

# CONCEPTUAL MODEL OF HISTORICAL MEMORY AS A RESOURCE FOR DEVELOPMENT OF REGIONAL SOCIETY BASED ON THE SYNTHESIS OF TRADITIONS AND INNOVATIONS

<sup>1</sup>Konstantin V. Vodenko, <sup>2</sup>Zuriet A. Zhade, <sup>3</sup>Marat A. Eshev, <sup>4</sup>Zara A. Mamisheva,  
<sup>5</sup>Alexander V. Belikov

<sup>1</sup>Doctor of Philosophical Sciences, Associated Professor, Department of Social and Humanity Science, Platov South-Russian State Polytechnic University (NPI), Novocherkassk, Russia. E-mail: [vodenkok@mail.ru](mailto:vodenkok@mail.ru)

<sup>2</sup>Doctor of Political Sciences, Professor, Head of Department, Department of Theory and History of State and Law and Politology, Adygea State University, Maykop, Russia. E-mail: [zhadezura@yandex.ru](mailto:zhadezura@yandex.ru)

<sup>3</sup>Candidate of Social Sciences, Associate Professor, Department of Theory and History of State, Law and Politology, Adygea State University, Maykop, Russia. E-mail: [maratusik@yandex.ru](mailto:maratusik@yandex.ru)

<sup>4</sup>Candidate of Law Sciences, Associate Professor, Department of Theory and History of State, Law and Politology, Adygea State University, Maykop, Russia. E-mail: [mamicheva.zara@mail.ru](mailto:mamicheva.zara@mail.ru)

<sup>5</sup>Candidate of Historical Sciences, Associate Professor, Department of Theory and History of State, Law and Politology, Adygea State University, Maykop, Russia. E-mail: [agu-urfak@yandex.ru](mailto:agu-urfak@yandex.ru)

## Abstract

The article is aimed at substantiating the choice of a conceptual historical memory model, transition from analytical models, descriptive models and unsubstantiated prognostics to the subject-activity model as a conceptual tool. This tool is aimed at consolidating the subjects of regional society in working out a common outline of actions and goals in the context of innovative development. According to the comparative analysis of the existing historical memory resource models, we concluded that in modern conditions there is a demand for understanding the resource of historical memory as a cognitive map of stability and consistency, with the possibility of decision-making at the level of regional society. We arrived at the conclusion that the subject-activity model of historical memory resource is the most adequate in terms of parameters focused on changes in regional society in relation to the tendency of mutual influence of historical experience, determined by the logic of everyday life, and the official historical discourse, formed according to political, ideological, legal and socio-orientation goals.

**Keywords:** historical memory, historical experience, subjects of regional society, continuity, innovation.

## INTRODUCTION

In the context of modern internal and external challenges to Russian society, historical memory becomes relevant as the experience of generations containing perception and assessment of historical events, determining their significance in influencing the present and foreseeing the future. In this context, historical memory has multidirectional intentions: on the one hand, it mobilizes society to move forward,

to realize the need for social change, on the other – it is characterized by the risks of stagnation, conservatism, and fear of change. Of course, we talk about the schemes of historical memory, formed not only in the context of intergenerational interaction, but also constructed by the policy of memory. This policy is indicated in conflicts at international level (the Russian-Polish confrontation in historical interpretation), in interregional space,

in conflicts of objectives formed by the differences in historical memory schemes, in degree of readiness of regional society for negative or positive mobilization, based on adoption of the past of the region. The model of the past includes sociological thought as a cultural and historical context necessary for a critical understanding of the link of times in regional development, as well as rejection of "the present model" (based on the possibility of complete reformatting the region's past and faith in technological and economic tools).

Meanwhile, historical memory is a resource for the development of regional society, as evidenced by the process of interregional space formation in Russian society and the differences in interregional relations associated with actualization of historical experience at the macro- and micro-levels of regional society. In other words, development of regional society cannot be qualified by the criteria of "historical uniformity", since the adoption of "interregional uniformity" scheme does not take into account the resource of historical memory as a condition for readiness of the regional society subjects for innovative development and inclusion of regional identity mechanisms as social self-determination in the framework of understanding historical experience.

It is noteworthy that that the resource of historical memory in the past was "leveled" and determined by the tasks of Soviet period accelerated modernization. It was considered at its best as a cultural and historical heritage, imprinted in material and spiritual artifacts of a "museum-exposition nature". As for historical memory in the mass moods of regional population, it was subjected to "correction", evaluated from positions of political pragmatism and ideological scheme of "unity of the Soviet society". All that implied the attitude to historical experience (as the result of governmental and public institutions influence) within the framework of "correct" historical education. We can say that the resource of historical memory, if recognized within the framework of regional development, was most often associated with the political situation (Sovnarkhoz of Khrushchev period) and was not determined by the stable trends in development of regional society in conditions when the region was determined solely by its administrative and legal status.

The modern public discourse includes the problem of redefining interregional relations, removing the excessive burden of "centralization" and focusing on the search for internal resources of regional society development. All that shows (still modest) but positive experience of domestic tourism and "regionalization" of political elites with formation of regional patriotism and social responsibility towards the population of regional society, to the prospects of its development (Veretekhina et al., 2017). It is necessary to understand the concept of historical memory on the basis of determining the theoretical foundations focused on socio-innovative process management in a regional society.

## Literature Review

In foreign studies, historical memory is analyzed in the context of "social memory" and "collective memory" problems (in the works of M. Halbwachs (2005, 2007), P. Nora (1999); in the concepts of "cultural memory" by J. Assman (2004); in the theory of memory politics by E. Hobsbawm and R. Terence (1983).

From the point of view of M. Halbwachs (2007), social memory is not a set of individual memories, but a collective construction of the past, created and transmitted through everyday life practices and public institutions (education, science, etc.). In this sense, memory is conditioned by social frameworks that set general ideas about events of the past. This approach is developed by the French scientist P. Nora (1999), who emphasizes that the content of memory is determined by the social boundaries of the group, so therefore many stories are formed.

In the concept of J. Assman (2004), historical memory is considered in the discourse of cultural memory, which is a "system of cultural encoding/decoding of the past". The cultural memory, according to the author, should be treated as a set of symbolic and verbal representations of the past.

Researchers pay attention not only to the cultural aspects of historical memory, but also to its treatment as a policy tool (Zheltukhina et al., 2020). Thus, the idea of a common collective past can be used in the interests of certain political groups. From the point of view of E.

Hobsbawm, historical memory is an "invented tradition", which is a set of social practices of ritual and symbolic nature, usually regulated by the (explicitly or not explicitly) recognized rules; its goal is to introduce certain values and norms of behavior, and the means to achieve the goal is repetition (Hobsbawm & Terence, 1983). In this aspect, the politics of memory can be treated as a purposeful activity of political actors who construct images of the past that reflect interests of certain groups.

In Russian scientific discourse, the problem of historical memory is addressed by such authors as I.Y. Alekseeva (2019), I.Y. Alekseeva and A.P. Alekseev (2010), V.E. Boykov (2011), S.N. Ikonnikova (2006), K.S. Romanova (2016), Zh.T. Toshchenko (2000), etc. Researchers note the importance of historical memory in preserving cultural traditions of peoples and ensuring continuity of generations' historical experience. J. Toshchenko (2000) states, that historical memory is a consciousness focused in a certain way, reflecting the special significance and relevance of information about the past in close connection with the present and the future".

The conceptual foundations of social management theory were laid in the works of R.L. Akoff and F.E. Emery (2012), M. Armstrong (2012), C. McNamara (2008), who treated the human factor as a significant element of management system. This approach was developed in the context of substantiation of human capital importance in the processes of social management. Putting forward the principle of "managing not things, but people", the authors consider the management system as a rationally organized activity of people aimed at achieving specific goals.

The issues of regional management are covered in the works of G.F. Balakina (2014), Yu.N. Bozhko (2012), B.B. Meskhi (2020), A.K. Osipov (2007), T.N. Topoleva (2019), O.A. Pakhomova and O.A. Dubrovina (2017). The authors state, that the sustainable regional development is largely due to the effectiveness of public administration (which relies on available regional resources). Moreover, these resources are not only economic, but also cultural, which determine the specifics of population behavioral strategies (Reznichenko et al., 2018).

In this regard, we agree with the researchers: the region is a micro-model of society, it reflects aspects of reproduction of the social sphere (population, labor resources, education, health, culture, etc. (Pakhomova & Dubrovina, 2017). We note the need to take into account the cultural and socio-psychological factors of regional society in the management system. Therefore, in the process of regional management, it is important to take into account the totality of factors that affect functioning of economic institutions in the region.

### Methodological Framework

In Russian sociological literature regional sociology is treated as a branch of sociological knowledge related to understanding and analysis of formation of a Russian regional space, the specifics of relations between the Federal Center and the regions, inter-regional and intra-regional relations. The research topic is still determined sporadically and is aimed at reconstruction and preservation of cultural and historical heritage in the context of arguments about attractiveness of the region for social and investment activity.

The functionalism, which defines theoretical foundations of the dominant ideas about the cultural and historical context of regional society (although it contains provisions on the role of the cultural and historical component in development of regional society as a sphere of risks or incentives for economic and social growth) is not explanatory in defining historical memory as a resource for development of regional society. The complexity of sociological analysis of historical memory lies in the importance of extrapolation of a regional society's historical experience, implementation of current social and economic projects and (to a certain extent) modeling the future of the region. The risk is also noted in assessment of historical memory as a policy. This is justified in the context of unresolved territorial conflicts affecting Russian border regions (The Pskov Region), and is necessary for formation of confidence in the future of regional society population (The Crimea).

However, it becomes important to search for theoretical principles, provisions and judgments with a high degree of sociological reliability analyzing main and side effects of historical memory impact. Historical memory as an object

of research in regional sociology requires adoption of a conceptual model, meaningful by the criteria of explicitness and prognostication, which is necessary for understanding the modernity of regional society and identifying trends in regional development.

If we assume that the conceptual model needs a certain theoretical concept, the most attractive and preferable is the subject-activity scheme, which limits the possibilities of historical memory objectification and transfers the research focus to the sphere of intersubjective relations in regional society. The advantage of this scheme lies in its focus on the subjects of regional society, social groups and strata that occupy the dominant position in terms of socio-economic activity.

It should be taken into account that the subjects of regional society that have the quality of social independence and positioning of interest in regional development based on the logic of group balance and regional interests, are described as achievable, not focused on historical memory as a mechanism for legitimizing and self-legitimizing socio-economic activity. Territorial and social mobility, adoption of social innovations, the attitude to leadership in regional society can really be perceived as arguments in favor of reducing the role of historical memory in the social activity of a regional society's subjects.

In Russian society the factor of social volunteerism is becoming significant, including representatives of intellectual and business elites of the regional society, participants of environmental and historical voluntary associations (where historical memory determines the nature and direction of activities).

Historical memory, actualized in the mass moods of regional society, affects the stability of socio-political order, as evidenced by the well-known events in the Khabarovsk Territory. In addition to the impact of socio-economic crisis, there was a tendency of regionalization, division between "owners" and "outsiders", which is a consequence of "internal colonization of the region", the policies aimed at exploitation of natural resources, inattention to the social sphere, employment issues, decline of socially active population and consolidation of the

"flow-through syndrome", the focus on leaving the region.

We can also say that historical memory affects the Federal Center's attitude to the prospects of regional society, since in conditions of preserving Russian territorial unity and integrity, it is relevant to outstrip the negative processes in the field of historical memory associated with attempts of regional separatism or extreme sovereignization and withdrawal from the Russian statehood (latent, but stable, is the factor of inculcation of irredentist sentiments in the Kaliningrad region, initiated by historical phantoms of "German past" and territorial ambitions of Lithuanian political circles).

The subject-activity model of historical memory is embodied in the works of Russian sociologists at the all-Russian level (Toshchenko, 2000), there are also certain movements in the framework of understanding the problems of regional society development (Vodenko, 2020; Vodenko, Borovaya & Yefimov, 2020; Vodenko et al., 2020).

One of the essential factors and indicators of regional society historical memory is the legitimacy of social activity, recognition the population's right to a decent life in the context of mass historical experience. Since there is a gradation between the Russian regions into "leadership", "modal" (regions of the average level of development) and socially depressed (lagging mainly in terms of socio-economic growth), the historical experience, based on realities or illusions (most often the Soviet past and less often – pre-revolutionary Russia), is guided by a positive assessment, indifferent attitude or protest in assessing the state of regional society.

## Results and Discussion

It is obvious that for the population of socially depressed regions (the Volgograd Region, the Voronezh Region, the Kurgan Region, Kalmykia), the experience of industrialization as a factor of well-being or the policy of liquidation and repression becomes significant. Such a situation forms a state of sociocultural trauma, which, according to the Polish sociologist P.V. Sztompka (1996), can be characterized as a "third level" by the criterion of scale in comparison with personal and collective

traumas. Its specificity in relation to historical memory is to limit conceptualization and objective generalization of historical experience, replacement with compensatory, defensive or aggressive attitudes towards state institutions, ethnic or local groups.

Thus, the conceptual model of historical memory is associated with the repertoire of historical events and historical symbols, with theoretical foundations fixed at the level of mass historical experience in a modified form as a result of "close" judgments, assessments, deviations and blocking the phenomena contradicting algorithms of mass historical experience. The research emphasis on formation of a model of historical experience, which has a high socio-cognitive and socio-orientational impact in order to form the contour of actions of the regional society subjects for the purpose of regional consolidation and development is even more significant.

The conceptual model, according to the classification of Yu.M. Plotinsky (2001), can be characterized as causal, logical-semantic, or structural and functional. In Russian sociological thought, structural and functional models focused on functionality analysis of historical memory, its influence on mentality and behavior of a regional society population have been widely used. We can hope to obtain the results related to the cultural and historical specifics of the region based on the structural and functional model of historical memory research, but in a narrow format, since we are primarily talking about updating the resource of historical memory for constructing social realities and do not consider the problem of the influence of historical memory on both assessment of past events and identification of future prospects.

Specifying this position, we can say that the structural-functional model has the qualities of descriptive and explanatory, in this respect, "beats" the scheme of cause-and-effect relationships, but at the same time does not focus on the subjects of historical experience, "putting" their positions in structural parameters, that is, determining them through socio-status and socio-territorial indicators. Meanwhile, the Russian researcher V. V. Paciorkovsky notes, that within the framework of the "settlement theory", in order to form the construct of a single rural-urban continuum,

there is a lack of structural positions in explaining the logic of "settlement".

Social interaction networks based on stable daily communications are determined not only by the formed quality of interdependence, but also by cultural and historical features, the reproduction of "cohabitation" historical experience. From the point of view of the model of historical memory, we can speak about the incompleteness of the structural and functional analysis, although it determines the vector of the study of regional society's integration .

The position on subjectivity of historical memory, which includes the positions of specific social groups and communities of regional society that have some attitudes to consolidation and construction of historical memory schemes is closer to our research interest. In this sense, it is important to emphasize that historical memory as a development resource of a regional society cannot be considered primarily in socio-political discourse, although it should be noted that there is a transition from a state of "latency" to reality, to acceptance of historical memory as a social fact that characterizes the socio-behavioral sphere.

The subject-activity model of historical memory thus addresses the criterion of resourcefulness, the possibility of "converting" cultural and symbolic capital into a social dimension, as pointed out by P. Berger and T. Lukman (1995). They noted that within the framework of historical objectification of the social order, it is necessary to explain and define the institutional tradition that actualized at the level of socio-political discourse as a set of representations, assessments, judgments and attitudes in the sphere of social interaction (Berger & Lukman, 1995). Such a procedure requires legitimation at the level of everyday life, coordination with mass historical experience. It is not always possible to get the desired result, since the level of everyday life contains historical stereotypes that are sufficiently rigid in the context of changes in historical memory (in the official language for resistance and rejection of new functional and causal schemes).

The subject-activity concept of historical memory is not perfect within the framework of "construction" of historical tradition, since it takes into account the algorithms of historical

events that have the character of imperativeness and focuses on the socio-orientation map, which determines the possibilities of historical memory, based on translation of historical experience schemes into the social activity of the subjects of regional society. It should be noted here that the mass mood of the population at the regional level is characterized by actualization of historical experience in relation to a large-scale phenomena that determine the life of the country and the "modesty and infallibility" of historical assessments to determine their own life trajectory.

Indeed, the research carried out within the framework of the Tomsk initiative back in the early 2000s has not lost its significance and relevance in the modern period, since there remains the collective attitude to historical memory for adoption of preferred values as a legitimization of relations with society, the state and the influence of historical stereotypes that shape everyday relations in regional society. At this level, there is an understanding of commonality of historical fate, which can have multidirectional effects both in the context of social activity growth and consolidation of social inertia and social indifference, inclusion of mechanisms of alienation and resistance to social "from above innovations".

Thus, the resource of historical memory in development of regional society should be conceptualized to determine the possibilities of using it in the framework of social initiatives and projects.

Another thing is that (as noted by Russian researchers Yu.G. Volkov and AV. Lubsky (2017)), the intellectual situation of modern Russian Sociology turns it into a cognitive field of diverse sociological discourses, as a result of which social reality is dissolved in a variety of theoretical constructs and value concepts (Volkov & Lubsky, 2017). If we agree with this statement, the choice of the subject-activity concept of historical memory should be defined as a justified one from the point of view of theoretical foundations that make the conceptual model meaningful.

In our opinion, now it is difficult to trace and characterize the main directions and results of historical memory resource research at the level of regional society. First, they face the influence of multiplicity of sociological discourses that

define historical memory in the "zone of cognitive uncertainty". The references to the possibilities of an interdisciplinary approach rather introduce ambiguity than contribute to formulation of the problem and its reasoned solution. As an example: the assessment of historical memory is of an oppositional nature, if they actualize the functional discourse, according to which historical memory is treated as a background factor for structural changes. The causal scheme of historical experience gives it the character of invariance, fixing the position of predestination for historical memory and greater stability in comparison with social innovations. We emphasize that in the given theoretical situations the subject of historical memory "suffers", when acting according to "the habitus logic" (Bourdieu, 1993).

In other words, the resource of historical memory is described within the framework of "constraining circumstances", and its "rehabilitation" at the level of "locality analysis" is clearly insufficient to determine the repertoire of historical memory in the current regional society.

In modern conditions there is an increasing interest in regional history, which is inseparable from the "big" one, but has the specifics of formation and influence on the regional society. It should be recognized that the subject-activity model of historical memory reflects the interest of the regional socially active, the "minority" of the regional society which occupies a dominant position in the main spheres of public life, but does not determine the direction of historical memory at the level of everyday life, the diversity of social, cultural, recreational, and communicative ties.

Thus, it is important to emphasize that the impact of historical memory on development of regional society is not "uniform" and its influence is relevant for the degree and direction of activity of socially active segments, claiming the status of subjectivity and independence in formation of historical memory culture. It is also relevant for the "passive" majority, acting on the level of historical stereotypes, formed mainly as indoctrinated through official historical discourse. Hence there are the risks of disruption of the sphere of everyday life and the expected social changes. Despite the introduction of competitive technologies into the regional society, the renewal of education system and

support of small and medium businesses, the real effect may be more modest than the set targets: not only because of incompetent management decisions, but also because of the influence of historical memory (Vodenko et al., 2018; Vodenko et al., 2019a; Vodenko et al., 2019b).

As the Russian researcher V.V. Markin notes, when assessing the prospects for development of regional society in the Urals, it becomes obvious that there are forming two unequal groups of the population: a small one of politically active, even radical citizens, and the bulk of conservative, conformist-minded residents (Markin, 2015). A similar situation is observed in other cities of the Urals, the Volga Region, and Siberia, where evacuation of the specialists from the western regions of the Soviet Union during the Great Patriotic War has an actual impact. It is not only a "historical meme", but also a factor that forms some differences in relation to the realities of regional society.

The cognitive-orientation situation of regional society population is thus determined by the influence of historical "layers" that form attitudes to the events and facts of regional life. The policy of historical memory has a multidirectional impact, which is a set of schemes of official historical discourse and "spontaneity" of historical experience, dictated by interpersonal communications, intergenerational interaction and the logic of everyday life. This explains the difficulties in non-linear formation of historical memory resource as a catalyst for changes in various spheres of regional society.

We adopted the subject-activity model of historical memory which is based on the fact that there is operating the mechanism of overdeterminism, so historical heritage as a set of objectified historical events and facts in general gives inertia to the process of development of regional society. But it is not the main factor, since in conditions of new social subjects and reduction of the influence of previously existing social stereotypes it is obvious that the position of groups and strata claiming leadership in regional society comes to the first place.

It is significant that even at the level of superficial perception, one can see differences in the influence of historical memory resource on

configuration of the regional society. Thus, many Internet sites draw attention to the fact that the city of Salekhard, the administrative center of the Yamalo-Nenets Autonomous District, is a new urban area that embodies the landscape and architectural achievements of modernity. The "old" urban formations, such as Norilsk and Khanty-Mansiysk, contain "traces" of the Soviet experience of developing the North under the scheme of accelerated modernization, they are "standardized" and aimed at subordinating the urban environment to the priority of "monopolists".

The mentioned judgment is associated with the fact that the resource of historical memory can create barriers to the innovative regional development, when historical memory contributes to the interests of those who "own" the power and economic resources of the region (Norilsk Nickel, Gazprom etc.). There is also a stereotype of "flowability", temporary residence in a certain territory when "readiness to leave" is fixed at the level of everyday consciousness. Hence the difficulties of innovative development are in the "old raw materials" regions, where the idea of "shift" economy is being introduced (which has rational grounds both in financial and economic indicators) and in the argument about the psychology of "temporary workers", who make up the vast majority of the population of the regional society.

Such a position is fraught with risks of "forgetting and ignoring" the established traditions and customs of the small "indigenous" peoples of the North, who have a unique historical experience of living in extreme natural and climatic conditions and the strategy of "indifference to newcomers", who do not develop a sense of regional patriotism and often have negative stereotypes of historical memory associated with colonization or "gulag" past of the region.

As a result, there is a dual effect of denying the resource of historical memory on innovative development of the region in the form of a synthesis of traditions and innovations. First - there is a desire, denoting a complex historical heritage that has influenced traumatization of the mass consciousness through refusal to connect with the fate of the region and, accordingly, refusal to focus on the future of the regional society. Second - they consider the

regional society as a sphere of "forced residence", determined by the need for mutual adaptation, but excluding formation of a consolidated view on maintenance of traditions and legitimization of changes aimed at improving social comfort and maintaining balanced interpersonal and group relations.

In this regard, it is important to categorize the social space of the regional society on the basis of historical criteria and features. The fact is that blurring of categorization and limitation of the general description of historical experience (outside differentiation of existing social subjects) lead to insufficiently justified conclusions in favor of constructing "abstract" traditions that fit into the formal model of historical memory. Such traditions do not determine the degree of resource capacity, or aim at activities from a "clean slate" to consolidate the stereotype of the "pioneer", which has its costs: destruction of cultural and historical heritage and consumer attitudes to the socio-ecological environment.

## Conclusion

In the all-Russian study on the problems of civil, ethnic and regional identity formation, it is noted that historical memory affects the differences that are perceived as culturally conditioned and give rise as a consequence to a discrepancy in the interests of the subjects of regional society in relation to historical perception: "requires thrift, has no historical value, deserves to be dismantled and excluded from cultural and symbolic capital".

Another point is that in regional society, as a result of socio-stratification changes, there is an obvious rearrangement of socio-status positions. The traditional subjects of historical memory (the intellectuals) go into the "past", cease to fulfill the mission of cultural and historical education due to social circumstances. The orientation towards adaptation to the changed conditions becomes real on the basis of adopting a conflict-free position and searching for new career opportunities in the way of cooperation with government institutions. In this context, there is a clear shift towards adoption of an official historical discourse, in which historical memory can be used for various reasons and in preference to conjunctural resources.

Meanwhile, formation and operationalization of historical memory resource model in development of regional society (which is considered as an important conceptual task) actualizes the search for an integrative model that meets both the criterion of coherence and complementarity of the accepted theoretical and methodological foundations (necessary for paradigmatic approach and translation into the tools of empirical and applied research), having the property to diagnose social facts and phenomena of regional society in the context of historical memory as a cultural and symbolic code, influencing the life strategies of regional society's subjects.

It is obvious that the subject-activity model of historical memory resource is the most adequate in terms of parameters focused on changes in regional society in relation to the tendency of mutual influence of historical experience, determined by the logic of everyday life, and the official historical discourse, formed according to political, ideological, legal and socio-orientation goals. There is a real problem of achieving the compatibility of the two levels of historical memory, since paradoxes and contradictions, determined by sensations, perceptions and ideas fixing continuity and intergenerational interaction, are resistant to actualization of historical memory. Consequently, development of regional society actualizes the ability of historical memory to reflect "habitus" synthesizing traditions and innovations (provided that activities of the regional society subjects reflect the desire to realize the unity of the past, present and future).

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