CONTENTS

THEORY AND METHODOLOGY

5 N.V. Demina

Ethos of science: Merton and others in search of social geometry of norms

48 A.N. Fatenkov

Cultural expansion of metaphor within the worldview and philosophical horizon of trope

SURVEYS, EXPERIMENTS, AND CASE-STUDIES RESEARCH

- 70 *G.P. Bessokirnaya* Motivation of industrial workers and their attitudes to labour
- 88 *A.I. Pishnyak* Use of psychographics in identification of the Russians lifestyles

SOCIAL HISTORY

- *M. Mcauley* "Stalin's offsrings": Leningrad of the 1960s / Transl. by E. Ivanova
- 117 O.Yu. Gurova

Consumption ideology in the Soviet society

PROFESSIONAL BIOGRAPHY

132 B.Z. Doktorov «I live in a dual space…»

REVIEWS

- 168 I.V. Trotsuk Ankersmit F. Narrative logic: A semantic analysis of the historian's language / Transl. by O. Gavrishina, A.Oleinikov. Edited by L. Makeeva. Ideya-Press, 2003.
- 179 NEW BOOKS
- 184 index of contents in 2005