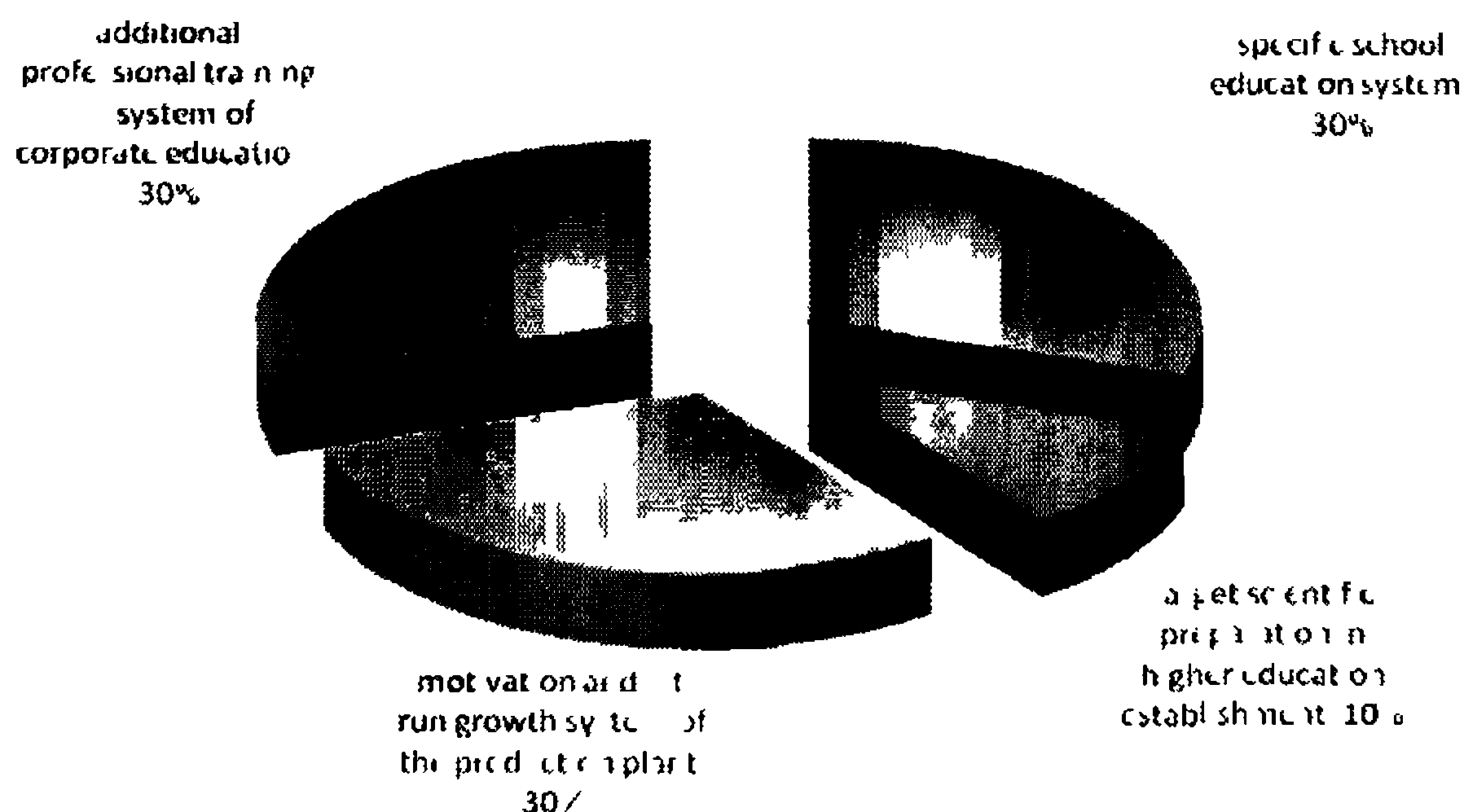


Fig. 2 Social tools of formation of effective managers in innovative activity of the large production plant

Proceeding from the received data it is visible, that target preparation at high school, high education establishment, a corporate education system, motivation and career growth system are capable of forming personal and professional qualities of the innovative managers providing productivity of developed and realized projects at the plant. The most effective social directions of management of innovative activity staffing of the production plant are:

- Special system of high school education. Early vocational guidance and formation of initial knowledge, skills and personal qualities at high school. Testing, through work in abilities and a specialty choice, projects, interrogations of teachers, revealing in the child, proceeding from predisposition of the teenager and requirement of the plant. Specialization, the profound studying, the subjects necessary for the future trades, special knowledge, skills (teaching plant top-management), and as development of personal qualities at the expense of educational actions, creative qualities through developing games, educational versions, game projects.

- Target scientific preparation in high education establishment. Selection of talented undergraduates and target preparation in high education establishment, postgraduate study, doctoral studies. The problem is not only to provide mass character of training, but also to introduce target preparation target programs, practical orientation of disciplines (necessary in the innovative project and everyone should study taking into account the complete project), certain requirements to teachers. Profound research work in a direction of the practical innovative project, fundamental sciences. The organization of seminars, club actions for projects, working out of the educational version of the project, performance of degree, course, dissertational works on practical pilot projects, the organization of base

chairs, work in combination in real concrete projects – since working specialties, training, practice, socialization at the plants

- Additional vocational training in system of corporate formation with a practical, professional and personal orientation of development Selection of talented graduates of high education establishment, best leaders in building, military, perspective mature managers in the plant and corporate target preparation, improvement of professional skill and retraining Minimization of risks of innovations at the expense of "incubator of ideas" in specially designed centre of target preparation of innovative managers, the complex program of works on design out and realization of innovations and their staffing

- At the expense of system of motivation and evolutionary career growth on the basis of the personal practically received result of effective activity of the manager at the production plant The ways of development of a social management system innovative activity staffing of production plant is

- Research of requirements to staff, formation of an image of the ideal innovative manager, requirements to innovative activity management team,

- Research of a labor market and an assessment of possibility of selection of demanded candidates,

- Research and analysis of various social directions of formation of innovative managers, their selection and advancing professional training,

- the Analysis of results of various techniques of testing and assessment of abilities of candidates psychological and intellectual testing, questioning, selection trainings,

- Research of system of selection of the personnel taking into account methods of an abilities assessment, selection and an evaluation of candidates,

- Research of the individual program of transition of indicators to demanded personal qualities and professional (administrative, technical) knowledge and skills,

- the Analysis of system of preparation of productive innovative managers and teams for maintenance of effective innovative activity of the plant

- the Selection grade level,

- Training (socialization) in various divisions of the plant,

- Work team on project realization,

- the Second stressful grade level,

- Working out and experiment carrying out on introduction of **the** educational version of the innovative project,

- Work in team on project workings out together with leading scientists,

- the Third grade level under the Presidential program or MBA,

- Training abroad, business trips to the foreign advanced plants, **participation** in domestic and foreign seminars, conferences, exhibitions,

- the Management of realization of innovative projects,

- the Fourth grade level top-management education,

Throughout all stages curatorial, preceptorship of responsible leaders – **from** managers of an average link at the first stages of preparation and socialization to **top**

– managers of the plant at the subsequent stages is very effective

- Research of methods of diagnostics of transformation of the person

It is expedient to analyze staffing at various stages of a social control system of innovative activity of the production plant

- an advancing professional training, selection of leaders and members of teams in an innovation,

- Working out of a social control system at the production plant (structures, functions, motivation, career growth, continuous formation, the plan-schedule of working out and realization with responsible people and terms),

- the market analysis,

- Basic researches,

- Working out of an innovative product or technology (research and developmental works (research and development),

- the Organization and the analysis of results of the marketing researches, competitive advantages,

- the Pilot project,

- Working out business – plan, the budget, a recoupment taking into account professional training,

- project Examination,

- Approbation on manufacture,

- Attraction of investments,

- the Choice of suppliers, acquisition, installation, adjusting,

- innovation Introduction in manufacture,

- Trial client- directed sales,

- Technological and service support of sales,

- Author supervision

At some stages of innovative activity personnel attraction to temporary jobs is possible. The most effective social mechanisms of preparation of innovative managers can be

- target preparation,

- the individual program of development of the person – transformation from available to demanded personal qualities, knowledge and skills,

- formation of applied administrative, technical professional knowledge and skills, creative thinking, stress- resistance and necessary personal qualities,

- combination of figurativeness of teaching of the theory, active forms of training with practical socialization, training, educational actions,

- preceptorship, interaction with leading scientists, teaching of experts and top-managers, the personal approach providing transfer through the teacher of personal and professional qualities,

- motivation on training for the purpose of professionalism increase (knowledge, skills, personal qualities) through system of career growth and living standard increase,

- training business trips abroad,

- outlook expansion,
- practical orientation of specialization,
- social technologies of management at the production plant (regulations, motivation, career growth, a daily routine, system of committees),
- development of the person in orthodox values system

The future of development of the plants is due to growth importance and volume of creative component, introduction of the social management system providing the combination of personnel creativity and their responsibility. The efficiency assessment should be carried out by comparison of the decision of tasks in view, the best should be cheaper, in order to form significant competitive advantages.

In order to achieve management of the innovative activity staffing plant it is recommended to assess the goal achievement (about innovative projects and efficiency of personnel preparation and motivation for the given projects) through criteria – turn increases, at the expense of innovative projects successfully realized by the given personnel and as consequence growth of a living standard of the personnel. Organizational – intellectual and financial investments in a social control system of innovative activity staffing of the production plant, are recouped, in the form turn increase (shown in drawing № 3) at the expense of development of large quantities of directions of business and profitableness of the realized innovative projects the prepared personnel.

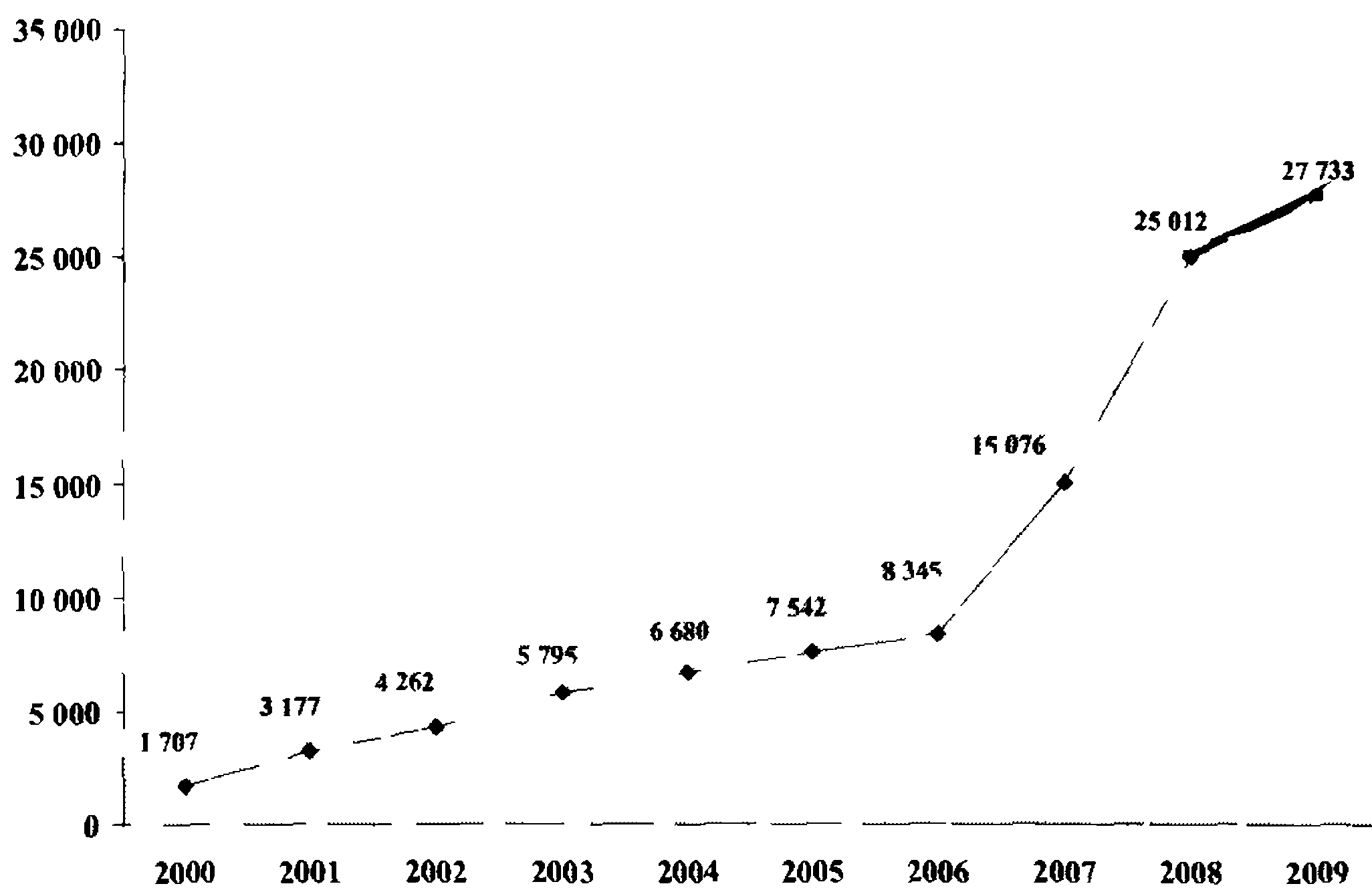


Fig 3 Dynamics of development of the investigated production plant (a turn, million rbl /year)

The investigated social mechanisms, directions of formation of successful managers, their characteristics and parameters will allow to raise efficiency of social control system of innovative activity staffing of the production plant, productivity of working out and an embodiment of innovations.

REFERENCES

1 Irikov V A Complete system it is state – private management of innovative development as means of doubling of rates of an exit of Russia from crisis and postcrisis growth [text] / V A Irikov, etc – M institute of problems of management of the Russian Academy of Sciences, branch it is information-institutsionalnyh technologies of the Russian Academy of Natural Sciences, 2009 – 439 p

2 Irikov V A Technology of strategic planning and formation of a financial and economic policy of firm The manual with a diskette, 2 edition [Text] / V A Irikov – M MFTI, 1997 -198 p

3 N I Akmeologija's grooms and testion [text] / H И Grooms, M L Shakkun – M PAFC, 1995 – 320 p

4 The sociological dictionary <javascript //> A federal educational portal economy, sociology, management [in A resource] / an access mode [http //www.ecsocman.edu.ru/socis/msg/216703.html](http://www.ecsocman.edu.ru/socis/msg/216703.html)

5 Shpilberg S A Staffing innovative processes in modern economy [text] / abstract candidate economic science – M, 2006

N.S. Tsibulya

DAS PROBLEM DES IRRATIONALEN IN DER DEUTSCHEN SPRACHE

*Russia, Belgorod State University
ts.nikolai86@gmail.com*

In den letzten Jahrzehnten wurde das Problem der Rationalität in der Wissenschaft zu einem der wichtigsten. Die Wissenschaftler verbinden dieses Phänomen einerseits mit der bis zum 20. Jahrhundert unerhörten Rolle der Wissenschaft in der Gesellschaft, andererseits, obwohl es auch paradox zu sein scheint, mit dem negativen Verhältnis zur Wissenschaft, zu ihren Ergebnissen, mit den kritischen Ansichten auf ihre Stelle in der geistlichen und sozialen Sphären der Gesellschaft.

Sprache als Mittel der menschlichen Kommunikation ist von besonderem Interesse. Die Sprache kann nicht betastet werden, man kann sie nicht riechen, aber es bedeutet nicht, dass sie absolut unerkennbar ist, denn seit vielen Jahrhunderten wird sie erfolgreich von der Sprachwissenschaft erforscht. In diesem Artikel werden wir den Begriff des Irrationalen zum Objekt der näheren Betrachtung machen, Beispiele dafür anführen, was in der Sprache irrational sein kann. Es gibt viele Definitionen des Irrationalen, die in verschiedenen Quellen unterschiedlich dargestellt sind. Betrachten wir nur einige davon.

In verschiedenen Phasen der Entwicklung der menschlichen Gesellschaft war das Verhältnis zum Irrationalen unterschiedlich. Das Irrationale stellte man dem rationalen Wissen gegenüber als Kontemplation (Platon, Kant, Husserl), Intuition (Bergson, Lossky), Glaube (Augustinus, Kierkegaard), Verstehen (Dilthey), Gefühl (Jacobi), Wille (Schopenhauer), das Unbewusste, Instinkt (Vertreter der Psychoanalyse), Körper (Foucault) [4, S. 215]. So ist das Irrationale (von lat. irrationalis – unvernünftig) etwas, was nicht durch die Vernunft erfasst werden