

Several abstracts of articles author – 2017

**Childhood in socio-humanistic perspective:
methodological and technological basis for scientific-applied thesaurus creation**

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The paper presents the methodology and technology of scientific-applied Thesaurus childhood's creation. In general Thesaurus understood as the accumulation of data of knowledge of different socio-humanitarian sciences. The article substantiates the avant-garde of childhood sociology in interdisciplinary synthesis of various childhood sciences. Modern sociology of childhood absorbs the existing methodological approaches and methodological developments in an effort to understand the new phenomena of the world of childhood.

The authors mark two possible ways towards the Thesaurus creation: universality or metasubject. This item shows how the idea of the universal knowledge of the childhood is implemented in Wikipedia. Productive recognized progress towards metasubject.

Eventful influence of generation Z childhood on the sociopsychological problems of student life: referent points of the psychological service of the university

S. N. Mayorova-Shcheglova

Based on the research of the last five years and practical experience, the article proves that the student's sociopsychological problems can be formed as a result of the features of the generation Z growing ups. The article contains the main determinants of the childhood events 2000-2010, that potentially provoke contradictions and conflicts between teachers and students, and also in general between the educational and the parent environment.

The potential of relationships between children and parents in strategic development of Russian society

S. N. Mayorova-Shcheglova

Using the data of the studies conducted within previous 5 years, the author stands for the fact that the big part of relationships between parents and teenagers have a destructive impact for future society development. Many factors of society development and family relationship development (closure and unation between children and parents) have an influence on this situation.

Children's party: from home event to event-industry

S. N. Mayorova-Shcheglova

The article presents ideas of transformation of a children's holiday from an actively creative event for a child into an entertainment and consumption episode, and describes six basic features of the Russian market of event-industry services organization.

**THE CHILDHOOD GLAMORIZATION AS A NEW PHENOMENON
CONSCIOUSNESS AND BEHAVIOR OF PARENTS**

S. N. Mayorova-Shcheglova

The definition of the concept of «childhood glamorization» and the argumentation of the parents' consciousness and behavior change are given. The main content of the phenomenon - embellishment of children and family life, the creation of a simulacra of exclusivity, colorfulness. The consequence are additional parental investment in three directions.