



**SCIENTIFIC REVOLUTIONS:  
ESSENCE AND ROLE  
IN THE DEVELOPMENT OF SCIENCE  
AND TECHNOLOGY**

**Collection of articles  
based on the results of  
International scientific and practical conference  
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# **СОЦИОЛОГИЧЕСКИЕ НАУКИ**



**SOCIOLOGICAL  
SCIENCES.**

## **"REPOST CANNOT BE JUDGED"**

**Annotation:** *In 2017, legislative liability became tougher against users on social networks, with criminal liability mainly related to persons who repost records, and not their own notes on the pages. Since the end of 2018, the situation has begun to change, on January 7, 2019, a law was adopted that abolishes criminal liability for pictures and reposts on social networks. The adopted amendments to the law did not become the long - awaited freedom. Most of the users fell under criminal punishment under Article 282 of the Criminal Code of the Russian Federation, which relates to incitement to extremist activity, but which in turn is paradoxical, since there is no clear formulation of what can be called extremism, for this reason most of the materials posted on the users' pages was regarded by linguistic expertise as a call for extremism. It is becoming more and more difficult for the state to control the situation, which can get out of control at any time, and the legislative framework, especially with the frightening vague definition of "extremism" and the large practice of criminal cases under this article, makes users afraid and teaches them to new "Internet etiquette ". Whether there is freedom in the existing realities can be answered only with big reservations, which is, and only with some hope that freedom can be achieved with the right choice of political tactics related to the security of the constitutional system.*

**Keywords:** *social networks, human freedom, legislative responsibility, like and repost, government policy*

### **Where to put a comma in the existing realities and is there freedom in social networks for Russian users in conditions of legislative responsibility.**

Back in 2016, it was possible to put a comma after the word "no". According to the information and analytical center "Sova" in 2016, 220 people were prosecuted, in 2017 there were already 8 more people and 96 % of these cases were related to posts that were attributed to extremism, most of the criminal prosecution concerned nationalists [1]. And in 2017, legislative responsibility became tougher in relation to users on social networks, and criminal liability mainly concerned persons who repost records, and not their own notes on the pages. Since the end of 2018, the situation began to change, on January 7, 2019, a law was adopted that abolishes criminal liability for pictures and reposts on social networks. Can we say that agreements with the inhabitants of social networks and the state have been reached and there is an opportunity to move the unfortunate comma towards the word "repost"? Let's turn to the amendments that were adopted. According to the publication of the Federal Assembly of the Russian Federation, criminal prosecution is canceled if several conditions are met: the repost was made once a year; does not pose a serious danger to the constitutional system of the state [2]. It is worth noting that criminal liability is replaced by a fine or community service, however, if a repeated violation of the criminal punishment is no longer avoided, and if the crime was committed by a group of persons using violence or using official position, then criminal liability occurs the first time. Should we call the adopted amendments to the law long - awaited freedom? Not at all. Most of the users fell under criminal punishment under Article 282 of the Criminal Code of the Russian Federation, which relates to incitement to

extremist activity, but which in turn is paradoxical, since there is no clear formulation of what can be called extremism, for this reason most of the materials posted on the users' pages was regarded by linguistic expertise as a call for extremism. There is no mention in the new amendment to the article that the concept of extremism is being explained in more detail.

Mail.ru Group applied to the Supreme Court with a request to define at the legislative level the concepts of "like" and "repost" so that there was an objective consideration of criminal cases against persons who were involved in it for extremist activities [3]. As the management of Mail.ru Group declares: "The actions of law enforcement agencies that initiate criminal cases against users of social networks for likes and reposts, in some cases clearly do not correspond to the potential threat, and their reaction to entries in comments or memes in the feed turns out to be unmotivatedly harsh." As a reminder, Mail.ru Group owns the two largest social networks Vkontakte and Odnoklassniki.

It is worth starting to talk about why we need a virtual life, if there is a real life with print media, real people and social institutions with which the individual interacts? After all, if there were no social networks and the opportunity to express their opinions on their pages openly, then the state would have fewer problems, less area of responsibility for the country's security. Sigmund Baumann characterizes our society as "individualized", implying the abandonment of long-term perspectives in favor of immediate results [4, c.7]. One of the characteristics of a virtual site is to receive information immediately without delay. The virtual world appears to us as a form of a "global village"[5, c.150], the whole huge real world can fit, as it seems, into a small box called "social networks", where everything is fast, accessible and widespread, without leaving your home or office. In a society where uncontrolled changes take place every day, a person is forced to find shelter for himself and thus individualize, and for this, social networks are no better suited, where everyone can "build" a model of their life. The inconsistency and instability of events taking place in society is perceived by people as a threat, a presentiment of disasters, which generates turbulence in people's daily lives and thus global risks create a global public [6, c. 98], one of such publics is the public of social networks, which mobilizes people across all borders - national, religious, ethnic, etc. Social networks act as a form of public space for people, where there are relationships expressed by notes, entries and actions expressed in the form of reposts and likes, through which users reveal their uniqueness and themselves. Often, publications become a form of dialogue on a virtual platform with other users, and not a way to declare yourself [7, c.17].

Nowadays, social networks have become an important communication channel between the authorities and civil society. Despite the fact that initially social networks were conceived as one of the forms of free communication of users between each other, not allowing the state into this virtual world, soon, due to the expansion of functions in social networks and the growth of their popularity, the state penetrated with a request to transfer politics from offline mode to online mode. Secondly, social networks are a platform for the formation of public opinion, therefore, it has become profitable for the state to be present in the virtual life of citizens, monitoring the situation and setting trends in opinion regarding most events. In this respect, the state can act as a manipulative publicity, wanting to set the necessary vector of directions for most opinions [8, c. 263]. Restrictions on publications by the state and criminal liability for them can be regarded as a manipulative maneuver against users.

So why is it that users are increasingly being prosecuted and why is the state restricting their freedom of speech and expression in the virtual space? It can be assumed that the 2017 terrorist

attack in the subway in the city of St. Petersburg served as a prerequisite for the control of social networks, according to the security services, the agreement on the attack was made in the Telegram messenger, which was protected with an encryption key, so there was no way to trace the correspondence. Subsequently, laws and messengers were passed that prohibited the user from using them without personal identification. Then this has already affected users of social networks, since the state's primary task is the safety of citizens. With the expansion of functions and an increase in the number of social messengers and social networks, a person has more and more opportunities for communication, creating his own communities and the opportunity to speak in any convenient format. It is becoming more and more difficult for the state to control the situation, which can get out of control at any time, and the legislative framework, especially with the frightening vague definition of "extremism" and the large practice of criminal cases under this article, makes users afraid and teaches them to new "Internet etiquette". We can say that the state is transforming the public sphere of social networks from an unorganized mass of scattered people into ordered groups of people who should be occupied according to socially approved interests, this is like an attempt to transform and equate a huge virtual world with a lot of information and phenomena to the real world, which is always subject to control. However, here we can already talk about an information war between civil society and the state, a large number of innovations and restrictions only give rise to new methods of protection in social networks and instant messengers, as well as anonymization of users. For example, the social network Vkontakte has made it possible to make user profiles private, and the Telegram messenger has the ability to private chats and has a large number of proxy servers to protect user information. Perhaps it would be worth reaching a consensus between the two worlds, the civil and the political?

Returning to the prologue of the article and the main question of whether there is freedom in the existing realities, it is possible to answer only with big reservations, which is, and only with some hope that freedom can be achieved with the right choice of political tactics related to the security of the constitutional building, for example, work on the technical side of the work of social networks, and not use criminal prosecution of users, because until the person who made the repost is discovered (his page on social networks), the person himself is found, detained, until a decision is made, etc., the repost itself can be seen by millions of people, and its content will become outdated. Users themselves should also think about how and what they publish. Social media can serve as a dialogue side between civil society and the state, rather than a field of war, which generates more legal conflicts and new ways to protect personal pages on social networks. But is there an unequivocal answer about freedom in social networks, if the law on confidentiality of correspondence is violated, each messenger is obliged to identify users and prohibit private chats, there is total control over user publications, which limits their freedom of action. It is possible that we are already approaching that terrible future, reflected in one of the episodes of the famous TV series "Black Mirror", when the government uses new engineering developments to persecute people outside of virtual reality.

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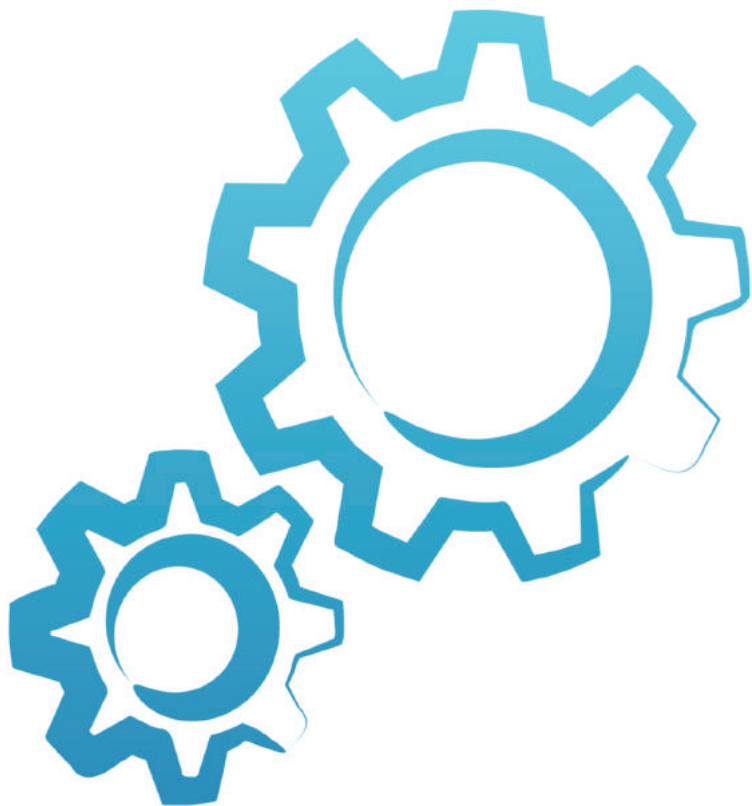
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# **ТЕХНИЧЕСКИЕ НАУКИ**



# **TECHNICAL SCIENCE**

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## CONCEPT OF MATERIAL AND TECHNICAL SUPPORT OF EQUIPMENT

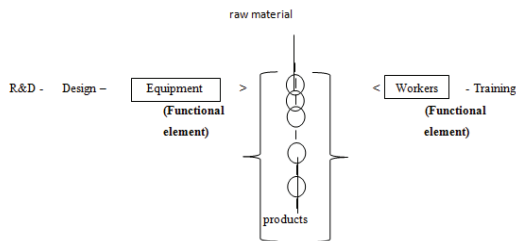
**Abstract:** Production equipment is the core element of the production system. Communication between maintenance personnel and production equipment should be a major factor for the smooth operation of the plant.

**Key words:** production equipment, logistics, control.

### 1. FUNCTIONAL ELEMENTS OF THE PRODUCTION SYSTEM

Production equipment is one of the constituent elements of the production system, a necessary functional element for the transformation of raw materials into products. Workers are another functional element of the production system. Workers, as a human functional factor, together with the functional factor of equipment, provide the function of converting raw materials → products. This relationship is shown in Fig. 1

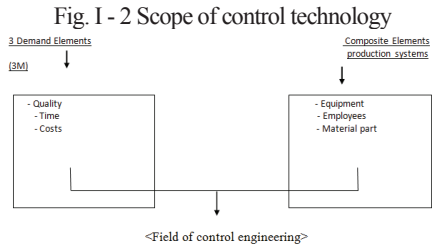
Fig. 1 - Functional elements of the production system - equipment and workers –



The fundamental role of manufacturing activities is the transformation of raw materials into products. In the process of converting raw materials → products, quality is added, associated costs arise and time is spent.

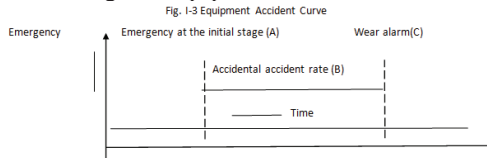
In addition, in the process of converting raw materials → products, the functionality of equipment and workers is used and the processing, movement and storage of the material part (raw materials, materials) is carried out. That is, effective application and rational processing of 3 M (Machine, Man, Material) is carried out. Depending on the skillful or inept use and processing of 3M, quality, cost and time vary.

Summarized, the above can be presented in Fig. I - 2

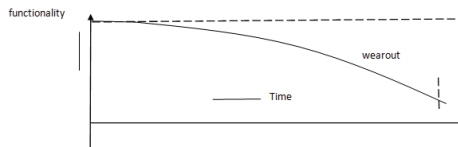


## 2. Operational Tasks

**Fig. I - 3 Equipment Accident Curve**



**Fig. I - 4 Equipment degradation curve**



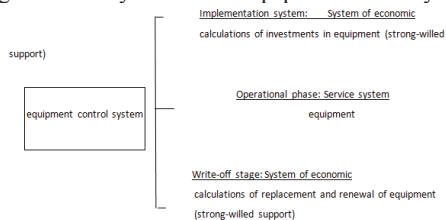
The task of equipment control at the operational stage is to stabilize the above - mentioned accident rate at a low level and possibly reduce the rate of equipment progression as much as possible.

In this case, equipment = performance and equipment control can be equated with functionality control.

Performance monitoring is commonly referred to as equipment logistics.

In order to keep track of equipment in terms of technical control throughout the entire period from its acquisition to disposal, it is necessary to create a "mechanism" or "system". Let's call it "equipment control system"

**Fig. I - 5 3 subsystems of the equipment control system**



Each of the subsystems plays an indispensable role for effective use throughout the entire life cycle of the functionality of high - tech and expensive equipment introduced in production.

### 3. SUMMARY - WHAT IS EQUIPMENT CONTROL

The design and construction of equipment is the work of technical staff with special technology. On the other hand, the implementation and installation of the created equipment, its effective use as a functional element of the production system is the work of the controller - technologist.

System design is central to the Process Engineer's work. In this regard, the controller - technologist of the equipment must design a certain system.

Equipment control can be briefly called "equipment care". In this case, we mean the entire period of care and implementation and use in direct production until the moment of write - off.

In addition, there are 2 types of care: from the point of view of the economic cost of the equipment and from the point of view of technical functionality. The "system" is needed as a way and means of care. This is the "equipment control system", and the job of the process engineer is to design it.

Equipment control refers to the aggregate activity aimed at maximizing the functionality of equipment by planning, maintaining and improving equipment in accordance with the course of the enterprise in order to increase its productivity and profitability.

### 4. VIEW FROM THE WORKER

Noise, vibration and foul odor caused by deterioration of equipment deteriorate the working environment and reduce the enthusiasm of workers. This also applies to loss of functionality.

On the other hand, in the event of a sudden breakdown of equipment, work - related injuries are possible. Sudden accidents such as axle fracture, tank rupture or pipeline rupture can cause life - threatening injury.

The damage associated with the deterioration of equipment, from the point of view of production safety, is one of the largest losses due to a decrease in the functionality of the equipment.

Situations associated with a decrease in functionality are summarized in Fig. I - 7

Fig. I - 7 Loss from reduced functionality

Reduced production	Reduced production, unit selling price, variable costs, losses from reduced production
Decrease in quality	Loss from a decrease in the selling price due to deterioration in quality, undermining the company's reputation
Unit cost growth	Raw material, energy and labor costs
Failure to comply with delivery dates	Losses from schedule instability, non - compliance with delivery dates, damage to reputation
Reduced security	Losses from accidents
Deteriorating working environment	Decreased labor morale

### 5. EQUIPMENT SAFETY AND PREVENTIVE MAINTENANCE

Having ascertained from the point of view of combating deterioration of functionality 3 functions of equipment logistics, we defined them as

1. Combating deterioration, 2. Measuring the degree of deterioration, 3. Correcting the deterioration.

The feature of preventive maintenance consists in preliminary planned repairs before an accident or equipment shutdown. Therefore, preventative maintenance refers to preventive maintenance of equipment, not after the fact. It can be equated with preventive vaccinations, which prevent a person from being hospitalized as a result of an illness.

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#### **PURPOSE AND SIGNIFICANCE OF INTELLECTUAL PROCESSING OF VIDEOS**

**Annotation:** This article presents the statistical evaluation of video images, the importance of studying the practical problems of intellectual processing of video images.

**Key words:** *Data Mining, Text Mining, Web Mining, Visual Mining, Call Mining, Audio Mining, Image Mining, Video Mining, Cloud Mining, Genesis Mining, Image Mining.*

Today, the amount of data belonging to different categories and types in the data resource are growing rapidly. Because of the data size, it is becoming increasingly difficult for the user to extract the information that they need. In order for human beings to search for and extract the information they need, they have to process the data, analyze it, and more precisely, analyze the data intellectually. Traditional methods of data analysis are mainly aimed at testing pre - existing hypotheses about data, while intellectual analysis focuses on the structure of data, previously unknown connections between data and aimed at defining laws. Data mining (DM) is an intelligent data analysis technology that is widely used in practice. DM usually has two meanings: searching for the required information in a large database (MB) and exploring the content of a large amount of unprocessed material [1 - 3].

DM provides intellectual analysis of data, the environment for finding patterns, knowledge expansion, template analysis, determining the information content of knowledge from the MB, and more. means

DM is an emerging and evolving multidisciplinary environment based on applied statistics, emblem recognition, artificial intelligence, MB theory, and other such disciplines (Figure 1).

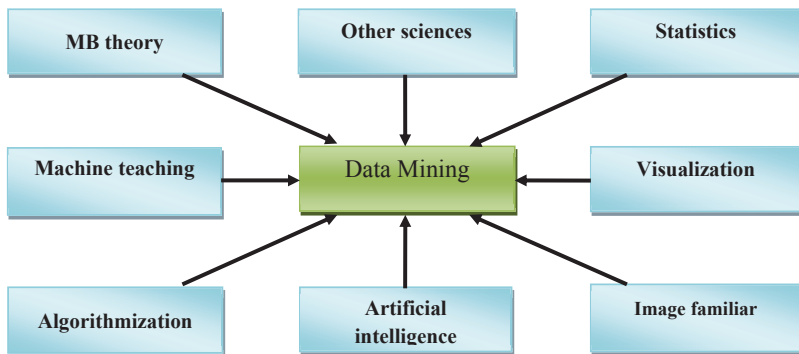


Figure 1. The structure of the DM multidisciplinary environment

DM is a decision - making process that identifies hidden patterns (information patterns) from data [4,5].

The essence and purpose of this technology is to identify objective and practical useful laws that are not known from large amounts of data.

Currently, DM has more specific directions depending on the type of data being processed:

- TEXT MINING (KDT - Knowledge Discovering in Text - search and identification of knowledge in the text);
  - WEB MINING (Web Content Mining and Web Usage Mining);
  - VISUAL MINING;
  - CALL MINING;
  - AUDIO MINING;
  - IMAGE MINING;
  - VIDEO MINING;
  - CLOUD MINING;
  - GENESIS MINING.

Based on the research topic, we will focus on Image Mining and Video Mining technologies.

Image Mining is the process of searching for and identifying valuable information and knowledge in large amounts of data. Image Mining describes the basic principles in the concepts of database, machine learning, statistics, image recognition, and “soft” computing. Methods of intelligent data analysis Surface observations allow more efficient use of the database [6].

Video mining is the process of searching for visual information and evaluating situations in terms of video analysis, video comprehension, and video data content management. It will lead to new promising applications of video analysis in the field of video data content and its management in connection with the growing volume of data. For example, video allows you to assess the quality of content, understand the video, analyze situations.

### Conclusion

The following conclusions have been drawn from the study of the subject for this article:

- The technical means of video processing and intellectual processing methods were studied;
- Statistical estimates of pixel color values in images were studied and an algorithm for averaging images of video frames was developed;

- It is possible to initially assess the attractiveness of video materials by constructing visual barcodes using the method of averaging.

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# **ЭКОНОМИЧЕСКИЕ НАУКИ**



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## **FEATURES OF INNOVATIVE ACTIVITY OF INDUSTRIAL ENTERPRISES**

### **Annotation**

This article discusses the concept of innovation, the importance of innovation in industrial enterprises, identifies the features of innovation and defines the essence of management of innovative activities of industrial enterprises.

### **Keywords**

Innovation, features, innovation, industrial enterprises, innovation management.

In the modern world, more and more attention is paid to the development of innovations. This is due to the fact that the level of the world economy has moved to another stage - the stage of globalization, in which innovative processes play a huge role. To ensure successful activity, it is necessary to rethink all current production processes, analyze internal and external problems, risk factors and take measures to eliminate them. All this will help bring enterprises to a different level of development.

The growing role of innovation makes new demands on the issues of choosing the most effective mechanisms for the use and assessment of innovation potential, management of innovation activities of the enterprise. Innovative activity at an industrial enterprise is primarily aimed at increasing the competitiveness of manufactured products in the market [1].

Innovation activity is a special type of activity associated with the development, creation, development and commercialization of product and process innovations [2].

Innovation activities include the following set of works: R&D, experimental development, preparation and start - up of production, as well as activities that ensure the creation of innovations – the acquisition of patents, licenses, certification and standardization of products, marketing and organization of sales markets for innovative products, training and retraining of personnel for innovative activities, organizational and financial activities.

In addition, the results of innovative activities of industrial enterprises are determined by the availability of personnel with the necessary characteristics for such activities, the process of training and development of personnel, as well as the organization of teamwork and the presence of interest in innovative activities, which explains the fact that many world - renowned companies are in constant search and improvement. tools to stimulate innovative activities of their employees.

Another feature of innovation is that, as a result, the product itself, objects of labor or technology changes, and such changes in the management object are often unpredictable.

Often, innovative activities are accompanied by resistance to change from workers or consumers. Specialists in this field have long recognized the seriousness of the consequences of resistance to change and have accumulated considerable experience in overcoming it. In the course of managing innovative activities, this problem must be taken into account and, if necessary, resorted to measures to overcome such resistance.

The results of innovative activity are inextricably linked with the products of creative activity, which in turn are the results of the creative efforts of its creators. Such intellectual products are considered to be intellectual property, which have various forms: scientific discoveries and inventions, the results of technological and design work, samples of new products or materials, new technology, etc.

Thus, innovative activity requires a specific type of management that takes into account all of the above features of this activity and the main goal of which is to create an environment conducive to stimulating innovation. In this case, it is possible to designate the management tasks, the main of which are the following [3]:

- management of social and psychological aspects of innovation;
- management of marketing research in the implementation of innovations;
- management of intellectual property;
- management of the creative potential of employees;
- provision of the necessary resources;
- management of risks.

In conclusion, we can add that in the modern economy the role of innovation has increased significantly. Without the use of innovations, it is almost impossible to create competitive products with a high degree of science intensity and novelty. Thus, taking into account the specifics of industrial enterprises, the management needs to pay more attention to the problems of forming an effective system for managing innovative activities.

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### **DIGITAL MARKETING - AS A TOOL OF DIGITAL TECHNOLOGIES**

**Annotation.** This article discusses digital marketing as a tool of digital information technologies, the concept and features of digital marketing, digital marketing tools, namely search marketing, email marketing, affiliate marketing sites, social network websites and mobile applications

**Keywords:** *digital marketing, features of digital marketing, digital marketing tools, digital technology tool.*

Today, when the number of potential customers is in the millions, the main task of any company is to attract new customers and retain existing customers. For this purpose, modern and up - to - date marketing tools are used. The transition to the digital economy has led to the transformation of marketing, forcing it to adapt to changing environmental conditions, the creation and development of digital marketing, one of the elements of which is a popular and effective tool digital marketing. In the literature, this tool [1] is called differently: digital marketing, digital marketing, online marketing, new marketing, etc.

The purpose of this study is to study digital marketing - as a tool of digital information technologies, which are beginning to develop actively now.

Digital marketing is the methods and tools that are used in information technology to achieve marketing goals. It is worth noting that "digital marketing" is much broader than the concept of "Internet marketing", as it includes channels that can be used without the Internet. It is aimed at increasing the sales volume of products by attracting customers and promoting the product. In the development of digital marketing, technological progress is being used, and traditional television and radio advertising is being replaced by more effective and less expensive Internet advertising, mobile technologies. The concept of this type of marketing is focused on consumers.

The following features of digital marketing are distinguished:

1. Due to the interactive nature of new media, the nature of information transmission has changed.

2. With the help of new systems, the transmission of information has changed, in contrast to the media, it has technical, information tools and technologies, including including the professional competencies of employees.

3. Conventional - classical media, for example, mass media, can inform an indefinite range of people with different needs and financial capabilities, they have a mass nature of working with the audience. While the new Internet media have targeting and interactivity. With the help of these media, you can get feedback from consumers and the target audience, which will help you better understand the needs of customers and improve their satisfaction.

Having considered the features of digital marketing, highlighting the main ones, it is worth considering the tools of digital marketing, with the help of which the main goals of marketing in the modern world are achieved. These include: search engine marketing, email marketing, affiliate marketing sites, websites and blogs, social networks, video hosting, and mobile apps.

**Search engine marketing** is used in cases when the firm wants to occupy the best position for business in the search engines, such as Yandex and Google. Users are shown in the ads what they want to see, searched for or viewed on the sites.

**Email marketing** is carried out with the help of mailing lists. In most cases, they act as part of content marketing.

**An affiliate marketing site** has recently been interesting to study, as it can generate a low certain income from many small sites.

**Websites and blogs.** We can say that in the modern world, advertising on the Internet is popular and effective. Competitiveness on the Internet occurs when evaluating corporate sites. A website is a collection of documents that can contain various information, such as audio materials, videos, images, and a blog is a kind of website, you can call an Internet diary, an event log that is updated

daily, as well as contain images, multimedia, text, and much more. On websites, the article should be written in the official language, while in the blog, the information is conveyed to consumers in a simple, colloquial language that is understandable to everyone, to which people are already accustomed.

**Mobile applications** are programs of the information processing system for smartphones, which are called "messengers". An example is Skype, Facebook, WhatsApp, Telegram.

In the modern world, there is a constant development; therefore, the impact on potential consumers is changing. At this stage, the tools of the digital economy are actively being introduced into production, and such a digital technology tool as digital marketing has become very popular over the past few years. With the help of its tools, you can get not only accurate and objective information, communicate with the audience, but also track the results of brand and product promotion in the market, which is very important for companies.

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**КУЛЬТУРОЛОГИЯ**



**CULTUROLOGY**

## **THE MOST INTERESTING FACTS OF ABKHAZIAN CULTURE**

It is difficult to find a country in the world where the population of one nationality, one culture would live. The many states have different peoples, ethnic and religious groups. It is impossible to preserve peace in our time if we do not learn to understand each other, to respect the culture of other peoples around us. National culture is the national memory of the people. What distinguishes these people from others allows them to feel the connection of times and generations, to receive spiritual support and life support. Any person needs to be aware of himself as a part of the world and identify himself with the bearers of specific customs and traditions.

Historical experience has shown that ignorance of the culture of one's people, its past and present leads to the destruction of the connection between generations — the connection of times, which causes significant damage to the development of a person and the people. I would like to note that ignorance of the basics of national culture, traditions, and customs complicates educational work in a multinational team, leads to various difficulties, and sometimes to conflicts. As a result, I would like to share some of the traditional features of my native land.

Abkhazia is a truly unique country, which, along with a highly developed modern culture, carefully preserves the traditions of its nation, deeply rooted not only in Orthodoxy but even in paganism. Abkhazians continue to celebrate pagan holidays, believe in many folk signs and legends.

The traditions of my homeland are quite diverse. But first, get acquainted with the moral norms of the Abkhazians. The mountaineers have their own set of rules — “apsuara”, or Abkhazian etiquette. The qualities that a true abhaz should possess: conscience, humanity, courage, respect for elders, nobility, modesty, patience, honor, hospitality. Breaking your rulebook is a disgrace.

Hospitality (asasra) is a sacred law, binding on all. Violators of it were subjected to strict public condemnation. The guest is seated in the place of honor at the table, and the hosts, including the head of the family, stand in front of the guest for a while, which is considered a sign of respect. In the Abkhazian culture, it is very important to stand in front of a person to whom you show respect, and respect is necessary for addition to a personal attitude to someone, to guests, to the elderly. Not getting up from the table when a person enters the room is an insult. And both hosts and guests stand up, even in front of a person who has just left and again entered. However, the senior is not obliged to get up if a young person enters the room unless the latter is a guest.

If you are lucky enough to get into an Abkhazian house, then be sure that you will never go away hungry - the owners will put all the supplies on the table, even if they are the last. It is quite a standard situation when a guest asks for a drink, and they offer him wine instead of water because it is more valuable and for the guest - all the best. At home, guests are welcomed in the largest and best room. In the past, separate buildings were even built in the courtyard for their meeting and recreation. The guest is seated in the place of honor at the table, and the hosts, including the head of the family, stand in front of the guest for a while, which is considered a sign of respect. In the Abkhazian culture, it is very important to stand up in front of a person to whom you show respect, so do not be surprised if everyone sitting at the table stands up when you enter the room. “Even a

cow rises from its place when another one approaches it, but how can a person not honor a person by standing up”, the Abkhazians say.

The major element of the hospitality of any nation is a treat. Much attention is paid to this item and even in upbringing there exists special rules concerning the traditional hospitality [4]. Often, during a normal meal, the hostess left the best part of the food on a plate that was not intended for anyone, in case a guest came. Meat, such as goat, is rarely cut for themselves, they save it for guests. The distribution of meat among those gathered at the table is a delicate duty of the hosts. The place of each guest at the table is also important. The younger ones, out of respect for the older ones, should not sit down with them. Family ties are also considered. For example, a son should not sit next to his father, a son-in-law - with his father - in - law, a nephew - with an uncle on the mother's side. The oldest of the hosts takes a place of honor at the head of the table, and guests and neighbors sit next to him. Previously, women did not sit down with men at the table, but now this tradition is becoming obsolete.

As for the Abkhazian cuisine, although it has absorbed the features of Russian, Greek, Turkish and Armenian, it maintains its uniqueness. Compared to the cuisines of other Caucasian peoples, there is less meat on the tables in Abkhazia, more vegetables and fruits, wine, and spicy spices. Hospitable Abkhazians always set generous tables. The Abkhazians daily bread is replaced by abysta - a thick, unleavened hominy porridge made from corn flour. Also, halva is made from corn flour. No table is complete without herbs — Abkhazians love cabbage of different varieties, dill, parsley, coriander.

Abkhazians treat the feast strictly and reverently. We must obey all the ceremonial. No one may drink wine unless all the people who take part in the feast make a toast. Abkhazian toasts are real masterpieces of folk oratory and creativity. Sometimes they are very long, smoothly turning into parables and legends - it is necessary not just to say something kind, but necessarily thoughtful. Toasts have their mandatory order, which must be observed.

Traditional occupations include viticulture. Grape picking is considered an only male affair. The grapes are collected in a cone - shaped basket, which the picker lowers on a long rope. It is picked up and the contents are poured into special baskets for carrying grapes. The harvested crop is delivered to a special building, where all the wine - making equipment is stored: oak barrels, pitchers buried in the ground, various jugs for carrying wine, funnels, scoops. The grapes are crushed in a special press. In the past, grapes were crushed underfoot. Currently, mechanical machines are used. If it is black grapes, then on the second day the mass is stirred with a shovel - shaped kneader, and on the third day, the wine is scooped out and poured into containers. White grapes are kept in the press a little longer to give the wine an amber color and a tart taste. Vodka among Abkhazians is a secondary alcoholic drink, giving the first place to wine.

Abkhazians respect their traditions and remain faithful to them, despite the era of globalization. Here you can not only see unique ancient monuments but also plunge into the perhaps strange but so charming with its openness, the world of hospitality and hospitality of Abkhazia.

In conclusion, I want to say that traditions play a very important role in modern society. Every day we fulfill certain traditions of our ancestors, we do them automatically. But all the same, they are of great importance to us, because this is our past, the past of our ancestors, which we must honor.

I love Abkhazia very much and proud that I was born in a country that combines so many wonderful traditions and customs.

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