

SUMMARIES

V.V. Solodnikov. Personality and culture: Which one is cause, and which one is effect?

In the foreword there are represented the key concepts of the authors of the original article — G. Hofstede, R.R. McCrae — “Personality and culture revisited: Linking traits and dimensions of culture” are shortly described and clarified. Also the methodical arguments which can smooth author's controversies about cause-effect relationship between personality and culture are given. Some features of the text are allocated and can be interesting to the Russian readers.

Key words: trait (personality / temperamental), sub-trait / facet, mean level of trait, cultural dimensions, “Big Five”.

G. Hofstede, R.R. McCrae. Personality and culture revisited: Linking traits and dimensions of culture / Transl. by V.V. Solodnikov

“Culture and personality” was a focus of anthropology and psychology in the first half of the 20th century. It was concerned with traditional and preliterate societies and drew many of its constructs from psychoanalysis. In this article, we note that taxonomies of personality traits and cultural values developed independently since 1980 have created new possibilities for exploring the topic. The Five-Factor Model of personality is a universally valid taxonomy of traits. The IBM study (conducted by Hofstede) dimensions of culture represent a well-validated operationalization of differences between cultures as manifested in dominant value systems. In reanalyses of recently reported data, mean personality scores from 33 countries were significantly and substantially correlated with culture dimension scores. We discuss environmental and temperamental explanations for these associations and suggest directions for future research, including replications, experimental simulations, acculturation studies, and research on the interaction of traits and culture in shaping human lives.

Key words: culture and personality; personality traits; Five-Factor Model; IBM dimensions; value systems; crossnational comparisons.

V.P. Dubitskaya, M.I. Tararukhina. Can Russia become America? Russian study of management culture using Geert Hofstede's method

The article examines G. Hofstede's method of comparative analysis of national organizational cultures using the results of a Russian study, conducted in an electric grid company. The alternative interpretation of the Hofstede's cultural dimensions is given. It is shown that one of the scales "measures" a labour-market condition rather than national culture differences. The other scale combines two oppositely directed dimensions.

Russian indexes are calculated for every of the four cultural dimensions of Hofstede's method. Russian organizational culture constants are validated and explained as well. It is concluded, that differences between American and Russian business cultures are so big that methods of management borrowed from American practice won't work in Russia. The assertion that within one country Hofstede's method can reveal intra-cultural regional differences produced by historical ways of settlement is not out of interest.

Kew words: Hofstede, organizational anthropology, organizational culture, management, methods of comparative study.

A.I. Chernykh. Journalism and public examination

Formation of democratic societies of the Western type presupposes appearance on the historical scene of a new strong actor — the bourgeois class: "No bourgeoisie, no democracy" (Barrington Moore). The articulation and defense of vital interests of that class creates a new social space — "the bourgeois public sphere" which helps to make up "counterbalance" to absolutism of a corporate state — a civil society, the core of which is composed by public opinion. In the confrontation between the authorities and society one of the most important roles is played by the press that provides free debate and discussion of generally valid problems, especially economic and political. The recognition of the mass media role was stamped in its characterization in XIII century as "the fourth power". Technological development of the media incredibly expanded its functions, turning journalists into creating informational analogue of reality, saturating daily life with new meanings. Methods of the representation of reality, the specific nature of political influence of journalists — key members of the reflexive elites (Helmut Shelski), are the themes of this article.

Kew words: public sphere, journalism, fourth estate, orders of knowledge, everyday life, scientific and everyday knowledge, expertise, representation.

A.A. Smolkin. Transformations of practices of respect to elderly people among migrants

Today young people's attitude towards seniors is considered to be disrespectful in large Russian cities. Quite often even carriers of the traditional cultures where seniors are supposed to be treated with respect, (for example, migrants from Caucasus and Central Asia) do not show it in a due measure in Russian conditions. How and why do the behavioral practices of cultures traditionally characterized by the respectful attitude to the old age undergo dramatic changes in a large Russian city? Among the reasons of disappearance of respectful actions we can underline absence of repressive sanctions for not paying respect, vagueness of the object of respect, weak compatibility of traditional behavioral models with expectations of people, etc.

Key words: social gerontology, re-socialization, attitude to an old age, adaptation of migrants, intergenerational relations