

The most common problem for the students who learn the English language lies in understanding and using of idioms. And so, it is important to know synonyms of these idiomatic expressions.

Expression "tit for tat" can be used as a synonym for these idioms.

These idioms were the basic of the golden rule of ethic that essentially states either of the following:

One should treat others as one would like others to treat oneself (positive form).

One should not treat others in ways that one would not like to be treated (negative/prohibitive form, also called the Silver Rule).

Nowadays the principle of retaliation does not apply in our legal system because a flagrant expression of reality, accessible and comprehensible to the primitive man, but not for the modern society.

Not only murderers but also thieves and false accusers faced the death penalty.

For example, paragraph 8:

« If the thief has nothing with which to pay he shall be put to death».

This famous legal document reflects the character of the state of the antiquity, its different social structure. In my opinion, the laws are relevant for its time, but not for the present day. The Code of Hammurabi contradict our Constitution, democratic principles, on which our state is built. Social inequality has eradicated and is prosecuted. A death penalty is a relic of a primitive state. The purpose of punishment is not to intimidate people. Punishment shall be applied for the purpose of restoring social justice, and also for the purpose of reforming a convicted person and preventing the commission of further crimes.

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ELECTORAL MARKETING

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Constant political development in the modern states has led to an increase of the role of the institutions of direct democracy and elections undoubtedly represent one of the forms, which is revealed through the definition of the electoral marketing. In modern science there is no unanimous opinion about the concept of electoral marketing. Having analyzed this problem we considered the following concepts of the definition. First of all, electoral marketing is the set of theories and methods of determining the goals and objectives of political unifi-

cation and the impact on citizens behavior. Secondly, it is also a part of political marketing, which has more restricted aim concerning with assistance to political parties and candidates, development and conduct an efficient campaign. Thirdly, electoral marketing is used as a scientific approach in indentifying interests, values and expectations of citizens and using the results of such research in order to form a political platform and image of the candidates. However, if we consider in detail the main elements of the notion electoral marketing, we can conclude that the electoral marketing is inextricably linked with the notion of electoral technologies, set of methods of influencing the masses and their choice behavior and encouraging them to vote for a candidate[2]. It is also accepted to subdivide structural elements of electoral technologies into 3 parts:

Analysis of pre-election situation.

Development of a strategy election campaign.

Forming a positive image of candidate.

The main objective of analysis of pre-election situation is providing information and analytical support for the election campaign. Having analyzed the information from the CNN resources, during the crisis of the USA financial system in 2008, electoral campaign of Barack Obama put forward in the list of major slogans of the revival of the slogan of the American Dream, the embodiment of necessary social and economic needs of the citizens of America[1].

Development of a strategy election campaign is the important set of information by disclosing the contents of which will be subordinated to the whole election campaign. Its main aim is to determine the central themes of the impact on voters. As an example, we can lead victory of V. Putin in presidential elections in Russia in 2004, which was expected to be the legitimate part of a well worked out election strategy, which was concerned with four priority national projects in the social economic sphere, known as Health, Education, Housing, Agriculture[3].

Considerable importance in the political struggle occupies forming positive image of the candidate. Political scientists expect the universal features of the political leader to be quite difficult to determine, so in this work we present the results of survey on the basic qualities of a political leader. According to the obtained information from 20 respondents, about 75 percent isolated charisma as the main quality which characterizes leader, 65 percent of the respondents tend to understand a basic quality of leadership as intelligence. About 50 percent of respondents have identified this quality as activity. It is interesting to know that only 45 percent of the respondents focused on responsibility, about 30 percent of respondents have identified the ability to analyze and 25 percent determined honesty as the fundamental quality of political leadership. However, it is difficult to disagree with the fact that the candidate shaped not only by means of extension of personal qualities, but it is also due to the great work of experts in the field of agitation and propaganda. One of the most effective fields of their work concerns with creation of the slogan, a brief appeal to the voters, which is repli-

cated in almost all advertising materials of the candidate[4]. In this research work we present the following slogans of election campaign of Barack Obama: "Change can happen" and slogan of the political party United Russia in Duma Elections, known as "Putin's Plan – Russia's victory!".

To sum it up we can say that electoral marketing plays an indispensable role in formation of institutions of direct democracy, the realization fair competition in the political struggle and raising the legal culture of society.

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REHABILITATION OF CRIMINALS IN AMERICA

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My report is called: 'Rehabilitation of criminals in America'. I've chosen that theme because, in my opinion, rehabilitation gives a chance to a person to begin a new life, to be a law-abiding citizen and to be treated as with equals. The main aim of my report is to tell you about the program of rehabilitation of criminals in America, to show advantages and disadvantages of this program.

Prison inmates, are some of the most maladjusted people in society. Most of the inmates have had too little discipline or too much, come from broken homes, and have no self-esteem. They are very insecure and are at war with themselves as well as with society. Most inmates did not learn moral values or learn to follow everyday norms. Also, when most lawbreakers are labeled criminals they enter the phase of secondary deviance. They will admit they are criminals or believe it when they enter the phase of secondary deviance. Next, some believe that if we want to rehabilitate criminals we must do more than just send them to prison. For instance, we could give them a chance to acquire job skills; which will improve the chances that inmates will become productive citizens upon release. The programs must aim to change those who want to change.

This kind of program would provide skills and habits and replace the sense of hopelessness that many inmates have experience of several people with different backgrounds. Also problem of individuals might have already been solved by another group member and can be suggested. Often if a peer proposes a solution it carries more weight than if the counselor were to suggest it. Further,