ETHNIC SOCIAL ATTITUDES AS PHENOMENON OF ETHNIC PSYCHOLOGY (ON AN EXAMPLE OF THE LATVIAN SOCIETY)

Nikiforov Oleg Vladimirovich,
Doctor of Psychology, Professor
Baltic International Academy
email: nik_oleg@latnet.lv

ABSTRACT

This article is devoted to the study of ethnic stereotypes of Latvian and Russian on relative to each other. In recent years, significantly increased in Latvian Republic ethnic tensions between the titular nation and ethnic minorities, caused by the rhetoric of the authorities in relation to the non-title population. Existence institute "non-citizens" in Latvia, stagnation of the integration questions, the Russophobic policy returnee sphere of Latvia it all creates tension in relations. But the article's author was interested in the deeper forms of relationship at the level of attitudes and ethnic stereotypes. The results of the research shown, that a stronger negative attitude to the representatives of the other group experiences Latvian part of society. In this case schoolchildren experience more negative feelings, than students. This proves that the system education policy in Latvia is not directed foster international feelings towards ethnic minorities. Liquidation policy of Russian education in Latvia only reinforces negative relation to the titular nation of the Russian diaspora representatives. In paper ethnic social attitudes are analysed. The Latvian society is multinational. The problem of ethnic integration is very actual for Latvia. For the purpose of finding-out of readiness of Latvians and Russian of Latvia to mutual integration and findings-out of the reasons braking processes of integration of the Latvian society the given research has been conducted. In article are described as author's techniques of studying of social ethnic social attitudes.

Keywords: Ethnic psychology, Ethnos, Social attitude, Multinational society, National relationship.

INTRODUCTION

Interest in ethnic psychology has a natural basis, which can be divided into three main aspects:

   1. Psychological features of ethnic populations significantly affect interethnic communication, cooperation and inter-ethnic relations. For the prediction and control of these processes is necessary to orient in regularities of social communication. No less important to know the ethnic needs, interests, the world of values, traditions, moods and feelings.

   2. Make allowance for the priorities of human values is impossible without personality and its national identity.

   3. Research of person ethno-psychological features extends the subject of the science of man.

Ethno psychology as the only branch of science is evolving and it has some limitations that are typical of this stage:
   • uncertainty of perspective;
   • methodically low level of experimental device;
   • theoretical work preponderance compared with the empirical works;

• discipline belonging to different areas.

Many works of ethno psychologists are on descriptive level, others reflect and only register the dynamics of ethno-social form of the body without exposing thorough analysis of its significant changes that are realize in the psychic evolution activities.

Summarizing the literature, in modern ethnic psychology, there are three concern areas:
1. Psychological people characteristics and different ethnic communities.
2. Ethnic stereotypes, their nature and function.
3. Inter-ethnic relations and communication.

As is well known to magazine readers, ethnic psychology (or ethno psychology) is an area of social psychology, which explores the features of the mental images formation and human behaviour features, which is identify its nationality or ethnic community.

LITERATURE REVIEW

Y. V. Bromley (Ю.В. Бромлей) [1, p. 5-30; 2], and V.I. Kozlov (В.И. Козлов) [2] define ethnos as a historically established in a particular area stable set of people with a common, relatively stable language characteristics and culture, as well as the consciousness of its unity and differences from other similar entities (self-awareness), fixed in the self-name (ethnonym).

Peoples Psychology doesn't mean a simple sum of mental characteristics. It reflects a lot of material and spiritual processes that are actually formed in the human life and manage it.

Scientific ethno psychology original sources can be found in the ancient geographical and historical works whose authors have tried to mark the typical features described peoples. These works are still contained many subjective judgments and systematic everyday stereotypes.

In the XIX century ethno psychological information contained mainly in the ethnography, history and anthropology. Widespread was idealistic notions about the special "national spirit", especially in the German romantic philosophy and influenced by this trend, they have spread to other countries culture. Ethnic psychology beginning as a science is closely connected with the Wilhelm Wundt name and his work "The nations psychology" [3, p. 132].

The psychology scientific development in the late nineteenth - early twentieth century and social psychology development methods gradually concretized as the subject of ethnic psychology. However, ethnic psychology as a separate area appeared only recently and has become particularly relevant after the collapse of the USSR and its national policy.

By ethno psychological main problems could be add:
• unity of cultures types and activity and their relationship with mental and behavioural features of the ethnic community;
• ethno historical personality types;
• national consciousness problem and identity;
• the nature of ethnic stereotypes and attitudes;
• national character, its essence, the genesis;
• nature formation of interethnic contact.

In the ethnic psychology development history clearly visible three methodological approach to research people's knowledge determinism:

1. Anthropological approach postulates the inferiority of certain races, using the anatomy, anthropology information, as well as the evolution theory

2. The genetic approach. Connected with genetic heritage. Such researchers as Volman, Lenz, Johnson, Lange et al., using genetic and experimental data of psychology, also tried to obtain confirmation of race and mental separation.

3. The third approach connected with the implementation of psychometric research. Higher mental processes are investigated in wide experimental range, where participated Negros, Indians, Chinese, Japanese, Hawaiian, Papuans and others. Were used tests. The most popular was the intelligence test Binet-Simon in the American version, which was created in 1916 at Stanford University.

The results were very inconsistent, evaluate them objectively, we can say that the individual differences within the group were stronger than the differences between the groups.

In the twentieth century there have been radical changes in the methodology: we consider that the historical development process changes the mental activity structure and the foundations of the cognition process. Modern psychology is based on an understanding the category of consciousness as a conscious entity, simultaneously viewing it as a complex and reflect shape, which is formed in the long process of social and historical development peculiar to each ethnic group.

Nowadays, there are interesting processes in terms of ethnic psychology: today we are faced with the revival of the national consciousness of many European nations. In addition, we live in a country where ethnic problems are quite acute. [4]

It determined the purpose of our research: to research particular ethnic attitudes arising in the Republic of Latvia between the major ethnic groups.

METHODOLOGY

Ethno-social systems research was conducted on the example of the two largest ethnic groups in Latvia, as Latvians and Russian. The experiment was conducted in two phases: were tested the tenth grade of Russian grammar school and the tenth grade of the Latvian as well Russian and Latvian streams of first-year psychology department.
In the following work were used:
  • **The technique "pictures"** created by us. Main point - based on the photos, test person had to determine the person nationality shown on it.
  • **The technique "approval".** Based on the approval test person had to determine a person's nationality expressed this approval. Identifying ethnic orientation technique (taken with imperceptible modifications from Miklouho-Maclay Institute collection "Ethnic factors in the life of society").
  • **The technique "dislikes"** - the test person had to note the characteristics of different nationalities and called nationality, causing antipathy, indicate its reasons.
  • **The technique "character traits".**
  • **The technique of ethnic orientation studying.**

The technique "photo" - 20 photos were presented to test person (13 of them - women and 7 - men, all between the ages of 19-47 years), which accentuated the person's face.

The test person was given the following instruction: *"Now I'll show you one people photo. Try to determine which of the proposed people are Latvia, and who is Russian. If you have any doubt about the nationality, you can express them. "*

In this experiment, was attended 100 school children (50 Latvians and 50 Russian) and 50 students (Latvian and Russian) Instruction practically didn't cause questions. Many test persons generally coped with a task in 1 minute (on the average, it took 2-3 minutes). Readiness to identify the nationality of the presented image confirmed the availability of the ethnic installation in test persons.

The result was the following: frequently test people defined as the Russian people dark-eyed, dark eyebrow, or dark-haired with light hair and a round face. As Latvian people with large or sharp features, mostly light-brown or blond hair (Scandinavian style).

Another technique was the **"statement" method.** It included 26 statements, taken mainly from the statements in the press and on television. The statements concerned the family relations, relations between man and woman, man's relationship to religion, to the holidays, the government, as well as to himself. Here, based on the statements, the test people had to determine a person's nationality, who expressed this statement. This technique required more instruction. Typically, questions arose on the allegations concerning the man relationship to himself.

The technique "approval"

1. In marriage I am a conservative, wife and family must be protected from any shocks.
2. Head in the family - a man.
3. Children must follow by the way that they have set out parents.
4. Marriage must be built on respect.
5. If the parents are happy children happy too.
6. My live prevents mentally retarded government.
7. Nowadays, people are increasingly squeezed, suffer from complexes.
8. I have forgotten how to enjoy life: prevents private dejected, daily problems.
9. The main thing in a woman - a real femininity.
10. I would sometimes act on the principle "the end justifies the means", but conscience still exists.
11. I - for the death penalty.
12. Fully I can rest only on the nature, without people, or just with friends.
13. I have no careerist aspirations.
14. Sin - it deliberately to hurt another.
15. I've never set myself the task to make money, to snatch at any cost.
16. I believe in God infinitely.
17. Now I do nothing: Just exist.
18. Love between a man and a woman always should be present. If not, the soul is empty.
19. I spent all childhood in pioneer camp.
20. I love sweets.

21. My favourite holiday - New Year.
22. At Christmas, I felt as I was born again.
23. To pay for college, I had to work.
24. In our time, there is the problem with unemployment.
25. I like to do something by hands, to sew, knit.
26. The younger generation is not going to stay on the side-lines.

In that way, based on the results of applying this methodology, identified common ethnic settings:

Russian man playing a dominant role in the family, at the same time protecting his wife and children, in addition his favourite holiday - New Year, while he is religious and his childhood spent in pioneer camps.

Latvian most of all value quiet and solitude in nature, on Christmas he feels that he born again, doesn't set a mission to earn by any price, he has no career aspirations, he likes to do something with their hands, and he is for the death penalty. The remaining statements were not significant differences in Russian, and in the Latvian audience. They were attributed, in equal measure, both Latvians and Russian.

Another technique was "traits" where test persons were asked to indicate the characteristics of nationalities such as Russian, Latvians, Jews, Georgians, Japanese, French, Americans, Italians. In this article considered only Russian features and Latvians, because only mutual perception of these two ethnic groups we were interested.

Table 1: **Characteristic features (School children, Russian group)**

Latvian	%	Russian	%
insularity	24	kindness	44
selfishness	16	openness	32
conservatism	16	gaiety	32
coldness	16	industry	12
calmness	12	geniality	12
level of culture	8	simplicity	12
restraint	8	placability	12
sense of purpose	8	laziness	8
nationalism	8	buoyancy	8
insolence	8	rudeness	8
sociability	8	sensibility	8
suppleness	8	hospitality	8
pedantry	8	cruelty	4
godliness	4	mind	4
emotional detachment	4	precipitousness	4
"boring"	4	"creativity"	4

Table 2: **The characteristics (students, Latvian group)**

Latvian	%	Russian	%
diligence	16	openness	16
honesty	12	bravura	8
friendliness	12	desire to control	8
pride	8	hot-brain	8
mild	8	rant	8
mellowness	4	nice	8
non-aggressive	4	aggression	4

Table 3: **The characteristics (students, Russian group)**

Latvian	%	Russian	%
restraint	25,7	openness	40
insularity	14,3	greatheartedness	20
conservatism	11,4	simplicity	14,3
nationalism	11,4	straightness	14,3
industry	11,4	laziness	8,6
secrecy	11,4	patriotism	8,6
appreciate the tradition	8,6	hospitality	8,6
inferiority complex	8,6	generosity	8,6
coldness	8,6	naivety	8,6
asociality	5,7	heartiness	8,6
slovenliness	5,7	extravagance	8,6
diligence	2,9	excessive drinking	8,6
modesty	2,9	friendliness	5,7
thrift	2,9	goodness	5,7
compromise	2,9	rebel	2,9
Not emotional	2,9	nobility to their own detriment	2,9

Table 4: **The characteristics (students, Latvian group)**

Latvian	%	Russian	%
jealousness	20	laziness	14,3
laborious	20	emotionality	11,4
slowness	8,6	kind-heartedness	8,6
shyness	8,6	"convivial»	8,6
amiability	8,6	rudeness	8,6
contumacy	8,6	heartiness	8,6
heartiness	8,6	hospitality	5,7
pride	5,7	confidence	5,7
bearing	5,7	effrontery	5,7

hospitality	5,7	loudness	5,7
peaceable disposition	5,7	openness	5,7
passivity	5,7	a heart of gold	2,9
restraint	5,7	"no limits"	2,9
equilibrium	5,7	tenderness	2,9
gluttony	2,9	sensibility	2,9

RESULTS

1. Russian schoolchildren as the main characteristics of the Russian people are noted, such as the openness, kindness, cheerfulness, kindness, sensitivity, hospitality (a total of 39 streaks); as well as the main features of the Latvian nature - isolation, selfishness, conservative, coolness, calmness (a total of 35 streaks).

2. The same was observed in Russian students: they marked at the Russian such streaks as openness, greatheartedness, straightforwardness, hospitality, simplicity, etc. (a total of 47 streaks), and Latvians - restraint, isolation, nationalism, secrecy (a total of 49 streaks).

3. Latvian schoolchildren also attributed openness, bravura, desire to control, "volume" (total 21 streak) to the Russian, but in respect of itself dominated characteristics such as diligence, honesty, friendship, pride, "quietness" (total 25 streaks).

4. The Latvian students as the characteristic features of the Russian people make a point of laziness, emotional, good heartedness, hospitality, self-confidence, etc. (A total of 45 streaks), and in respect of their people dominated such characteristics as envy, "laborious", tardiness, shyness, kindness, contumacy, heartiness (total 51 streaks).

Also, the test person was asked to indicate nationality, antipathy causing, antipathy reasons, nationalities, desirable and undesirable for communication.

In addition, test persons must have been indicating, which source is coinciding their opinion about the nationalities. Runtime this procedure aroused some difficulty: many test persons did not understand the instructions exactly and began to describe the appearance of the proposed nationalities. Work has gone in the right direction after additional explanations.

Table 5: **Antipathy (Russian groups)**

Schoolchildren	%	Students	%
The Georgians	16	The Latvians	20
The Chechen	12	The Gipsies	20
The Latvians	8	The Chechen	8,6
The Japanese	4	The Jewish people	5,7
The Chinese	4	The Georgians	5,7
The Vietnamese	4	The Italians	5,7
The Americans	4	The Germans	5,7
The Arabs	4		

Table 6: **Antipathy (Latvian groups)**

Schoolchildren	%	Students	%
The Russians	48	The Russians	11,4
The Georgians	12	The Jewish people	8,6
The Jewish people	8	The Georgians	8,6
The Germans	5,7	The Americans	5,7
The Americans	4	The Albanians	2,9
The Japanese	4		
The Gipsies	4		

RESULTS

1. Antipathy toward Latvians are feel 8% of Russian schoolchildren and 20% of Russian students.
2. Antipathy toward Russian are feel 48% Latvian schoolchildren and 11.4% Latvian students.

Table 9: **Nationality, desired to communicate (Russian group)**

Schoolchildren	%	Students	%
The Russians	44	The Russians	22,9
The Italians	44	The Americans	11,4
The French	32	The Italians	8,6
The Americans	24	The Japanese	5,7
The Spaniards	16	The French	5,7
The Latvians	12	The Brits	5,7
The Brits	8	Dagestanians	2,9
The Ukrainians	8	The Ukrainians	2,9
The Germans	8	The Hollanders	2,9
The Japanese	8	The Greeks	4
The Greeks	4		

Table 10: **Nationality, desired to communicate (Latvian Groups)**

Schoolchildren	%	Students	%
The Italians	44	The French	25,7
The Americans	36	The Latvians	11,4
The French	28	The Japanese	8,6
The Latvians	24	The Italians	8,6
The Japanese	12	The Jewish people	8,6
The Lithuanians	8	The Brits	5,7

The Russia	8	The Americans	5,7
Belarusians	4	The Germans	5,7
The Brits	4	The Russians	2,9
The Germans	4	The Danes	2,9
		The Poles	2,9
		The Spaniards	2,9
		The Estonians	2,9
		The Georgians	2,9
		The Lithuanians	2,9
		The Scandinavians	2,9

Table 11: **Nationalities undesirable for communication (Russian groups)**

Schoolchildren	%	Students	%
The Chechen	20	The Latvians	20
The Latvian	16	The Gipsies	11
The Georgians	12	The Jewish People	6
The Germans	12	The Estonian	3
The Armenians	12	The Arabs	3
The Chinese	8	The Georgians	3
The French	8	The Japanese	3
The Brits	4	"Moslems"	3
The Italians	4		
The Americans	4		
The Ukrainians	4		
The Gipsies	4		
The Japanese	4		

Table 12: **Nationalities undesirable for communication (Latvian groups)**

Schoolchildren	%	Students	%
The Russians	12	The Russians	11,4
The Georgians	12	The Jewish people	8,6
The Jewish people	8	The Americans	5,7
The Gipsies	4	The Chukchi	2,9
The Japanese	4		
The Americans	4		
The Gipsies	4		
The Ukrainians	4		
Belarusians	4		

Table 13: **Antipathy to the Latvians called (Russian group)**

	Schoolchildren %	Students %
By personal experience	16	31,4
After reading the newspapers, magazines, literary works.	12	8,6
Familiar experience	0,0	17,1
After watching television	12	17,1

Table 14: **Antipathy to the Latvians called (Latvian group)**

	Schoolchildren %	Students %
By personal experience	52	31,4
After reading the newspapers, magazines, literary works.	8	5,7
Familiar experience	4	17,1
After watching television	8	8,6

RESULTS

- on the table. 9-12:

1. Latvians as nationality, desired to communicate is called 12% Russian schoolchildren and 0% the students, unwanted for communication is 16% schoolchildren and 20% students.

2. Russian as nationality, desired for communication is called 8% Latvian schoolchildren and 2.9% Latvian students, unwanted for communication is 12% schoolchildren and 11.4% students.

- on the table. 13-14.

The dominant reason for antipathy Russian and Latvian is the personal experience, the second important reason - the media. We assume that the test persons are too young to have such a negative experience. In our press (for example, in publications such as «DDD» and "Latvian newspaper" («Latvijas avīze»)) is constantly add pressure to ethnic passions.

Table 15: **Opinion about the same nationalities agree ... (Russian group)**

	Schoolchildren %	Students %
With the familiar opinion	12	14,3
With the friends opinion	36	57,1
With the parents opinion	48	40

Table 16: **Opinion about the same nationalities agree ... (Latvian group)**

	Schoolchildren %	Students %
With the familiar opinion	28	11,4
With the friends opinion	64	28,6
With the parents opinion	24	22,9

RESULTS

Opinion about the nationalities most of all in Russian schoolchildren coincides with the parent's view, in Russian students and both Latvian groups - with the friend's view.

The last technique was a studying of interethnic orientation. It includes attitude to intra-familiar communication, the person perception as a friend of another nationality, attitude to work in a mixed national team, as well as the attitude to another language (in that case - to Russian and to Latvian) and the assessment of the political activity. Test persons were offered to 25 claims and three variant answer to them (yes, no, I do not know). Instruction was accepted at once; additional instruction is not needed.

1. I can be friends with a Latvian \ Russian, they are good, reliable comrades.
2. Russians and Latvians difficult to work together.
3. If one of my children enter into marriage with a Latvian, I will not like it.
4. I hate Russian speech with accent.
5. With the national mixed team I would have been easier to work than with the Russian ones.
6. Close friend for me can be only Russian.
7. The Latvian language quite pleasing by ear.
8. I want if my children are fluent in Latvian.
9. Latvians \ Russians easier to make rank.
10. In order to marriages between Latvians and Russians would be stronger, it is necessary to observe husband's nationality rules.
11. I would not mind my children's friendship with Latvians \ Russian.
12. To Latvians \ Russians I try to apply in Latvian \ in Russian language.
13. The Russian \ Latvians do not like the political activity of Latvians \ Russians.
14. If I were a manager, I would have been easier to manage Russian \ Latvians than Latvians \ Russians.
15. Russians \ Latvians friendship are stronger than Latvians \ Russians.
16. The Russians who live in Latvia should be able to explain in Latvian.
17. I do not care if any of my children to enter into marriage with a Latvian or Russian, if only in my house talking in Russian \ Latvian.
18. If I am offered a partner to work together, I would rather choose a representative of my nationality than other.
19. You can completely rely only on Russian \ Latvian.
20. I like the relationships in the Latvian \ Russian families, so intermarry with a Latvian \ Russian I would have liked.
21. I do not care who obey at work - Russian or Latvian.
22. It annoys me when in my attendance someone speak in a foreign language.
23. With Latvians friends I feel as free as with Russians.
24. In the coupe long-distance trains, I do not like would be with a Latvian \ Russian.
25. I do not care to be friends with a Latvian or Russian.

CONCLUSIONS

By given technique we see following results:

1. Russian schoolchildren and Russian students are positive appreciate Latvians as friends, colleagues, at the same time believe that Latvians easier make a career.

2. Russian schoolchildren Latvian language evaluate like unpleasant to the ear, but students evaluate like a pleasant.

3. Two Russian groups think that the Russian people living in Latvia must speak in Latvian language and want that their children speak on this language.

4. Intermarry with Latvians would like 40% schoolchildren and only 3% students.

5. As a partner for preference to Latvian would give 24% schoolchildren and 0% students.

6. The Latvian group positively perceive friendship with the Russian, however, negative apply to joining in the Russian family. In addition, for Latvian students is important to be friend of their nationality.

7. Both Latvian group prefer work in the Latvian group then in the mixed nationality group.

8. Schoolchildren do not consider the Russian language quite pleasant to the ear.

9. Both groups want that their children speak in Russian language.

10. Schoolchildren consider that marriage between Latvians and Russian will be stronger, it is necessary to observe Latvian customs, students do not think so.

11. Both groups are trying to turn to Russian in Russian.

12. Both groups believe that Latvians do not like the political activity of Russian.

Summing up all implemented techniques, we can conclude that the most effective techniques were "traits" and ethnic orientation studying technique. Due to the "photo" technique was able to identify the appearance installation of Russian and Latvian. In "approval" technique appeared the most common ethnic stereotypes.

Based on the results it can be argued that data technique "traits" are confirmed by technique data of studying ethnic orientation. For example, Latvian schoolchildren in both techniques shown the strongest negative ethnic installation attitudes in Russian as well as Russian students showed a strong ethnic installation than the Russian schoolchildren.

In general, we can assume that the Latvian groups, especially schoolchildren showed a strong negative ethnic installation than Russian group. In addition, both groups of schoolchildren showed negative attitudes to the language of the other ethnic groups considered here. In Russian group negative ethnic install more appeared in students. All groups showed unanimity in respect of the political activity evaluating of the other ethnic group: they estimate it negatively.

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