

*Materials of Conferences***MONOCITIES SOCIAL POLICY**

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An importance of studying the problem of monocities is defined by the fact that such cities are a special form of territorial organization of regional economic systems. Lack of diverse production mono-sectoral character of development of a town is a widespread phenomenon that is typical for different countries and causes a number of negative consequences. Among those are: dependence of population on local authorities, the holder of enterprise that forms a town; uniform professional structure of population; low social mobility of residents. Obviously, a closure of the main enterprise can lead to the collapse of the whole city. According to the data of independent scientific-educational fund «Expert institute», in Russia 332 settlements of town type and 467 towns can be referred to the number of mono-profile objects. We can conclude that here we speak of 25% of the whole urban population of the country that equals 24,5 millions of people and 49% of gross regional product of Russian Federation.

New solutions in field of social policy in terms of monocities are necessary. First of all, we speak of modernization of a mechanism of interaction between different subjects: federal center, regional authorities, local self-government, corporations, institutions of civil society. At the national level a state policy on monocities, corresponding long-term federal target programme, macro-tools, aimed for improvement in regional investment climate must be developed. Regions ought to form action plans on preserving and developing specific mono-profile cities and define a complex of regional preferences. Local authorities are obliged to realize corresponding anti-crisis programmes with all necessary attraction of enterprises that form towns, and their strategies must imply tools to minimize possible social threats.

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**ANTHROPOLOGICAL PROBLEMS OF MODERN CULTURE**

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One of the main peculiarities of the modern society is impetuous development of informational technology and system of communications. World-

wide informational web by becoming characteristic trait of civilization is transforming modern space, changes channels of transmission of social cultural experience and abilities of adaptation to new conditions. In such surroundings interaction and behavior of a human does not limit with search, processing and transmission of information, acquisition and translation of knowledge. In the general informational surroundings occurs whole spectrum of human activities and one of the main of them is communicative action. Changes of communicative interactions are mainly shown through their principal interactivity. It opens for humanity new perspectives of development which concise plurality of opportunities and his involvement in them.

To this point analysis of informational technological type factors is becoming high topical which rise questions of humanity and his interaction with his self-made culture. Beside vivid achievements we can notice consequences of such impetuous involvement of huge massive of technical means to human life.

If before surrounding influenced of a human's character of activity, now it becomes possible to form actively surrounding according to individual requirements. If an industrial economics and its culture oriented on 'middle consumer' of uniform material benefits and entertainment, then modern digital economics and its informative culture makes possible for consumer individually form set of business and entertainment information and to define individually what and where to listen and to watch. If earlier a person was limited in acquisition of new information, than today with the help of fast and easy access to numerous massive of information our consciousness gets wider opportunities to choose meanings, visions and sounds which he creates according to personal preferring by which he creates new psychological phenomena.

Therefore it would be difficult to find a person who has never thought about modern informational culture and those radical changes which happens with individuals and with cultures. Bit for all that one blesses this phenomena and claims that this the beginning of the new era, and the others regards to them with beware underlining that these changes makes humans' life complicated and take people to symbolic world which far from real life. The third group recognizes both opportunities and perspectives which are gained by informative technologies and dangers which are possible to forestall.

Let's consider in a nut main problems of transformation of cultural special dimension of a human under pressure of developing informative communicative culture.

At first for situation of modern informative society the key factor is contradiction between these things: knowledge and information are the main factors of development of a society but at the same