

believe in feudalism in all parts of Europe, otherwise it will be very difficult to explain a great part of phenomena in society.

British historian *Susan Reynolds*, is trying to break with old traditions of understanding such medieval institutions like fiefs and vassals, and feudalism in general in her book «Fiefs and Vassals». This book influenced a lot on Russian historians. In the soviet tradition feudalism was considered to be a social formation, like capitalism or communism. Soviet science was very good in economic history, in investigation of mode of production, productive forces, relations of production, but it was weak in questions connected with culture, interpersonal relations, mental aspects of relations in society. In 1970-th *Aron Gurevich* tried to break with this tradition. He published book called «The beginning of feudalism», and he made emphasis on interpersonal relations between strong and powerful men and poor and weak men. It was in 1970 but a lot of ideas in his book is the same as in the book of Reynolds which was published 25 years later Reynolds

At the same time it is necessary to say that Reynolds thinks that interpersonal relations had much less influence on medieval society, that Gurevich thought. She says that feudalism is a result of bureaucratic government and professional law, which started their development only in 12 c. Gurevich told that feudalism started its development in the early Middle Ages, when barbarians met Romans. It crossed different cultural traditions and pushed the process of feudalisation.

The basic question of historians of medieval is the question of the essence of feudalism. For each historian or history school the answer is individual, each historian thinks that one feature is main and the others are minor. Gurevich for example thinks that feudalism is a world of interpersonal relations between lords and their followers, which eventually became economic and territorial dependence. Reynolds thinks that feudalism is a political system, in which lords are a bureaucratic administrative staff, which had political power over peasants.

Библиографический список

1. Reynolds S. Fiefs and Vassals. The Medieval Evidence Reinterpreted. Oxford, 1994.
2. Гуревич А.Я. Проблемы генезиса феодализма в Западной Европе, М., 1970.

SPEECHWRITER IS A WARRIOR OF THE INVISIBLE FRONT

А. Чемерис

1 курс, социологический факультет

Научный руководитель – преп. Е.А. Вашуринна

Speechwriting is a preparation and writing of texts for spoken performances in front of the audience. [4]

Speechwriting is based on such ancient art as rhetoric which appeared in Ancient Greece and played an important role in the development of mankind.

Ancient Greeks initially uses rhetoric for oratorical purposes in court. Now, rhetoric is understood as a science of public speech influence.

A speechwriter is a compiler of speeches for senior government officials, politicians, public figures and businessmen. In this case the speechwriter must take into account the following things: aims of performance, audience, character of the speaker, his style of speaking, lexical stock. The main task for the speechwriter is to understand his customer's needs and adjust to them, literally to become his customer, to clothe thoughts of the customer in a nice regular shape, thereby ensuring a winning performance. [3]

The most widespread scheme of speechwriter's activity consists of the following stages: preparation, interviewing, research, material gathering, writing of speech, rehearsal of speech.

In the West a speechwriter is one of the basic professions in the field of PR. Speechwriters are publicly discussed characters. They give interviews, write articles. Such names as Ted Sorensen, David Frum or Ben Stein remained in the history of speechwriting forever. They have played an important role in the world of politics in the last 50-70 years. Former and operating presidential speechwriters united into a professional club – The Judson Welliver Society, founded on the initiative of William Safire, Richard Nixon's speechwriter. [1]

Speechwriters in Russia have always been in the shadow of high politics. Speechwriters in Russia aren't public and discussed people. Domestic speechwriters today are people with a basic liberal arts education. Optimal variant of preparation is the speciality of "journalism". The most high-ranking customer for speechwriter is the president. At present there are some reviewers (senior and younger) in administration of Dmitry Medvedev. The president has appointed professional journalist Eve Vasilevsky as a chief of his assistants.

Russian speechwriting in its evolution has passed four stages. The Stalinist era does not count, because speechwriting was at an origin stage. The most important figures are Eugene Varga, Dmitry Chesnokov.

Modern style of speechwriting begins since the 1950ies. The first stage named Krushchev-Brezhnev's. The brightest figure of this period is Alexander Bovin. His well-known slogan is «Economy should be economical!»

The second big stage is Gorbachev's one. Significant figure of the period is Alexander Yakovlev.

The third period is named Yeltsin-Chernomyrdin's one. Key figures in a presidential environment are Valentine Yumashev, Andrey Varva.

The last stage begins since Putin's coming to power. Significant figure is Dzhahan Pollyeva who was appointed by the assistant to the president of Russia since 2004. She was personally responsible for Vladimir Putin's speeches. [1]

One of the brightest examples of "aerobatics" in speechwriting was operation codenamed "Shamil Basayev, speak louder!" Key figures are Victor Tchernomyrdin's speechwriters: Sergey Kolesnikov and Nikita Maslennikov. Theses for negotiations with terrorists were written by them. At that time speech writ-

ers, characters shadow and "invisible", have started gleaming on screens of TVs – behind the prime minister.

Another brilliant work is Boris Yeltsin's last New Year's speech on the 31st of December, 1999. The text has been made by "faithful servants" of the president – Valentine Yumashev and Alexander Voloshin.

As to Americans, it is necessary to mention the Barack Obama's inaugural speech on January, 20th, 2009. The author of this speech is John Favreau.

In modern political system the word is the basic weapon of a politician. There is The Penguin Book of Twentieth-Century Speeches collected by Brian MacArthur. It includes: Stalin's speech on the 3rd of July, 1941 «Brothers and sisters!»; Khrushchev's performance on February, 25th, 1956 with a dethronement of a cult of personality; Yeltsin's speech July 17, 1998 in St. Petersburg at the ceremony of burial of the imperial family.

Speechwriter is a profession for the "gray cardinals": speechwriters always in the shadow. If they are invisible for the public it is good for their career. Speechwriter's activities will always be demanded, so it needs more attention, more study and research. [1]

Библиографический список

1. Колесников, А. Спичрайтеры: Хроника профессии, сочинявшей и изменявшей мир/ Андрей Колесников. – М.: АСТ МОСКВА: ХРАНИТЕЛЬ, 2008. – 318, [2] с.: 16 л. ил.
2. <http://www.rg.ru/2007/11/28/kolesnikov.html>
3. <http://www.ucheba.ru/prof-article/5827.html>
4. <http://ru.wikipedia.org/wiki/Спичрайтер>

ECONOMICS – WHAT IT IS ABOUT?

П. Головлева

2 курс, факультет экономики и управления
Научный руководитель – доц. Н.В. Ильичева

The English words «economy» and «economics» can be traced back to the Greek words that mean «one who manages a household». To begin we give the definition of economics. Economics – a social science concerned chiefly with description and analysis of the production, distribution, and consumption of goods and services [1]. Economic history traces back to ancient times. The first writings on the subject of economics occurred in early Greek times as Plato, in The Republic, and Aristotle wrote on the topic. Later such Romans as Cicero and Virgil also wrote about economics. In the twenty-first century, the rapid changes and growth in technology have spawned the term "Information Age" in which knowledge and information have become important commodities.

Economics is the science that deals with the production, allocation, and use of goods and services, it is important to study how resources can best be distributed to