



The war of images in construction of social problems on ecology and man-made environment of a big city (based on the survey of student youth of Kazan)

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The war of images in construction of social problems on ecology and man-made environment of a big city (based on the survey of student youth of Kazan)

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ABSTRACT

The article deals with the social construction of environmental problems in the representations of student youth whose professional activity will later be associated with their solution. The struggle of discourses of ecological and technogenic development modeling is deeply studied on the basis of constructional and sociological approaches and through the concept of the war of images within the framework of the article.

Qualitative discursive analysis is conducted on the basis of a survey of bachelors of two leading universities in the city of Kazan in the areas of state and municipal management, as well as environmental management and water use.

The results of the survey allow us to determine the preferences and representations of student youth, their degree of readiness for the future profession, their ability to make difficult decisions and make difficult choices in complex managerial situations. It is shown that in the respondents' views there are two contradictory discourses: ecological and technogenic development of a city. Discursive and sociological analysis of



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responses to open questions of the questionnaire revealed that almost all interviewees carry out problematization of pollution, contamination by debris, lack of green and water zones in modern urban ecology of Kazan. The construction of the image of the future in the answers of respondents includes the mandatory elimination of these problems. Virtually all students (and at the same time, future specialists in these fields) express a clear desire for changes in the urban environment in favor of increasing the number of green spaces and reservoirs. At the same time, many demonstrate the desire to develop and expand the large city technogenic infrastructure related with a large number of vehicles.

On the whole, it can be stated that in the confrontation between the two discourses and images, the urboecological model confidently wins with the formation of a green and aquatic environment. The absolute majority of respondents in the situations of choice and being a "victim" demonstrated their determination to abandon the benefits and advantages of technogenic development for the sake of maintaining a healthy lifestyle in an appropriate ecological environment.

Keywords: war of images, struggle of discourses, constructionist approach, social problems, the survey, Kazan.



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1. INTRODUCTION

In this paper, we study the construction of social problems of big city ecology in the representations of student youth on the basis of a poll conducted among the bachelors of two leading universities of Kazan in the spring of 2017: Kazan Federal University and Kazan National Research Technological University. The article is a natural and logical continuation of a number of similar studies carried out earlier. The results of the previous study were presented in publications on the transformation of social and environmental representations during major sporting events (Zamaletdinov et al, 2014), as well as on issues of education in the field of ecology (Zamaletdinov et al, 2016). A special feature of the application of the constructionist approach in this study is the study of images, attitudes, preferences and representations through the prism of interviewing students who, by their specialization, will soon have to deal directly with the solution of the specified problems in their professional activities. At the center of the study there is problematization as a collective behavior in the answers of our respondents.

Herbert Bloomer, who is considered one of the founders of constructionism, was the first who suggested considering social problems as a collective behavior (Blumer,1971). The basis for this approach was the work of other scientists who were at the origin of this direction. Peter Berger and Thomas Lukman proposed an innovative concept of "constructing social reality" (Berger,1966). According to the constructionist approach, social problems do not exist in themselves as an objective reality, but arise as a result of a collective definition in people's subjective activity.

The ideas of these researchers were developed in the writings of other representatives of constructionism, in particular, it is worth to note the names of Malcolm Spector, Peter Ibarra and John Kittsuse (Ibarra,2003), as well as Stephen Hilgartner and Charles L. Bosca (Spector ,1977). In their presentation, the construction of social problems began to be considered through the mechanism of the discourse on claims-requirements statement using slangy resources. Again, in due course time, Paul Lasarsfeld and Robert Merton alerted in their work "Mass Communication, Mass Tastes and Organized Social Action" about the threats of incorrect problematization under the influence of illusions and false ideas related to social actions and mass communication (Lazarsfeld,1948). On



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our part, the constructionist methodology was supplemented and reinforced by the sociological analysis and the concept of the "war of images", which has already proved itself in a number of studies (Kornilov,2011). All this will allow us to study in depth and qualitatively the hidden struggle of discourses based on the materials of the survey. Currently, there is a confrontation between the two main options for the development of the urban environment: man-made and ecological. The creation of a city as a techno-system involves filling it with smart machines that should make a person's life comfortable. A highly developed technological infrastructure must provide a person with everything necessary. However, will such an environment be favorable for a person and would he/she like to do this? Will residents of the city prefer to travel from place to place by means of high-tech and smart cars along modern high-speed roads or will they want to move around on a bicycle or make pedestrian crossings along paths among green spaces? Each of these ways has its pros and cons, but you have to choose. It is impossible to get everything and not to sacrifice anything. Are they aware of this and are they ready for such sacrifices? The task of our research is to identify and define the discourse of the future urban environment through the prism of a survey of student youth in the city of Kazan.

2. METHODS

At this stage, the two leading and most populated universities of Kazan: Kazan (Privolzhsky) Federal University (KFU) and Kazan National Research Technological University (KNRTU) were involved. The study covered students-bachelors pursuing in environmental engineering and water use in the Kazan Federal University and in state and municipal management in the Kazan National Research Technological University. They were invited to take a voluntary part in the poll on the topic of rational social and ecological development of Kazan. This choice is determined by the fact that after the graduating of those students, their future decisions and actions will determine the future of Russian cities. Since they are now studying in Kazan, and many of them were born and lived all their lives in this city, it's easiest to find out their values and preferences in this example.

As a result of voluntary consent to participate in the survey, 100 respondents participated at the Kazan Federal University and 44 at the Kazan National Research



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Technological University. Despite the fact that in the second case the number of respondents was insignificant and twice as small, but for a discursive study of the main trends this was quite enough. In addition, these data have their value; it must be borne in mind that the students pursuing in the direction of state and municipal management are less engaged in their professional choice when answering environmental questions.

A significant difference in the sample of respondents was due to their gender. Some students for some reason did not answer this question of the classification part of the questionnaire, the so-called "passportichka" (checklist). The total number of girls who took part in the survey was significantly prevalent. So in the Kazan Federal University the distribution was 75% by 25% in favor of the girls, and in the Kazan National Research Technological University - 80% by 20%. This is explained simply by the sex composition of students in the universities.

In our study, we encountered two images: the city of the present and the city of the future, urban man-made and natural ecological environment. In the situation of choice, what will students prefer? Which of these two alternative urban development projects is the future for? The questionnaire, which was filled anonymously and voluntarily, contained 26 questions together with the "passportichka". Respondents could do whatever they thought fit.

The survey had many open, alternative and situational issues. Our task was to put the respondent in the situation of modeling and decision-making. When answering the questionnaire, for example, an interviewee had omitted 10 out of 26 questions, seven of which were open.

3. RESULTS AND DISCUSSION

The survey is considered as a discursive game. According to the theory of games, the common reality depends on the decision of each participant; according to the sociomental approach, people cannot build something qualitatively new if this contradicts their internal preferences. Urban reality must lead to harmony and harmonize the external and internal life of inhabitants. Participants in the survey should show the external image of Kazan, which they perceive and the inner reality that they prefer.



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The first question of the questionnaire was: will they choose Kazan as a place of permanent residence if there is a free choice. The answer should have been explained: "Yes, because..." or "No, because..." The absolute majority supported the first variant of the answer: 72 respondents against 27 in the Kazan Federal University, and 36 against 7 in the Kazan National Research Technological University. Among those who said "Yes", the most popular is the simple emotional assessment "I like this city" without any specification, for what specifically. In rare cases, this explanation was given through a comma: "I like the city, its location and infrastructure" (Respondent - Gender: Female, Bachelor: Kazan Federal University, further, shortly: F, KFU). However, when choosing a permanent place of residence, a discourse of development appeared already in the second place, what was modeled multifaceted. A respondent likes Kazan already for a reason: "I like this city, it's promising" (F, KFU). And it's not very clear: is the city promising by itself or with respect to this student? Most likely, both. For the discourse of development, mixing and identification of one's destiny with the development of the city is very characteristic.

The idea of self-development in connection with Kazan often sounds more clear: "Kazan has an opportunity to develop" (F, KFU), "Kazan has many opportunities" (F, KFU). Similarly, there is a clear line that marks the development of the city itself: "Kazan is a very developed city" (female, Kazan National Research Technological University; further, shortly: F, KNRTU). In some answers, a retrospective development can be traced; even the antiquity of the city is noted as the basis for moving forward: "Kazan is a very ancient and very developed city" (F, KNRTU). There are also more detailed answers that reflect the essence of the attractive development of the urban environment: "Kazan is getting better every year, recreational zones are being reconstructed, and it is the sports capital" (F, KFU). There are also paradoxical characteristics of the attractiveness of the city's development: "this is a well-developed city with the opportunity to move outside the town without problems" (F, KFU). It would seem strange to appreciate the city for being easy to move out of it. However, in our observations we had to meet with such inconsistency of the thinking of modern man. A vivid example, when the need to have a car is seen in the fact that children need



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to be taken out of the city to take clean air, while there is no understanding that it is the cars that make 80% of the gas contamination of the modern city.

The problematic urban ecology takes the leading place among the negative answers to the first question: noise, gas contamination, dirt, garbage. Let's consider some typical examples: "a very dirty city" (F, KFU), "I do not have enough green space in the city" (F, KFU), "In Kazan there is high gas pollution, high transport traffic, noise, it is difficult to find housing at an affordable price, it's hard to get a job "(F, KFU). This topic is reflected and continued in a number of other issues.

In general, Kazan cause emotional acceptance among respondents, and they like it as a city, but this does not mean that they are all happy. Only 6 people in the Kazan Federal University and 4 people from the Kazan National Research Technological University chose the first variant of the answer "nothing needs to be changed" to the question "What do you think should be changed in Kazan for sustainable development of the city?" that is, all the remaining respondents still see the need for change. The least possible number of people supported versions of the answers "more shops and shopping zones" (3 people in the Kazan Federal University and 2 people in the Kazan National Research Technological University), and four students from the Kazan Federal University and none of the Kazan National Research Technological University checked the item "other". Also a small and almost identical support was got for items "more entertainment complexes and sports facilities" and "more schools and kindergartens". The latter causes some surprise. It could be assumed that most people interviewed consider the number of stores, shopping areas, and entertainment complexes and sports facilities in Kazan sufficient and does not see the need for further movement in these directions (Hamilton,2010).

The middle position among 9 possible answers was occupied by the item "more roads and parking lots for cars". 24 people in the Kazan Federal University and 21 people in the Kazan National Research Technological University spoke for it. The following three priority directions of development received the greatest support of respondents. The first was the item with the demand "to increase the number of green zones and plantings" which was supported by 77 people in the Kazan Federal University and 26 people in the Kazan National Research Technological University. The second place was



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occupied by the answer "cleaning the yards and streets from garbage", which gathered the votes of 69 students from the Kazan Federal University and 25 from the Kazan National Research Technological University. The "winning three" was closed with the proposal "to increase the number of water bodies and to clear them from pollution"; it was supported by 59 people in the Kazan Federal University and 21 respondents in the Kazan National Research Technological University.

The questionnaire contained similar open-ended questions. In one of them, it was proposed to specify, in descending order, the importance of 3-5 most important elements, the lack of which is most felt in Kazan for the sustainable development of the territory. Similar to most other open-ended questions, the item has caused serious difficulties and many people simply ignored it. Five options were practically not offered by anyone, maximum 4 points were checked, for example: "1) Green zone; 2) Recreational zone; 3) Garbage sorting area; 4) Functioning storm systems "(F, KFU). There were a lot of those who were limited to two variants of answers: "1) filters for water purification; 2) shelters for homeless animals" (M, KFU) and "1) outdoor entertainment centers; 2) clean water "(F, KFU).

Most of the respondents who answered the question nevertheless tried to give three answers. The most typical of them are as follows: "1) Green zones; 2) Clean parks; 3) Free parking" (F, KFU), "1) clean drinking water; 2) Parks; 3) There are many cars, and there are few parking lots" (F, KFU), "1) Green areas; 2) Parking; 3) Garbage processing centers" (M, KFU). The most unusual response should be recognized: "1) Green zones; 2) Green zones; 3) Green zones" (F, KFU). If to typologize all the answers received, then the demand for increasing all the same green zones (including parks and squares) will be the first: 27 people in the Kazan Federal University and 36 people to Kazan National Research Technological University.

All other answers are much inferior by the degree of support to the idea of expanding the green zones. In the Kazan Federal University, the second place was received by the requirement of clearing of water bodies and natural territories, 16 persons have come for it; only 2 respondents expressed similar thoughts in the Kazan National Research Technological University. Such a disproportion can easily be explained by the influence of professional aspirations. 5 students in the Kazan National Research Technological



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University supported sorting of waste or their secondary processing, and only 2 in the Kazan Federal University.

The problem of parking took the second place. 15 people from Kazan Federal University and 13 people from Kazan National Research Technological University said about them. This result makes you wonder. In the first place there is still the idea of increasing the green zones, but there is a competing program of anthropogenic environment: more parking lots, in fact, means more cars and everything connected with them. In a question where respondents could simply choose several answers, the first places were changes related to the refuse disposal and the increase in the number of water bodies. When it was suggested to specify in order of priority what needs to be changed, the last two items of the "top three" had the same score. Other similar and control questions in this area will help us to determine whether this is a consistent trend and change of priorities.

Respondents were asked a direct open question: "What do you think about that Kazan lacks most for sustainable development of the city?" Accordingly, the frames were even more narrowed; it was necessary to think and write something, in fact, one and really important. Typologization of answers gives us all the same leader of the rating, associated with the increase in the number of green zones and water bodies. Thus, the most typical answer for this item looked like: "green zones and good water bodies" (F, KFU). The question caused serious difficulties and, except for those who simply did not respond to it, the second place was taken by the item "I do not know and I'm not sure": 25 - in the Kazan Federal University and 20 - in the Kazan National Research Technological University. All the other answers did not receive significant support. The option with parking took a position somewhere in the middle: 6 people - from the Kazan Federal University and 4 - from the Kazan National Research Technological University. But a new topical issue arose: 15 respondents from the Kazan Federal University spoke out for "ecological education of the population", and only two people wrote a similar idea in the Kazan National Research Technological University.

In another open question, the survey participants were asked to decide for themselves what to change in the natural environment of Kazan. The bottom line is that the students were put in a situation of making an important decision. This question caused serious



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difficulties for a significant number of respondents: 21 people from the Kazan Federal University and 5 from the Kazan National Research Technological University answered "I do not know". Most respondents found the right answers. The most support was given to the line related to the increase in the number of green zones, plantations and water bodies, what accounted for 57% of the respondents in the Kazan Federal University and 70.5% in the Kazan National Research Technological University.

The next most popular solution is the "cleansing of natural objects" in 11% of students Kazan Federal University and 11.5% in the Kazan National Research Technological University. Typical answers look like "water" (F, KFU), "would make more parks" (F, KFU), "clean water bodies, improve their condition as a whole" (F, KFU), "more green zones, parks" (F, KFU), "would increase the number of green zones" (F, KFU). The completed questionnaire of one of the respondents testifies to the difficulty in making the decision: the respondent answered "green zones" confidently to all similar questions, and said: "I find it difficult to answer" (male, Kazan Federal University).

It is really difficult to make decisions, often the burden of responsibility is pressing on us, it's much easier to simply vote. In this case, all responsibility lies not only in you, but your voice becomes part of a collective decision. Respondents were offered the following situation with possible answers: "If you have the opportunity, then what future development project for Kazan will you vote for?" The absolute majority of survey participants chose the third option, i. e. "Equal balance between transport with infrastructure and green areas with plantations". 72 people voted for it in the Kazan Federal University and 32 respondents in the Kazan National Research Technological University, which is virtually identical to 72% and 72.7% of the number of respondents, respectively. The popularity of this answer is apparently caused by its external attractiveness, similar to the attempt to "sit on two chairs". Well if there would be a lot of infrastructure and green spaces. In fact, this is a choice in favor of the technogenic environment and its development, the unwillingness to abandon the amenities associated with the transport system. Certainly, that, a woodland should prevail over the technical infrastructure for a comfortable existence of humans.

Respondents were offered with a variant of the answer "Maximum of green zones and plantings with a minimum of any motor transport and transport infrastructure". This



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item became the second most popular, but significantly less people voted for it: 20 from the Kazan Federal University and 9 from the Kazan National Research Technological University, which in percentage terms also showed an equal result: 20% and 20.5%.

The least support was given to the options "The maximum of private and public vehicles with a well-developed infrastructure and minimum green spaces" and "Remove both", one respondent from the Kazan Federal University and one from the Kazan National Research Technological University spoke out for them.

Thus, the answers show the discursive struggle between the technogenic and environmental projects that are taking place in the souls of the respondents. On the one hand, there is obviously a desire for a model of a green city with a large number of water bodies, and on the other, they do not want to abandon the development and expansion of infrastructure. For example, a respondent to an open question "Describe the main elements of the natural environment of the place where you would like to live" specifies: "forest park, lake, gardens". To the question "What should include the ideal planning of your area of residence (specify three main elements in descending order of importance)?" there was the answer: "1) green areas; 2) parking; 3) trading zones" (male, Kazan Federal University).

These questions were specially included in the questionnaire so that respondents could express their preferences per se. These points do not directly concern Kazan, they ask about the place where the participants in the poll basically wanted to live. They do not need to make decisions and make choices; they can just fantasize and say about their dream, about what they would like. In these questions, it was not necessary to specify what is missing, on the contrary, it was necessary to describe the ideal in its entirety. Therefore, the question "What should include the ideal planning of your area of residence (specify three main elements in descending order of importance)?" the respondent answers: "1) The green zone; 2) Less roads" (F, KFU). If to look at the answers of the other respondents, the picture would be as follows.

The concept of "more green areas and plantations" is supported by an absolute majority of respondents: 65 people in the Kazan Federal University and 37 people in the Kazan National Research Technological University. We can to this figure add 44 students from the Kazan Federal University and three from the Kazan National Research



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Technological University, who would like to see parks and gardens in this land planning. The idea to see more water bodies around did not receive much support, only 5 people from the Kazan Federal University and 3 from the Kazan National Research Technological University. Approximately the same in importance were the proposals of "car parking" (27 in KFU and 11 in KNRTU) and "affordable transport" (26 in KFU and 6 in KNRTU). The same level of importance have "shops and shopping centers within walking distance" (20 in KFU and 11 in KNRTU) and "educational institutions" (18 in KFU and 17 in KNRTU).

The similar open question "Describe the basic elements of the natural environment of the place where you would like to live" received the majority of answers was "near the forest" (63 in the Kazan Federal University and 32 in the Kazan National Research Technological University), but the second place was taken by the answer "Near a water body" (25 in the Kazan Federal University and 14 in the Kazan National Research Technological University). There is a dissonance with the answers to the previous question. It turns out that many people would like to live by water, but few people support the increase in the number of water bodies or their conservation. The sense is that either respondents believe that there are enough water bodies, but this does not correspond to reality, or they want to live near natural water bodies and do not want to plan artificial ones. Another explanation is related to the reluctance to spend on the creation and maintenance of an aquatic environment the funds that could be spent to planning the area for infrastructure. A significant part of the respondents did not find at all what to answer this question, or answered: "I do not know" (21 in the Kazan Federal University and 15 in the Kazan National Research Technological University). Another group of participants in the survey focused on the need for clean air (13 in the Kazan Federal University and 8 in the Kazan National Research Technological University).

The similar open question: "Specify in order of priority three main criteria by which you choose a place for permanent residence (Specify in order of decreasing significance of the criterion)" had the following answers: absolute majority of respondents pointed again to the central discursive line of the response field of our survey: "green zones and water bodies within walking distance" (41 in the Kazan Federal University and 14 in the Kazan National Research Technological University). The second place with a large



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margin was taken by "shops within walking distance" (12 in the Kazan Federal University and 4 in the Kazan National Research Technological University). For a purposeful study of designing the image of Kazan city in the representation of our students, they were asked to answer two similar questions with a ready list of identical answers. The first question was aimed at determining the key images of the city nowadays, and the second was designed to construct a figurative model of the future. The most popular answers to the question "With what statement about Kazan do you agree? Kazan is... (Please, give no more than 5 answers)" were the following: "Sports Capital" (41 in the Kazan Federal University and 24 in the Kazan National Research Technological University), "Cultural Capital" (33 in the Kazan Federal University and 19 in the Kazan National Research Technological University), "Tourism Center" (27 in the Kazan Federal University and 6 in the Kazan National Research Technological University Facility). Great support was given to the stereotypical characteristic "The City of Contrasts" (24 in the Kazan Federal University and 7 in the Kazan National Research Technological University).

Another surprising result was that among the popular answers was the image of "Park City". The most interesting is that the number of those who voted for this item at the Kazan National Research Technological University (29 people) significantly exceeded the similar high enough number of respondents from the Kazan Federal University (17 people). The question remains open how students of different specialties understand the image of the "City Park". Standard understanding is associated with the perception of a park where people walk through greenery. If to consider the responses to other similar images, it is to this version that students from the Kazan National Research Technological University seem to be tended. 18 people describe Kazan as a "City-Flower" and 21 as a "Green City", while in the Kazan Federal University 5 and 6 people stood for these items, respectively, which amounted to the same percentage. It turns out that there are serious disagreements between students of different universities and specialties in the perception of the image of Kazan. But at one point they were on the same level, for the "Favorite City" option: 21 people from the Kazan Federal University and 17 from the Kazan National Research Technological University.



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There were significant differences in the perception of this image, but perhaps the respondents will come to a consensus on the future when answering the question "In which city would you like to live? (Please specify no more than 5 answers)". Coherence is largely traced, the most popular answers and approximately equal support have been received for two groups: "Green City" (58 in the Kazan Federal University and 32 in the Kazan National Research Technological University), "Park City" (50 in the Kazan Federal University and 28 in the Kazan National Research Technological University), "Beloved City" (42 in the Kazan Federal University and 15 in the Kazan National Research Technological University), "City of Dreams" (41 in the Kazan Federal University and 16 in the Kazan State Technological University), "Garden City" (37 in the Kazan Federal University and 27 in the Kazan State Technological University). A large number of students also voted for water images: "City on Water" (21 in the Kazan Federal University and 8 in the Kazan National Research Technological University) and "City of Fountains" (23 in the Kazan Federal University and 15 in the Kazan National Research Technological University). It would seem that the choice of respondents is obvious, and this is a beloved, romantic city immersed in greenery and full of water bodies, and everything else takes a back seat. However, even here there is a point that shocking with its answers. Students of the Kazan Federal University got the first place to the image of "City of Motors", for which an absolute majority of 79 people voted. There was not a single respondent among the students of the Kazan National Research Technological University who would support this point.

All this shows which acute struggle of the two discursive tendencies takes place in designing the images for the city of future. The respondents want to have a "green city of motors" at once, and such an urban model looks like an unviable chimera. Finally, only questions that will put the respondents before the choice whether to be a victim could clarify the situation which of the two images will win and which discourse will ultimately prevail. At first, these tasks were presented in the most mild formulations, but then they were formulated in the most straight and rigid form.

The respondents were asked the following questions of the same type and in the same sense: "If the development and expansion of the number and area of water bodies in Kazan will require the reduction in number of personal vehicles, roads, parking lots,



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parking places and transport junctions, will you agree with this?" and "If the development and expansion of the number and area of green areas in Kazan will require the reduction in number of personal vehicles, roads, parking lots, parking places and transport junctions, will you agree with this?". The most popular answer to both questions was the half-hearted "I'm ready to partially agree": in the first case, 47 people in the Kazan Federal University and 22 in the Kazan National Research Technological University, and in the second case, 42 people in the Kazan Federal University and 24 in the Kazan National Research Technological University. Positions on those issues in both universities in the percentage were approximately equal.

The second place in both questions was taken by the answer "Yes, I agree and I'm all for it", such decisive people were: 30 in the Kazan Federal University and 5 in the Kazan National Research Technological University, and 35 in the Kazan Federal University and 8 - in the Kazan National Research Technological University, accordingly. The alternative "No, I strongly disagree" did not receive broad support and was at the end of the list of acceptable options: in the first case, 7 - in the Kazan Federal University and 6 - in the Kazan National Research Technological University, and in the second case, 5 - in the Kazan Federal University and 3 - in the Kazan National Research Technological University. But there were many more who answered "I do not know, I do not know the answer": in the first case, 13 - in the Kazan Federal University and 10 - in the Kazan National Research Technological University, and in the second case, 14 - in the Kazan Federal University and 8 - in the Kazan National Research Technological University. Thus, the majority of respondents tend to choose the environmental project for the city. However, will the respondents have enough strength to sacrifice personal goods and opportunities for the sake of city-wide environmental improvement? The next question sounded tough and straight "Are you ready to give up your personal car (if it is or will it appear) if this would make the air in Kazan cleaner?". The majority made a difficult decision and answered: "I can, but it would be difficult" (40 in the Kazan Federal University and 21 in the Kazan National Research Technological University). Slightly inferior to this was the second most popular answer "Yes, easy" (35 in the Kazan Federal University and 10 in the Kazan National Research Technological University). It turned out that a significant number of respondents did not have a strong addiction to



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the availability of personal vehicles and was ready to give up easily. Curiously, voices are divided between two answers among those who are not ready to give up the car. The answer "Not ready and I think it's wrong" was chosen by 6 people from the Kazan Federal University and the Kazan National Research Technological University. The other part of the refused people answered "I'm not ready, this is beyond my strength" (10 in the Kazan Federal University and 3 in the Kazan National Research Technological University). In fact, they do not deny the correctness of such a sacrifice, but recognize their weakness in this matter and dependence on their personal vehicles. Exactly the same answers were presented for a pair of similar questions: "Are you ready to abandon the construction of a car park next to your home, if a water body appears (would be preserved) instead of it?" and "Are you ready to abandon the construction of car parks close to your home, if instead it will appear (would be preserved) a green area for walks and rest?". Compared with the determination to abandon a personal car, it is much easier to sacrifice parking. The most popular answer to both questions is "Yes, it is easy": in the first case 64 - in the Kazan Federal University and 24 - in the Kazan National Research Technological University, and in the second case, 68 - in the Kazan Federal University and 28 - in the Kazan National Research Technological University. It were twice less people who was given this choice with difficulty: in the first case, 27 in the Kazan Federal University and 12 in the Kazan National Research Technological University, and in the second case, 24 in the Kazan Federal University and 10 in the Kazan National Research Technological University. The rest of the answers did receive a sporadic support.

There remains the question of respondents' readiness to exist in the new environmental reality of a large city: for example, to change a car to a bicycle or prefer walking trips driving a comfortable car. The question "If there would be bike paths around Kazan, will you start to move around the city on a bicycle?" had the following most popular answer "I will, but from time to time" (38 in the Kazan Federal University and 18 in the Kazan National Research Technological University). An approximate equal number of respondents was distributed between the answers "Yes, necessarily and permanently" (21 in the Kazan Federal University and 6 in the Kazan National Research Technological University) and "Perhaps, not yet sure" (20 in the Kazan Federal



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University and 8 in the Kazan National Research Technological University). In general, we can state that the majority is ready to fit into a new reality. Negative option "no, it's not mine" was chosen by 10 respondents from the Kazan Federal University and 7 from the Kazan National Research Technological University.

The picture becomes even more specific with another question close in the sense to the previous: "If there would be picturesque and comfortable walking routes in Kazan all over the city, will it be more pleasant and preferable for you to travel around than to trip using private or public vehicles?" The majority of answers was: "As soon as not" (40 in the Kazan Federal University and 22 in the Kazan National Research Technological University) and about the same number of the people choose even more clear answer "Yes, definitely" (41 in the Kazan Federal University and 10 in the Kazan National Research Technological University). Another significant part was made by those who have not decided with the item "Probably, not yet sure". The very few people voted for the rest of the answers.

4. SUMMARY

So, it can be stated that our study has revealed in the perceptions of the respondents a latent and keen struggle between two main discourses and images of the possible development of a large city: ecological and technological. However, the majority of survey participants tend to model of a green city with a large number of water bodies. It is important that future specialists in this field are prepared for personal sacrifices in order to achieve the necessary goal. Students demonstrate great potential for changing their way of life, readiness for self-development and improvement of the urban environment. They love their city and are ready for self-sacrificing and professional work for its good.

5. CONCLUSIONS

We can draw the following conclusions on the basis of our study:

1. It confirms the existence of two basic discourses related to the design of images of the ecological and technogenic development of cities.



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2. Discursive construction by bachelors from two universities of the image of the present Kazan in statements to open questions of the questionnaire raises problems of solid household waste, gas contamination, pollution of the urban environment, as well as lack of green spaces and water bodies. The construct of the image of the future in students' answers involves solving all these environmental problems.
3. The study shows the unity and struggle of the two given discursive lines in the respondents' views. The desire to change the technogenic urban environment to the ecological one with the increase of green zones and the creation of numerous water bodies is adjacent to the desire to be a comfortable car owner and to maintain a convenient and developed infrastructure.
4. With regard to the preference for ecological development, two main groups which are roughly equal in numerical ratio were clearly formed. The first strongly supports creation and preservation of green plantations and the water environment instead of investing in the technogenic path. The second makes an attempt to combine both images in their life and the future of the city, without full understanding of all the contradictions of such a model.
5. In the situation of rigid confrontation "or-or" in the preferences of respondents, the ecological image of the future development of the city wins. Students and future specialists in these areas demonstrate their readiness to make appropriate decisions, to abandon personal vehicles and infrastructural amenities associated with it, and are determined to change their way of life for the sake of an ecological future.

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