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STANDARDIZATION AS A TOOL OF PRODUCTION MANAGEMENT IN THE CONTEXT OF THE MAIN FUNCTION OF ECONOMIC POLICY-PRODUCT QUALITY ASSURANCE

Abstract: In the article the authors analyze the role of standardization as a major factor in improving digital production. They believe that this is provoked by the conscious concept of the "standard", which combines the ideal, the standard on the one hand, and the sample - on the other. This understanding of the standard is due to its impact on the quality of manufactured products and on the efficiency of digital production itself, provoking the manufacture of import-substituting products.

In this regard, the authors justifiably believe that the concept! The standard " should be considered in a broad social and humanitarian format as a specification of ideological categories quality, quantity and measure. Any attempt to simplify the understanding of the standard, neglect of their execution in digital production will lead not only to the deformation of the concept of the standard, but also to the destruction of scientific and technological progress. It is important to give standardization a new more effective height of its implementation and then scientific and technological progress will create the basis for a stable financial condition of the enterprise, preventing it from bankruptcy and guaranteeing it stable technical and economic indicators.

Key words: digital production, quality, quantity, measure, efficiency, stability, financial stability, import substitution, scientific and technological progress, standard, standardization, profit, demand, sales, social stability, bankruptcy, technical and economic indicator.

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Introduction

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Abstract: in this paper the authors analyze the importance of the "standard" not only for its technical use but on the need to pay attention to the epistemological danger of simplifying scientific concepts in the system of scientific philosophical thinking to shape the development of "digital manufacturing" for the manufacture of import-substituting products by consumers regions of the SFD and skfo, since the concept of "standard" has two fundamental interpretations :to be a standard of quality for something and to be a model for mass production .On standardization and its advantages in the context of digital production it is necessary to

to monitor in order to guarantee the production of high quality products demanded by consumers in full, creating the basis for the enterprise in obtaining stable technical and economic indicators. The authors

Introduction

Life is movement. Already Heraclitus wrote about the universality of movement, coming close to realizing not only the universality of movement in nature, but also its importance as a way of existence of natural phenomena, which opened a new perception of knowledge. If the movement is the essence of existence of everything, then it was easy to make the most important conclusion: what moves better, has an advantage, it is more adapted and competitive in the struggle for the best place in the movement, that is, it has the right to count on the leadership and stability of its position.

In the conditions of human reality of being the movement was formed in activity. The main parameters of the activity were its productivity and product quality .Understanding of quality has found concretization in the concepts of "ideal", "sample". It happened, of course, not immediately, it was necessary that the activity was improved and allowed to create a certain number of necessary products, exceeding the needs of survival. This surplus has received scientific consolidation in the concept from added product". Quantitative changes in productive activity revealed a new side - its social and legal, the continuation of which was the formation of political reality as a way of managing activities and relations that provide activities. Before the emergence of the surplus product, when the community struggled for survival, stratification within it, depending on the possibility of alienation from the total product of a special part, is meaningless. But movement is not only different in that it is a mode of existence, the essence of the very reality of movement is formed by change. It is first a change, and it is because of its quality, which is significant in change, that the movement has found itself in the sources of development. All the concepts that followed "movement", "change", "development", were already derived from them and

believe that economic activity, freed from political demagoguery and socio-cultural property, should not continue on the course laid by the liberals of the 1990s .It is time to return to the economic classics of political economy, to think not according to the situation, but systematically for the foreseeable future of development. The market should be free, but freedom outside the state is nonsense. There can be no dual power in society.

Keywords: digital production, standardization, profitability, profit, economic policy, political economy, financial condition, profit, quality, quantity, range, assortment policy, demand, competitiveness, import substitution, multifunctional and universal equipment, certification, market, sales

from what reflected their ability to act. For example, the history of our refined concept of " standard»,

it began as a specification of the concepts of "quality", "measure", "ideal"and " standard".

The way of cognition to the concept of "standard" is due to the inconsistency of the concept. The concept of "standard" combines what seemed not to be together – "ideal", "standard" on the one hand, and "sample" - on the other. The first side of the standard testifies to the uniqueness of the quality, the second-as a tuning fork for the violin .Tuning his instrument, the musician sets the sound of the whole ensemble. The second side of the standard supersensitive in the development process of mass production.

Standardization as typification is considered as the most important factor in improving production, which is quite legitimate. The process of realizing the socio-economic effect, which is associated with the formation of the concept of "standard", passed two sharp turns of thinking. First of all, it was necessary to remove the "taboo" imposed on uniqueness ,that is, uniqueness, from the ideal and allow copying as a normal mass action. After the ideal was " liberated "and turned from perfection into a" model "- the" model "did not become a denial of the uniqueness of perfection, the sample" removed " the uniqueness of the ideal, perhaps even elevating it by formalizing the attitude to it in society, it was necessary to discover in the ideal something ordinary, earthly – its production effect as a model of the economy of production activity. The fate of the standard was difficult and instructive. It is still a lot of mysteries, but discoveries have become more. About them our study in the broadest context.

Main part

Liberal and not democratic reforms - 1990s - the first decade of the century HH1 caused havoc not only

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in the domestic economy, social relations and political management. They provoked the crisis of philosophical understanding of what is happening and the devaluation of scientific thinking. The reformers were well aware that the main obstacle to this transformation is critical thinking, why did everything to simplify the perception of what is happening in the minds of both amateur and professional. "Capitalism" replaced by "freedom of market relations", "socialism" was introduced as the failure of the idea of "planning factor" in the economy. "Education" deified with "training", "national mentality" dissolved in the abstractness of liberal values, isolated the economy from social values and political goals. To this should be added, and an arbitrary scale secretiruema system status of many other important scientific and philosophical concepts.

The ultimate meaning of the restructuring of understanding social change was obvious, it was necessary to reduce the level of activity with a critical conceptual thinking to a more "pliant" in the form of representations. Submission poorly structured, easily amenable to correction in the right perspective. Where the concept has not yet been formed in the system terms used technotizie scheme of their localization. the concept of "standard" It is to this group and has been attributed. An exception was allowed in respect of the concept of "quality of life standard." We believe that the reason is simple, this concept is not difficult to model depending on a set of evaluation criteria.

The loss of a material nature are always very painful, but they are in plain sight. Manipulation of awareness are carried out not so obvious, and they are more resistant. If someone really wants to make human life in this country better, he or they should heed the advice of Professor Transfiguration. Bulgakov's character counseled: Revolution starts in the head. Without this revision newly made interpretation of the concept is hardly realistic to overcome blockages, arranged on the path of national history liberals turn of the century.

The concept of "standard" refers to a class of universal scientific categories, has its roots in the philosophical world view. Based on the system concept, we do not have the right to restrict purely technical use. Once again, pay attention to the epistemological danger simplify scientific concepts to its peculiar projection in presentation "concept" and "representation" belong to different levels of reflection of reality in thinking, existing between the qualitative difference is not uncommon in order to achieve practical limitations result cropped, forming a "technical concepts. " They are within the practice is quite viable. However, not accidental "technical science" shared with related basic sciences. the language of science - scientific concepts. Language technology - the drawing. Engineering synthesize linguistic specificity. Natural thinking systematically aligned concepts.

So, we are not encroaching on the established practice of the use of the concept of "standard". Our task - to show the actual location of this concept in the scientific system of philosophical thought. Wide-angle view on the concept will help to better understand the framework of his utilitarian position in professional practice. Consumer practice is necessary to rely on an understanding of the production of what is consumed.

The development of science came in the second half of the twentieth century in the next stage. It has long been a thing of the past with its classical science clearly regulating the canons that define the specifics of the scientific knowledge of the world; no longer meet the current requirements and the concept of non-classical cognitive science, scientific progress is constrained in the context of the scientific - technological revolution. It's time to post non-classical science.

As for the private party of these stages, there is still more or less clear. Classical science is based on the specifics of the quality of the fundamental forms of motion. Queries knowledge, mainly initiated by social practice, each science had the opportunity to meet as part of their course limited basis. Nearby forms of movement are no longer relevant. Space, time, Absolutized in their separate from the state of motion. Aristotelian logic, built on the principle of "identity", "excluded middle", denies the unity of opposites, good enough for science leader. They can without any problems to expect a positive outcome of their research by following the rules prescribed in the opening of the great thinker.

Which replaced the classical science had a total non-classical nature of its predecessor, its subjects had the same nature, but in a deeper expression of scientific knowledge sunk to a new level of essence and it turned out that, proven by past experience approaches on it, are not effective. I had to find a different way of thinking - to develop a dialectical logic.

Preconceived notions about the relations of space, time and motion are identical phenomena themselves, it is impossible to combine opposites, rather formal - logical requirements of determining the truth of knowledge has been drastically revised. But these very significant changes in the understanding of the world and the processes of its knowledge, it was not enough for science. Towards the third millennium science went into the next round of the spiral of its improvement. Perhaps not as clearly diagnosed, but nevertheless qualitatively different.

Classical science has divided scholars on the board, has launched a non-classical mechanism centripetal movement. "Throw stones" Time passed. It is time they "collect". Dialectics, with its main ideas of the "unity of the world qualitative diversity" and "unity of opposites" as sources of the movement itself in the world of all things given to the development of

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science global motion vector. Post non-classical science was without its logic, but at this stage no doubt manifest the core quality of scientific progress - the dependence of scientific trajectory of the methodological equipment. The history of science with the new era began with the methodological project of Francis Bacon and Descartes. They ingeniously deciphered the code of the scientific knowledge of the world, moving towards each other. One - with induction theory, the second - with the deduction.

Post non-classical science, making their initial purchase, had the fate of lead in the system view "rational grains" logical foundations of classical and non-classical concepts of knowledge. All the necessary clues in this area are formulated, and therefore appropriate to recall the valuable remark of Goethe: "All intelligent already suggested, it is only necessary once again to reconsider."

If the development of the natural sciences should be confident objectively given course, the science of economics, perhaps the closest located to the natural basis of social movement - explores the patterns and conditions of production of material base of human life, is clearly experiencing difficulties. And complexity historical trajectory directly linked, firstly, to the loss of objectivity, secondly, with demobilization methodology. The drift of economic science in the direction of separation on the macro - and microeconomics, and ultimately - to ekonomistiki, does not reflect the logic of scientific knowledge in post non-classical stage, and the replacement of the scientific approach pseudoscientific. In the interest of policy.

Fulfilling policy recommendations, the vast majority of Russian universities were quick to rename the subject of "political economy" to "economics". Neo-liberals renounce the political vector of economic activities, back, like, the purity of its origins, Adam Smith could not really based on the logic of economic movement, to understand why the compensation of employees does not increase in proportion to the results of their labor. He believed the reason for this immoral behavior of the owner. But Ricardo opened economic ties with political interests and economic conditionality of contradictions political action, and Karl Marx, using the idea of Hegel, showed objective alienation of labor in the organization of production under capitalism. To separate economic activities from political as absurd as to speak of "digital economy." All that is closed to the dynamics of the state of the people - a policy. And the essence of all political activity is economic policy. On the quality of economic policy depends on the good condition of the people and the security of the state.

The current stage of development of science requires a systematic analysis of the concepts that form the framework of scientific knowledge. At the same time, we must bear in mind that the basic

concepts of this science can be of a more general system class, which is easily seen in the analysis of the specific economic knowledge. The conceptual apparatus of economic science laid the works David Hume, Adam Smith, Jean Sismondi, Ricardo, Marx, John. Mill, Herbert Spencer. All of them were primarily philosophers. Of course, their membership can not be a reason if the birth of economic science is obliged to philosophy. Communication Economic and Philosophical Studies convinces another: the development of economic theory - no private knowledge, namely, their theoretical generalization of the system, is possible only on the basis of the most advanced methodological basis.

Economic dependence must establish economists' everyone - his own ", but the explanation of such discoveries and giving them a system image of the scientific concept is only possible through the use of the methodology of a more general nature. Today's "advanced" ekonomistiki actively displacing science from political economists, not by accident looking for mathematical scientists shelter their acquisitions.

Mathematics has its object, giving it the image of objective knowledge, proprietary methods of describing things, it has the ability to predict the dynamic. Math help solve the access code to the cave of Aladdin. However, the main specific problems: what to do with wealth and how to make it so that it multiply, in whose interest it consume? It will not solve. These objectives for mathematics is too abstract. The contents of the tasks you need to download the specifics, to give relevance vector composition, include systemic relations of social progress.

Classical political economy and the founders of economics, Adam Smith, David Ricardo, Marx recognized for its unique ability to look at the root of economic movement. Their economic studies were not as current, equipped with mathematically and technically, but the possession of cognitive technologies and ideological scale approach allowed them to see the essence of the economy. No less significant is the fact that the labor theory of value has placed the principal milestones in the transformation of scientific knowledge. It would not have excelled ekonomistika and her companions, however was not generous Nobel Committee, giving economists Prize for mathematical success, donkey ears behind it advocates a liberal interpretation of freedom of economic activity is not to hide. Absolutization of finance capital - the way capitalism degradation, just as conjugate to them the idea of technological society and the digital economy is a dead end of humanity.

Those who are really interested in the development of economic science on the basis of succession, should be ready to accept the requirement of dialectical logic of the ascent of knowledge by immersing thoughts into a concrete manifestation of

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the essence of the process. To make it clearer explain the transition from the essence of n - order of magnitude to the essence of order $n + 1$ should be viewed not as a rejection of what has been, and as the "removal" of the essence of the essence of order n $n + 1$ order.

The main movement of knowledge in the form of "removal" of nature is complemented by an accompanying, and deploy knowledge in space and time relations nascent movement. The basic relationship in movement expressed in the concepts that form the system. Systemically important factors are concepts equivalent to those that reflect the essential movement of a more general level.

Categories that describe the dialectic of self-motion, belong to the philosophical knowledge. They are equivalent in scientific knowledge. A repetition of names, but need different level of specificity understanding necessarily require the deployment of concepts in terms of specific knowledge of this.

Economic science uses the term "quality" and "quantity", which by definition belong to philosophy. The authority of Hegel's philosophy was recognized by all, including those who did not go on his way, and criticized it, and "left" and "right." Hegel was able to reveal the limitations of dualistic solutions being a problem in Aristotle and Descartes, finding the original course in idealism. Identifying the existence of subjective ideas in the context of the dialectical development of the latter, he introduced the idea of otherness nature. The idea is forced to reveal in Nature by its exclusion. Contrasting nature itself, the idea provided a sufficient condition for its development. Experience the benefits of clothing, footwear, headgear, you can not in the advertisement, but only to test them. In the East there is a saying: ... how many do not say halva, halva, sweet in the mouth will not.

His idea of the real benefits only through discussion, could not appreciate, moreover, she had no alternative options for the development. Monism of Hegel's anthology was idealistic, but are already beginning idealistic decisive did not matter that allowed Marx argued: "Hegel's philosophy - it is materialism, put on his head."

Unlike Aristotle, begins characteristic of being with the categories of "matter" and "form", and Descartes, convinced of the initial "length" and "spirit," Hegel built system anthological concepts with the categories of "quality", "quantity" and "measure" . Being, Hegel wrote, "consists of three stages: the quality, quantity, measure." Further Gegel gives definitions of these concepts. They are so important significant, not only for philosophical anthology, but also for professional reflection, we decided to bring the fragment completely: "Quality has primarily identical with bytiom certainty, so that something ceases to be what it is, when it loses its quality . The number is, on the contrary, external existence, indifferent to his certainty. For example, the house

remains what it is, whether it is more or less red and remains red, whether it is lighter or darker. "(Several hurt that Hegel expressed interest in the shoe business, if it is another original German philosopher Dietzgen, began as a shoemaker, the examples have not got the construction and work footwear, and professionals would receive an important" information to the reflection ", and reflection itself acquired more natural appearance, reducing to a minimum acceptable costs imagination on a given topic). The third stage of existence, the measure is the unity of the first two, the number of high quality. All things are the measure, ie quantitative certainty, and for them no matter whether they are more or less great; but at the same time, this indifference is also a limit.

The focus of economic policy in the advanced development of "digital production" - a measure of justified and timely. Important only stay within the measures governing the movement of technological progress. The transition to digital production organization is designed to allow excessively overgrown contradictions between the technical equipment of the production and management capabilities of modern technology - still, that is due to the capacity of the subjective factor. "Subjective factor" can be arbitrarily encrypt, called "human factor", "human capital", and did not substantially change. The essence of the concept of invariants and reduced it to the reserves of thinking and psychological support. Here it is useless to hope for over the possibility of a large scale manifestation of the subject competence. The limits determine the nature of man; education, education - supporting factors that make personal sustainability actions, help to follow your course of movement. Unfortunately, the trend of modernization of education and the subordination of the commercial interests of education steadily reduce their participation in the development of productive activities. The situation in the production of scientific and technological revolution after the second half of the twentieth century, simplified - people displaced from the direct production of more and more actively, its routine functions need to lose. Milestones speakers are: "subject of labor" as a factor in the production of informing connectivity, host and organize the implementation of decisions is transformed into an ordinary unit of production whose function in the course of technical progress steadily simplified. "The subject of labor" is "technical person", "one-dimensional man", "a specialist with unilateral development of such flux" (Prutkov). Vector of development of production determined. "Technical people" do not need a society nor produce, nor himself. Humanists are sounding the alarm - homo sapiens - is in crisis.

The crisis is not homo sapiens, he -same most perfect work of dialectic development. There are objective tendencies of development of material

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reality, a part of which is the man has created, together with the nature of the production of vital goods. And, as it has always been there knowing the costs used in the ideology of the interests of the subjects of the social movement. Valid Humanism originates calculates from Socrates and his Eastern contemporaries - Confucius, Buddha. A factor which is classically interpreted by humanism was the idea of "creative person". To match its status, homo sapiens must itself be creative subject.

History clearly shows that the "second nature" or "transformed nature", which is a part of society, human creativity are required. The creative essence of man - the core of its qualitative definiteness, realized in three forms: in - first, the person - the beginning of a qualitatively new history of the progressive nature of the movement, and secondly, a man - a creative force, ensure development of nature that it was itself not able to do; - third, the man brought the aim of history, giving the meaning of the historical process, which was not before in the development of nature.

Man is not an ordinary phenomenon in nature, it is his creative work entered their reality in the natural movement of the system. There are events in history, a great multitude, and they are different, they are filled with history. There are historical events, those of which are sewn the logic of history around them. Accordingly, this difference in philosophy have developed the concept of "historical" and "logical."

The task of history to restore a chronicle of events in the past. Most sciences their tasks has knowledge of the logic of the development of what is defined as the study of the subject. Hence, the special importance of patterns of movement science. The only way to explain what is happening and to prove the validity of their judgments. And only thanks to the establishment of law-order changes, you can rely on the efficiency of traffic control.

The path of knowledge of movement patterns of the standard look. It corresponds to the dialectic of ascent from the abstract to the concrete. The movement begins with "working off" the base - universal - concepts. The law of conservation of mass discovered much later than find scientific understanding of the masses, and the scientific understanding of weight based on the concept of matter, which dates back to more a more philosophical notion of "matter". At the same time, revealing that the masses of the transformation does not change its constant value, MV Lomonosov scientifically proved the truth of the materialist doctrine of the primacy of matter. When at the turn of the XIX and XX centuries, physicists have lost weight, philosophers returned to their point of support, recalling that the mass indestructible. Over time, physicists understood the situation and realized that the mass has two forms: rest and motion. So, in conjunction of the abstract and the concrete, scientific knowledge stormed regular ups in the way of their progress.

The main conclusion from the above: each science should learn to think and act on the basis of actual produced concepts, not borrow philosophical concepts as a finished product, and specify within the concreteness of his subject. Philosophical concepts undoubtedly specific, but their specific functions corresponds to philosophical knowledge, so philosophical concrete meaning for any other knowledge as a reference of abstraction - the premise that guides and protects the knowledge of the dead-end routes.

Economic science studies the laws of motion of industrial relations. Production relations are a form of development of the productive forces and, at the same time, the basis for the fulfillment of public life in general. A factor which is recognized property relations. They concentrated the quality of social progress, is determined by the nature of the interaction between the three forms of reality - the existence of nature, human being and the society being. Otsyuda and political essence of economics.

On the basis of economics or political economy of developing a cluster of its applications, since the macro - and microeconomics, the theory of finance, marketing, management, etc. Total gains concreteness, special, abstract loaded objective certainty... Thoughts of abstract reasoning made substantively significant. Knowledge of theoretical activity is transformed into a practical design. The human mind, revealing the natural order of the world of objects is included in the process of being through practical activities.

The effectiveness of the practical integration of conditionality by many factors, but they are placed in the way of abstract knowledge in a specific subject, and the last in the sensual - a substantive transformation of material reality for human development and human relationships - to ourselves, to others, to nature.

In those areas of scientific knowledge, which is followed by an objective knowledge of the established order of the world, significant achievements are obvious. On the contrary, where there are "their own way", lose the continuity, not less visible and stagnation crisis. For a quarter century, Nobel laureates was comparable in number to the number of physicists and economists. At the same time, physics has retained the traditional leadership in scientific advancement, it has successfully developed a standard model for describing the behavior of elementary particles. Economic science clearly does not meet the interests of social progress.

The global crisis of 2008 was not only the result of market forces. Market forces is not as chaotic as some. Economics are controlled internally and externally. Before you do something, entrepreneurs think, read, learn, consult, discuss with the scientists next moves. Three of the five Nobel laureates directed

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towards economic development of the crisis. Of course, thinking to get the opposite result.

Physicists have convincingly confirmed the optimistic idea in the theory of knowledge. In nature there are no limits to human knowledge. Nature has led to the practical man's dependence on natural order of relationships, but in response to man showed the power of mind of knowing. At the same time the story of physical achievements once again reminded about the importance of the knowledge of the methodological equipment. Without improving the methodology for obtaining knowledge and understanding naive to expect to develop a scientific understanding of the subject. Should be in the approach to the object of research priorities objectivity, consistency, continuity, independence and consistency. Contemporary economic methodology largely lost the ability of objective, independent analysis. Formally distancing themselves from politics, the researchers practically perform political orders within the vector of political credo. The quality of economic analysis is directly proportional to the quality of the methodological tools used in the study and is inversely proportional to the level of political dependence.

When Marx called economic science of political economy, it is meant that an objective analysis of the contradictions of economic development will inevitably lead researchers to the questions: why and what is required to resolve the contradictions mounted?.

Questions obliged to put science, it also must specify the direction in which they can be resolved, and at the same time overcome dysfunctional as development factors identified contradictions. The political nature of economic research reports is not science, and its social function - to serve social progress. A surge of interest in Europe for economic research of Marx explained simply. Those who really runs the economy and solve the political problems in the economic dynamics, realized that the favorite pastime of doing politics using the managed house does not give the desired product, and controlled chaos grew in 2008 in an uncontrolled, dissatisfied with the efforts of Nobel Prize winners, they are more interested in Marx's analysis capital. Marx was not a doctor of capitalism, he was a capitalist disease diagnostician. His main force had advantages dialectical methodology. "Capital" of Marx - a sample of dialectical thinking in relation to the movement of a real object. Anyone who has studied "Capital", knows the author to the political conclusions came at the end after a thorough and systematic analysis of capitalist production. In the work of Karl Marx a lot of statistics and mathematical calculations, but they did not replace him specifics of methodological research of economic processes. Mathematics only helped Marx weave lace dialectical understanding of the phenomenon under study. Being a mathematician

is difficult, but even more difficult to understand the tips of mathematical analysis. There are two options: the first, which is very common among today's economists - exploit the potential of mathematics to design a prearranged concept; Second, think about the results of mathematical analysis, use them as information to "meditation."

In the context of the transformation of science into a direct productive force increasingly important not only and not so much digitalization production as the ability to understand how to optimize based on the development of modern technological possibilities scientific potential. "Hindsight" allowed to think officials, scientists their professional status required to look ahead, to direct. Initial condition "vperodsmotryaschih" has always been to achieve a deep and thorough knowledge of the source material. In our example - it is the correct understanding of the "standards" and "standards".

Historical and information sheet: the famous explanatory dictionary VI Dahl terms available, that can be qualified as a fact of their irrelevance in the public consciousness. Half a century later, they appear in the "Encyclopedic Dictionary" FA Brockhaus and IA Efron, but peculiar. dictionary authors, citing British sources, explains: "standard" - institutionalized measure, then the sample. There is a separate specification - «Standard of life» - the standard of living or needs ... "There is every reason to interpret the beginning of the term is not in the manufacturing sense, on the contrary, as a reflection in the minds of the consumer reality. The Modern Dictionary of Modern Russian language is given An exploded clarification - 1) a representative sample, which must be satisfied things, objects and phenomena in size, shape, quality ..., 2) a single standard form of organization of that or ... 3) what does not enter into in itself nothing original - a template, stencil. The term "standard" complemented derivative thereof "standardize" - create standards in the first two values. History of the term allows to analyze the concept of hiding behind the name. Monitoring the content of the concept of "standard" shows that over time, the concept of being updated by the scientific knowledge of the dynamics and practical thinking. It unfolds approach to the phenomenon reflected in concept. The notion of a particular subject is loaded, expands the scope of its use, is growing social significance. As a consequence, there is a question about the organization of signs of relationships that make up the content of the concept of "standard". The literature outlines differences determining the "center of gravity" in the sign system. The general formula of the standard to be reproduction in the minds of "action", "sample" specification of the content of reducing it to the characteristics of "the standard of living of human needs of equating standard with the routine -" template "," stencil ",

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meets resistance from those who are trying to give a standard industrial purpose.

In the latest reissue Britannic [4] The term standard offline. It is replaced with the article "standardization" and the "standard model". Author of the first explanation clearly directs the reader to a limited "standard" applications to the process of production. With some stretch of the imagination the notion of "standard", following the logic of the Encyclopedia, it is possible to limit even the economic sphere, but exclusively technical. To make a kind of indicator of progress and technical basis of technology and technical aspects of the production process. The system of industrial relations - ownership, distribution and exchange, "standard" set aside a modest place in the organization to improve the exchange. "Standard" - clearly not an economic concept under brand.

To avoid criticism of avoidable costs in the analysis, we give the full text of the article: "standardization (standardization), in the industry, the development and implementation of standards that make it possible to produce large amounts of interchanges details. Standardization can concentrate on the design - engineering standards, such as the properties of the materials and their matching tolerances requirements to fulfill drawings; or product standards that detail the properties of paint produced items and are embodied in the forms, descriptions, images or models. The use of standards makes it easier to connect businesses with their suppliers. Standards are also used in certain industries to avoid conflicts and duplication of effort. "Completed clarification, as befits the British experts, the recommendations of the action-oriented "government departments, trade associations and industrial associations to help the implementation of standards in various industries." By the way, the authors of the Big Illustrated Encyclopedia in 32 volumes without reference reprinted powered text, so it's easier to apply if necessary, to the home-grown "sources" of scientific knowledge.

In Russia, were convinced that the "free -volya, blissful - a paradise." Nobody has the right to condemn anyone, but no one questioned the right to judge on the basis of publicly declared opinions. This logic we use. Nalitsko play in the interpretation of the "standard" of the concept, the size of which clearly violate the border measures. The reason for thinking fluctuations, in our opinion, in disregard of the requirements of the methodology of scientific knowledge. Used the methodological possibilities of the organization of knowledge and understanding of knowledge in all of these cases indicate an underestimation of the most important factor of scientific thinking. Confirmed our findings. Article

The main flaw of the two and both are contrary to the requirements of the post to non-classical stage of development of science.

In - the first, broken proven knowledge and practical requirements of the dialectic of the need for a comprehensive analysis of the subject on the basis of the continuity in the improvement of knowledge. Classics of political economy did not open the absolute truth, their contribution is historically specific, that is, locally were relevant, but they, along with concrete - historical achievements were the backbone of the forces of opening, having a stable value in increments of scientific understanding. Adam Smith, David Ricardo, K Marx, explaining the movement of his time economy, managed to uncover the essential foundation of this process. History flows and changes, that is absolutely true, so each generation of scientists aims to consistently demonstrate their abilities, but like any dialectical process, economic history acts as a unity variability and repeatability.

The economic movement has logic that organizes the process. Historical concreteness represents the logical way of implementing certain development. Hence, the requirement for scientific analysis - to look for a logical explanation for the description, "sees the root" as taught K.Prutkov. Trend of modern scientists, economists began to concentration of thought on the description of the phenomenon. Hence absolutization mathematics. In essence describable phenomenon, analysts are in no hurry (or fear of falling foul of customers) to sink, it is possible that have forgotten how to think analytically and systematically.

Second, modern times require a systematic approach to the subject of study. Simple enumeration of the definition included in the contents, and specifying their functional load is not enough. Furthermore, such simplification could obscure. Why authors Britannic lowered term "standard". It seemed that they were just starting with it and then explain that formed on the basis of the concept of "standard"? We are not sure of the absolute correctness of his explanations, but the most suitable suggests the following: they, or he could not come to the one-dimensional definition of the link in the chain of the standard features, which would help them to link all the other symptoms - select a system-sign concept. Eventually? in the text were a lot of prescriptions phenomenon reflected in the concept.

Some positive result was obtained. Concept given a new level of specificity by applying it to the subject matter of certainty, have closed on the specifications of the technical equipment to ensure the production process. Arbitrarily sequestered while its real function in the knowledge of reality and the construction of the sought its continuation. Involuntarily recalls Hegel warned that being initially determined by the quality, quantity and measure. Measure, according to Hegel, associate's quality with quantity, its purpose - to be a "qualitative quantity". Qualitatively, there are limits to the amount and quality of the optimum position within the

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quantitative bounds when the unity of quality and quantity in the characteristics of the phenomenon (and related concepts) is of the highest quality at the lowest required amount.

Nature does not move according to plan, but to save resources. Human activity also has to be economical. The mind is the instrument of our development thrift. At the same time, driven by the activities aimed at the development and presupposes the existence of quality samples in the promotion of progress. The quality of scientific knowledge only in the final analysis determined the practical effectiveness of the knowledge produced, with an initial bottom line forma. Here, to be sure of success, to get a total stability. Naturally, from the science required to minimize the costs of achieving the practical usefulness of knowledge. And all the reserves have a similar ability Refractive correct path to the goal of knowledge is a sign of its systemic organization.

The desire to build a learning process based on the system presupposes the existence of a stock of knowledge, reflecting the substantial organization of the phenomenon under investigation. In addition, the systematic approach he advocates a continuation and concretization of more general methodological concept. These concepts in philosophy, there are many, but their roots they leave or dialectic, or its antithesis, defined generally as metaphysics.

The "pure" form dialectic takes place. There is a dialectic of Hegel's concept, the core of which is recognized as synthesis of opposites, it is opposed to relatively Marxist dialectic, asserting that the opposition can not be synthesized and resolved on the basis of continuity. Neither Marx nor Engels, nor VI Lenin did not hide the importance of Hegel's ideas in the development of materialist dialectics. In contrast to the quantitative aspect of Marxist dialectics is its versatility, it is characterized as thinking, and the nature of society. Hegel recognized only dialectical thinking. In qualitative "sense" Hegelian dialectic an absolute of the unity of opposites in the relationship, based on the Marxist struggle as a way of resolving contradictions. In Hegel, the "real" fade in "real" as the loss of relevance - dry tree branches fall off, according to Marx, the "reality" itself does not lose, it is necessary to break down after it will cease to participate as a factor of development - to be "reasonable".

In the management of differences of these concepts within the dialectic she is hardly significant. It is mostly significant in the overall development of the theory and relationship phenomena of reality, is important for the definition of a political strategy. However, to keep in mind both approaches useful in the direct control of the production.

Metaphysical methodology exists as an independent phenomenon. This is a collective image. In it concentrated all the shortcomings undialectical

approaches to the understanding and development of the relationship in the world, as well as in thought. The main flaw undialectical concepts is that they are one-sided attempt to achieve a result simplify the requirements for thinking lowered something, considering the fact, which can be neglected in favor of the final result. Admission is well known in mathematics and natural sciences. Economists dealing with a multifactorial process very convenient simplification, moreover, that economic planning has long been working with "wheels", or "facts". The amount of metaphysics make indeterminism, eclectic, convention, dogmatism and reductionism, evolutionism. The list could go on, but it makes no sense. Not always the specialists have an understanding of the methodological limitations, and are not miscalculations in the title. She policy and management practices

Earlier, we already noted the special significance of the dialectical methodological conclusion about the movement of knowledge as a process of ascent from the abstract to the concrete. The complexity here is that a climb in fact is an immersion into the essence of things. To make a new step to the essence, you need to expand the circle of knowledge. Quality traffic requires quantitative increments. On the one hand with the help of new knowledge within a horizon made nature we reach more specific, on the other hand, we have a new problem to solve that does not allow the horizon of the essence of their production. It should be immersed deep into the intrinsic horizons, to move to the level $n + 1$ order entity. This is what happens ascent of the knowledge of truth relative to absolute as relative synthesis of knowledge. A basic tool in a movement of knowledge - to provide a systematic structured knowledge. Any logically justified built system of scientific knowledge, combines the achievement of certain goals and demonstrate limited results. The system is both a sign of perfection, and his testimony is subject limitations. Knowledge of the system - a kind of step ladder climbing scientific and philosophical knowledge to true knowledge.

F. de P. Hanika- college professor them. Churchill (Cambridge - England) and the University of Khartoum, a specialist in the management of complex systems, gained fame as the leader of a major British company. His book "New Ideas in Management" was at one time a great success, was translated and published in the USSR, with a preface by the prominent figure genreform later, the mayor of Moscow, Doctor of Economics. Professor GH Popova. Herewith affirmed: "Management, which to some extent is to use synthesis of technical, mathematical and social sciences, is now trying to replace the current scientific thinking the empiricism that it is widely used in the past."

Summarizing the experience of the scientific achievements of N. Wiener, K. Boulding, Bertalanffy

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L.fon, tantly concludes: "Their attempts to classify the physical, biological and social systems, depending on the complexity provided the impetus for the emergence of a new field of study - general systems theory ... of particular importance. It is attached to the dynamic nature of the management. Organization, actions to be co-ordination and regulation, as well as the people involved in them are considered as a system within a single entity - the company, which in turn is one of the elements of the economic, technical and social system of the nation. "

In 1969, Popov was a faithful statesman, and, like other reformers, actively expressed the party setting, excessively hard and criticizing the author of the book for "formal analysis of the management aspects of the" reliance on mathematics and computers "is unfair, Gavriil !!! Tantly was not bourgeois scholar, he sought to develop the advantages of a new step in the methodological support of management, and, unlike BAC GH, Gaidar and like-minded campaign came to a clear understanding of the need to address management with the involvement of social and human context

Systematic approach became the brand phenomenon, as the best elaborated dialectical methodology that can be seen in the concept of "standard" and its derivatives, the status of the analysis. We try to present it looks like the process of birth and the real history of the methodological concept of "standard", simultaneously explain why economists prefer to arbitrary administrative direction to introduce concepts in economic analysis.

1. In the history of the concept of "standard" is the hidden part, it can be called a "prehistory" or "history of the establishment" notions. The fact that the term "standard" is relatively young, it gives reason to link the appearance of the concept of "quality" is not directly but caused. The concept of "standard" is based on a certain level of quality. There was a time when the concept of "quality" to coincide with the concept of "product," or "thing." It was necessary to learn to produce a number of products, with different masters, to make it relevant to compare the final products based on their practical application. Certainly not compared the products themselves and their individual properties. Consequently, there is reason to talk about the initial understanding of the quality of both the generalized characteristics of a number of comparable products.

Philosophical interest in the quality was formed through the combination of the terms "substance" and "activities". Substance and activity reveal the value of the phenomenon in the world and for man in particular. Hegel rightly characterized the quality of both the lack of which is the absence and the phenomenon itself.

The transition from the concept of "quality" to understand the degree of display quality was a matter of activity - the cognitive and practical .Po -

apparently, this is the time and the emerging interest in the concept, specifying the particular situation of the quality that is better than others as an expression of

The concept of "standard" has two basic interpretations: be something standard of quality and be a model for mass production .About standardization and its benefits realized in the conditions of mass production .These derived from "standard" were the products of industrialization.

Thus, the conclusion first, retaining its methodological and theoretical relevance in production management practice, exchange and distribution of goods, for the specification of the quality of the concept of "standard", or rather, the "standard of quality" was not enough to have developed the concept of quality. It remained the privilege outlook as long as the public is not progressive left on a high enough level - to develop the production of the material bases of life, socio - economic and political relations. The concept of "standard" owes its existence to the practical demand. Epistemological and methodological research projections "quality" of a real human being is a prerequisite for becoming a factor and the concept of "standard". From which it follows the basic methodological conclusion of scientific knowledge - the development of the concept of "standard" should be part of a systematic approach and be integrated scientific - philosophical. If the "standardization" more justified to simplify the conditions for improving the technical component of advanced industrial production, the content of the "standard" concept includes features of the various aspects of social development.

There is present in the captured video - modified -all history: the experience of the world process, relationship to nature, the specifics of national mentality, spiritual and material traditions, political and cultural activity of the people. Recall the term "standard" is used in two ways: determining the standard of something - and as a universal pattern in the organization, the use of which increases its efficiency and makes it easier to obtain a result. The first value has a significant socio-cultural scale, you can qualify it as objectification of cultural maturity of the consciousness of the people, of humanity. The standards to convert the Christian commandments, the case of those whom religion is recognized as a saint, public etiquette, norms of secular ethics, by-laws, etc. Liberal concerns if standards attitudes and behavior will limit the free development of personality possibilities unfounded. The vast majority of standards summarize the experience is individual fate, become socially significant value.

The second more utilitarian value, restricts the interpretation of standard mainly applied to the side of narrow professional human life. It emphasizes the importance of universality, allocates social aspect or

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technological rationality, which is also important, but the scale here is clearly inferior to the first.

2. Development quality ideas in the concept of "standard" is performed according to the features of the dialectic logic. Narrow concept is based on the selective continuity. The new concept is not repeated, that is, the signs are specified prior. It must continue nature of the relationship attributes of the base concepts. Without going into a long and not always relevant discussion on the definition of quality, note the point. The dispute over the interpretation of quality is carried out mainly outside that forms the core of the notion. Written, it said and published many interesting things. Only for particulars is most often hidden desired. Quality - this is not a set of essential features of the phenomenon under investigation. Quality - a system of signs. Therefore it is important above all to detect system-forming factor. One factor may be an indication as opening DI Mendeleev's periodic law, or the Marx inconsistency of the goods, but is capable of being a factor and a certain combination of features. On - apparently the concept of "standard" was formed as a system of signs. Tantly wisely stressed the need for the accounting system of a combination of factors. Liberals - reformers - 1990s hastened to clear the economy from all non-economic, modeled on the US economic model. They were not alarmed by it, as well as the conditions under which it was formed. In the end of 1990 - s was a shock and difficult process analysis of blockages of the developed standards

contrary to the rules. Schematically, the process of epistemological ascent "standard" concepts can be represented as follows (Figure).

Unlike some of the philosophical and scientific concepts, standards are directly determined by a variety of factors objectively existing tangible and intangible nature. Hence, the time limits of all standards with the exception of a number of generic prescriptions, of particular importance to human life and characterize the essence of man's relationship to themselves, their fellows and circumstances so it is important to classify the standards to distinguish between them depending on the determining circumstances. Available literature systematically presented attempts at classification standards, we have not found. In this connection, we can not consider the proposed system of standards in the context of a comparative analysis. The basis of classification standards it is advisable to take a systemic contradiction concept of "standard". Standard as dialectically formed the concept, in its manifestation is the opposite interpretation: to be something - something quite in a sense, the standard to which should endeavor that can not be done without knowledge of the business and creative attitude towards it, and at the same time the standard - it is something It has universal significance, a kind of "screw" design, that is, the routine education, excluding any - any creative attitude.

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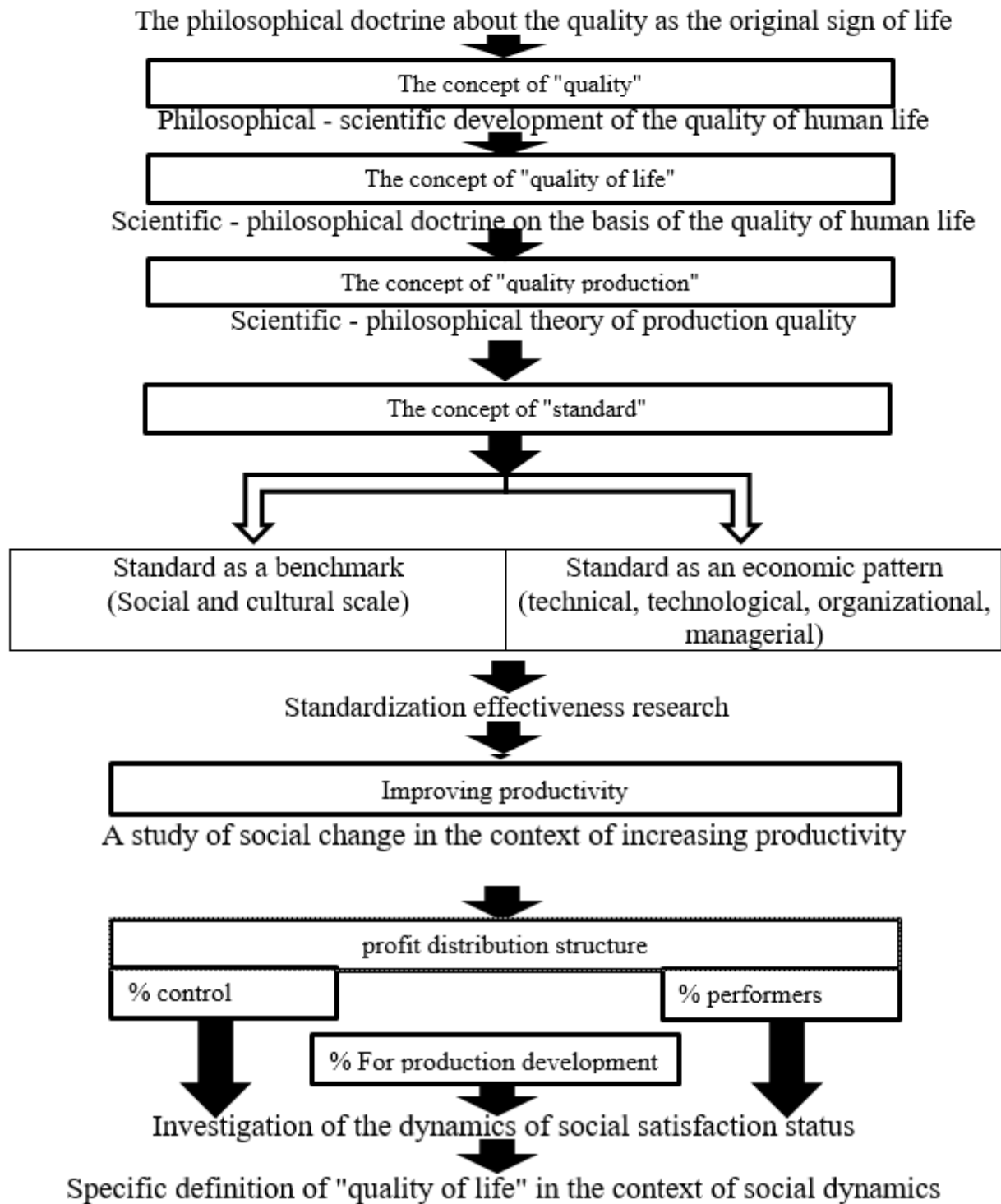


Figure Scheme gnosiological climbing process concept of "standard"

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Standard within the meaning of art is absolute masterpiece. In it lies the timeless perfection. Standards - masterpieces emerged over time only become more significant. They crystallized perfection, they do not age. The only thing that can be in their relative - a national flavor. It is hardly possible so perfect abstraction of real development, which would be a national sterility. To prove this idea logically impossible, but indirectly for the benefit of our judgment the experience of monotonsticheskoy religion. The parallel existence of Judaism, Christianity, Islam, Buddhism, konsoutsianstva, Taoism due to national development, but the differences do not prevent the believers to such ideals. The main standards for all general and the specifics of the differences -in a historically specific conditions being reproduced in private accents thinking.

As for the standards of science, in which the level of abstraction above all, above the national identity, but they are due to the level of scientific knowledge and the scope of practice, which determine the direction of scientific progress. Physical and technical standards change to reflect the demand for scientific knowledge production Progreso material and spiritual wealth. Scientific knowledge is constantly changing standards of science - the phenomenon of concrete - historical historically they specified. An example is the evolutionary theory of Charles Darwin, the atomic theory, the theory of Isaac Newton, considered almost two centuries until the absolute knowledge of physics with astrophysics did not understand three-layer structure of the world.

The current standards, which describe the nature of the material world, share it on the micro, macro and mega levels, and the genesis of an expanding universe is associated with a big bang initially existed superdense matter.

the term "standard" is used in theoretical natural science, but a "model" often in combination with the term. Naturalists are in an ever-changing knowledge, while all the time on the horizon of knowledge, so they choose to rely on those aspects of knowledge. In modern science recognizes only the standard three-knowledge: the law of conservation of nature, the law of conservation of energy and momentum conservation. Encroach on these standards are strictly prohibited. With these reference standards support sustainable development of scientific knowledge, achieved continuity in the development, and science itself is as an integral system, in spite of the various kinds of revolutionary discoveries of scale. Availability of public knowledge are resistant to change design parameters in standards of thought and its practical implementation, it can be regarded as a selection of standards - "canons standards." In them lies the fundamental function, they are the backbone of the reality of being human.

If all standards would be canon, instead of development, we have got stagnation. Canons needed it in their quality and in their numbers. We look up to them in theory and practice as well as the movement loses its effectiveness is well-defined vector and the reference position. The very same motion value lies in change and Engels defined the essence of movement and all in all, as a change. Based on the fact that the movement is a way of life, and the development of the highest form of movement, in its mass manifestation standards are non-canonical form.

Less status standards of social consciousness is divided into policy and indicative, objective and subjective. Policymakers standards require that we comply firmly algorithm of actions and that they receive a certain job results. In a number of quality management concepts of the twentieth century, special cards have been developed schemes of action artists of all levels and stages.

This practice is justified in the specific conditions of production, for example, where busy workers with disabilities. The Japanese experience has shown convincingly that impart a similar experience with a private practice in the production as a whole can not be, as it leads to the opposite result. Meanwhile, ignoring international observation, local bureaucrats, who failed in the field of industrial production, extrapolated on general education, designed to inform and retain knowledge.

Actions of officials are clear, not capable of producing a real product, they report circulars. There is no rational explanation for the politicians responsible for the actual outcome of economic activity and with the right to give an adequate assessment of the officials attempt to become a professional business and standard manufacturer judges, - to teach the teachers. This, of course, absurd.

In the past, the party set standards of professional - educational activities, however, did indicate accurately locating interference range of disciplines, in addition to the Central Committee highly qualified science department with a staff of specialists, freelance consultants of the leading scientists of the USSR. Even Stalin, according to documents, did not sign the resolution without a visa academic assistant.

In recent times, very distant from the real educational experience, officials subjugate a method of combining, put under total control of the academic freedom of educational institutions, was a dictate what, how, when and to whom to do. Standards defined in unprofessional space illustrative example of transformation values phenomena (concepts) in opposite control effect.

Conversion technology is simple: non-professional development initially distorts the content of the concept of the concept of the standard ----- displayed at random from naturally developed system = standard gets its own isolated "pseudo system view"

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is absurd, failing and control, and the ability to upgrade what was the subject of the beginning actions. The most curious thing is that by including the factor of self-preservation technology, bureaucrats sent to Calvary and of itself, the feasibility of their caste. The dialectic of progress outlive bureaucratic skill to juggle content concepts and their names, but our living space is measured by time. And the most important indicator of social progress in all - it's efficiency during use. And the calf has a chance to win if oak rots. The calf can grow into a bull, and rotten oak tree is doomed.

Widespread throughout the world - in both developed and developing countries and stagnating received indicative standards. They differ Optionally, the absence of strict control and loyalty content.

In Western countries such as Germany, France, Italy, the Government of Austria with the help of indicative standards is carried out quite effectively control the direction of the development of various industries. Development of the standards themselves, and the mechanism of their implementation are carried out within the framework of market economic features. The state does not encroach on the orders of market relations, but it clearly shows who the true "master of the house." Tolstoy could afford to start a famous novel lines: "Everything was in confusion in the Oblonskys". Self-respecting and respected citizens of the state obligation to provide a flow of public life. Somewhere to do their job strictly on the basis of the laws and the need to comply with them, in other areas - for a preference or tradition of national identity. "Standard" - the concept is just as significant in the reproduction of social life, as a "point" - in mathematics, "particle" in physics, "core" in the mechanics. The originality of "standard" lies in the combination of opposites in it. "Standard" can be extremely resilient and binding, and may indicate a certain limit are just some of the dominant choice among many. An example of the standard of the second kind is the high fashion, however, and the overall fashion belongs to the same class standard ..

General Fashion - a product of the historical process, select, like any evolution, something most effective, viable. It perfectly combines regional, national and transnational; naturalness, due to the geographical environment, with socio-cultural acquisitions, tradition and innovation. This mode is extremely democratic, responsible massive sense of beauty, utilitarian and available to consumer demand. High fashion, as if it did not mask the phenomenon professionally conscious action. It has many advantages, but no less negative. Glossy nature of high fashion was initially opposed to the mass consciousness, provoking tensions in the contradictions of life. The point is not even in the limited availability of opportunities. Main thing - to demonstrate the social inequalities. The standards are

designed to improve the "climate" of social relations, our time to "gather stones", and not to scatter. "Standards" only seem to be out of politics. Politics, in a certain sense - is to identify and support the relevance of standards.

In this century, gaining momentum in the public mind the concept of "soft power". Without the use of force has lost to the historical significance and became tormozm social progress reality persists. Mankind is tired of the destructive forms of violent conflict resolution, seeking to replace them. The process of reorientation to "soft power" complex, contradictory, but there is no alternative to wars and you have to take "soft power," such as it is, until, with the hope and belief that with time the situation will change in the desired direction.

By forms of "soft power" include cultural contacts. Cultural interests, public diplomacy, veterans contacts, building professional of international relations. Efficiency of "soft power" Low, but in its favor indicates the motion vector. In it COMPLEX Home dignity of the human reality of life - humanity and democracy. We believe that standards are consistent with the action of "soft power". Indicative standards. It agrees well with the character of the movement under the sign of soft power. They do not categorical, everyone can find its application, it would be only a wish. At the same time, they give the movement a certain goal. Standards - goals were always very promising, another thing is that they do not always find mass support, without which it is impossible to be a social force.

Standards in the modern world are multiplying, diverted, rapidly increasing their relevance. Private material with limited effect standards are transformed into a scale factor of social progress. Despite the national and transnational specificity - the EU standards, the United States, the Russian Federation - standards play an important role in the global integration, are a means of reaching an agreement on the basis of the objective nature of human history

In order to make the scientific and philosophical reflection on the concept of "standard" practical significance draw attention to the initiative of the "Komsomolskaya Pravda" - public debate on the statement Rosstandart the impending cancellation of 10,000 state standards of the Soviet era ("KP", №12 from 06.19.19). Traditionally, stuffing information in the media accompanied by formal comments that little convincingly clarified, leaving more questions than certainties. A special aspect of bureaucratic work, we will not analyze - not our thing, but the essence of the political will try to uncover.

From a philosophical and scientific and technological products upgrading standards - quite justified measure: you need to think and act adequately specific time, especially this demand true when the movement history of the character of radical

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transformations. In the 1990s, there was a counter-revolution. Who came to power politics, even the symbols of the Fatherland changed. Another flag, the flag of another sign, another constitution, for a while there was another hymn. Such socio-economic, political and ideological rift could not be drawn into the vortex of standard events. All the same standards, despite some convention equivalents are intended to serve as a reality in all its manifestations.

The current initiative on Rosstandart initiative bears little resemblance, it is made as a support action, in pursuit of the realities of life. As they say in Russia: "Better late than never." Production in the 1990s has replaced not only the owners, it has changed in nature. The call of the first President of the Russian Federation, addressed to national leaders, "Take freedom as much as are able to swallow !!!", the new owners have adapted to the production, believing that in the conditions of free trade, the market, rather than production, will determine everything and everyone will judge. The market likes the strong, quick-witted, especially when purchasing, providing finance, the need for the product is rapidly approaching zero, and a safety reserve in the form of goods for direct exchange was initially low. At the time of the counter-revolutionary standards even think it was indecent. When the fluctuation of the liberal began to decline, it tried to withdraw from the chaotic state. Arrhythmia movement continued, but there were also signs of sustainability trends.

Typically, the liberal wing of the Democrats connect continuation of the crisis in the "zero" with the policy, this is partly true. Politicians act on the situation. However, without prejudice to the merits of politicians, not to mention the fact that in the history of tyranny, "time of troubles" can not be dimensionless. As in nature, and calming element in the social life, the movement back on track. It happened here in the XXI century. The market has stabilized, production began to strengthen its position. Live as before - "the God will" have ceased. Range, on the one hand, and the increased possibility of reasonable spending, on the other, met at in a different market. Quality goods made by relevant indicator of their market demand. The consumer, as opposed to the manufacturer, turned his attention to the state - the guarantor of their civil rights and freedoms with the requirements of the protection of market tyranny. Legal and economic functions of the state laid on a visit.

We've been through all the analysis tried to hold the main idea: "standard" only in its final part is the concept of technical regulation of the production, distribution and consumption. The essence of the "standard" - the political and in its political as it is nationally colored. standard mark shall be in the background of the flag, to each always been seen:

protected by the state, disrupting - you will have to deal not only with the market, but also with the state.

Concluding the general part of the analysis, I would like once again to recall Hegel's warning about the importance of measures in the knowledge and management of the organization activity. "Standard" - the equivalent quality. Quality has different levels - "quality status", so the status of "standard" should also be different depending on its own site. Presidents have banners, but they do not wave them around. The authority of the standards - the attribute of the state, its "state", that is, the national attitude towards the state. Standards need to be quantified, then they will be esteemed quality. "God - gods, Caesar - Caesar", along with the state sample standard (GOST) requires designed according to system characteristics OST TU. We can not allow at the same time spreading criterion of quality characteristics identified in guests.

In the media there are data about 170 thousand visitors in the Soviet Union, which, of course, devalued as a guest. Even the label "Feelin - kill!" Was regulated by GOST. Not surprisingly, that the USSR had to additionally introduce the concept of "Quality Mark" with the appropriate symbol. From a logical point of view, this measure was not perfect. Standard - this is a sign of quality. The standards-political and socio-cultural components of competing on equal terms with the scientific and technical characteristics. There is every reason to consider the standards in the context of the highest achievements of social practice, scientific knowledge, technical and technological creativity.

The standards specialists are able to see the real situation of the country in the world, it can be achieved and problems. With regard to the development of standards and their enforcement legitimately determine the quality of the internal policy of the state, the maturity of the economic strategy. What were the state and its economic activity around the turn of XX and XXI centuries, this was the state's attitude toward the standards.

In the 1990s, about the forgotten standards to ensure that the conditions of "most successful" reformers when they did work their liberal - defaulted in the country. Formally, the standards are not canceled - after all they are the control mechanism. GOST 2003 deprived mandatory status, that is (according to Hegel) was deprived of, without which they can not be what it should be.

Philosophy and political logic that time is no longer interested, it was necessary to somehow make ends meet in a collapsed economy. Places guests took the "technical regulations" containing the minimum rather meager requirements. Policy recognized and enshrined the economy crisis. "GOST R" has replaced the "guests". The exception has become the standard for military production, nuclear energy, road safety and the fact that due to the special-purpose

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information. Since 1991, new standards developed more than 12 thousand, updated, consider minimized about 15 thousand. one hundred and fifty thousand remaining guests removed the brackets from the production of their conventions. Involuntarily the question arises: how legitimate is to plan the modernization of production in the absence of the normal standards? Where there are no lighthouses, sailors traditionally guided by the stars. What about those who on earth is intended to solve national problems, when the old standards are out of date, and on the new little that can be done qualitatively? Responses to "eternal" question: "Who is guilty?" And "What to do" match. Politics, as we should, withdrew on the controller.

Economic activity, freed from political and sociocultural sailing ownership continues to move the course, paved the liberals of the 1990s. It is time to return to the classic economic - political economy, not to think about the situation and the system for the foreseeable mind of the prospect. The market should be free, but freedom is the state - this is nonsense. can not be a dual power in the society.

Conclusion

The concept of "standard" should be considered in a broad social and humanitarian format as a specification of ideological categories of "quality", "quantity" and "measure". Any attempt to simplify the understanding of the standard in different kinds of private interests inevitably leads to deformation of the concept content.

As any concept "standard" has not only the historical past, it reflects the current time by its content and a reserve of perspective changes is formed in it. In this connection, it is always important in the development of the specific content of the concept of "standard" to take under special control the potential for improving the quality of the product. Traditionally, scientific and technological progress is concentrated on the military-industrial direction and not by chance. Here, the product on the entire spectrum of production, starting with equipment-clothing for hands, feet, head, torso, face and ending with painting the unit must meet extreme operating conditions. Compliance with specially developed standards is an absolutely necessary condition for quality. Exemplary adherence to the standards is provided by a special acceptance, carried out in the order of control at all technological stages of manufacturing the product. It is hardly advisable to replicate such a strict quality control practice, but it contains significant "information for reflection". The standard is intended to resolve the basic technological contradiction between the readiness of production for mass production and the quality of the product at the output. It is necessary to overcome the "scissors" formed

between the ratio of quantity and quality. The dependence of quantitative and qualitative changes is objectively inherent in the movement of nature in the form of a universal law. But it is necessary to interpret correctly the mechanism of action of this law of dialectics of development. Quantity directly, that is itself in quality does not pass. The new quality arises from the old and cannot be otherwise. Quantitative changes create the conditions for such a transition, the conditions are transformed into factors that participate in qualitative changes. The decrease in the quality of products within the limits allowed by the standard is due to a number of reasons, both technical and technological, and human order. Chief among them is the level of organization of quality control, which is again due to the degree of responsibility. In other words, all non-human and human actions that limit the standardization of production ultimately rest on the standard of the human factor, or who likes it better, "human capital", which corresponds to the historical mechanism of social progress in it, the subject of activity is the main acting factor

Specification of the concept of "standard" should be carried out in accordance with the objective status of quality. Quality has a certain dynamism, which is expressed in the degree of its severity. Developing standards and in the form of samples, and universal, typical products, product elements, should be guided by the optimal balance of quality requirements of production and implementation of essential features of product quality. The standard allows you to maneuver within the limits defined by the quality.

The presence of concepts that compete with the "standard" in its full and verified volume, "industry standards", "technical conditions", "technical regulations" - in principle, a normal market phenomenon. They ontologically present qualitative characteristics of the goods, but unlike the "standard", they are not presented in optimal condition, or their combination is not optimized. To some extent, these concepts reveal the evils of market freedom. The market does not strictly limit producers on the whole line of conformity of goods to quality. Only the safety parameter of the product is regulated. The rest is regulated by the deadly disease No. 1, according to E. Deming's classification, - demand. The manufacturer directly or through intermediaries presents the goods produced on the basis of its capabilities in the calculation of profit according to the formula "the more, the better". As such goods are often the minimum limit of what must necessarily be that the product corresponds to its subject status and, logically, the name. In products regulated by Ostami, TU, etc., the standard is available in truncated form due to the hypertrophied interest of the manufacturer and the limited production conditions. Hence the right TU and OST stand on a par with GOST or EU. In the EU, goods unmarked by a single standard are in

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demand due to a significant difference in price, and violations of the safety requirements are draconian fairly suppressed. In the Russian market, which remained a Bazaar of large sizes, the orders are similar to the fence of a bad owner. Here you can run into everything, even if there is a piece of paper with a seal, which however is not the basis for skepticism about the above concepts. They reflect the objectively established order in the development of production on a global scale. Many people remember how in the 1990s and in the "zero years" in the EU produced goods labeled "only for Russia", and the US filled up our market with substandard chicken meat – "Bush legs".

Bought small wholesale, without asking the certificate of conformity, but some documents certainly were.

It follows from the fact that the objective conditionality of the standard makes the standard dependent on the improvement of scientific knowledge, technological progress and development of economic activity: the organization of production, the state of market relations, changes in the solvency of the mass consumer. "Standard" is a tool of technical

policy in the last place. In it in the "removed" form the state of public life is concentrated imprinted. Along with the normalization of the economy, felt changes in culture in education, in education, in health care, relations with the natural environment will change the attitude to the standards of consumers – not only those who go to the shops. The political perception of standards will also have to be restructured. It leads to the understanding of the socio-cultural value of the standard as a kind of link linking scientific and technological progress, the balance of production development, natural and logical derived requirements of the people, with the interests of politicians. Politicians and their economic advisers have two options: either to reconstruct the economic and socio-cultural, especially in the field of education, policy, that is, to take the initiative in solving the accumulated problems; or the initiative will be taken by production workers with consumers and in this case there will be another policy. In both cases, the end is the same – the history of the standard will take another height, and people will become wiser. Wisdom is the support of life at all times.

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