

It is important to know that there is more than one way to end conflict. There are at least four ways for this conflict to end.

- One party prevails
- Withdrawal
- Compromise. A more useful way
- Transcendence. Real resolution of conflict

One way of achieving more alternatives in a dispute is by bringing more people into the conflict. It produces more ideas for seeing the conflict differently. It helps discover different solutions to be shared. When two sides are deadlocked, other members of the community, such as religious leaders, the business community, the civil society, a friendly neighboring country, or international organisations, can bring different visions and alternative solutions.

What does conflict analysis mean for journalists?

1. Journalists should seek out other parties and other points of view. They should not only repeat old grievances by the old elites.

2. Journalists should examine what the parties are seeking and the possibility for withdrawal, compromise or transcendence. Journalists should write about these possibilities.

3. With conflict analysis, journalists can understand what diplomats and negotiators are trying to do, and can report it more reliably.

4. With conflict analysis, journalists can identify more sources to go to for information.

For citizens in a conflict to make well-informed decisions and perhaps resolve their conflict, they must have good journalism. This profession includes great number of different knowledge.

Библиографический список

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FEUDALISM IN MODERN RUSSIAN AND BRITISH HISTORIOGRAPHY

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Main purpose of this report is compare conceptions of feudalism in Russian and in British historiography. If we talk about Middle ages, we certainly associate it with feudalism. But often we have not got enough evidence in sources, that shows us features of feudalism. But according the model we must

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.

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SPEECHWRITER IS A WARRIOR OF THE INVISIBLE FRONT

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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.