

The Image of Russia Formed by Means of Modern Russian Paper Money

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ABSTRACT

The relevance of the problem posed in the article is caused by the fact that under current conditions it is necessary to develop a comprehensive, but a complete image of Russia as a huge Eurasian state on the basis of effective use of scientific and practical approaches proposed by marketing of territories and tools used in the practice of territorial branding. The purpose of the article is to examine the role and socio-cultural value of paper money as an important instrument of state monetary policy and at the same time an integral attribute of everyday life. The leading methods of investigation of the defined problem are the methods of sociological research and modeling, allowing on the base of an analysis of public opinion research results to highlight the main objects-symbols that Russians prefer to see on modern Russian paper banknotes. The article offers an integrated scientific grouping of objects-symbols on the basis of which it is supposed to form visual images of Russian area space and that then will be reflected on paper banknotes. On the basis of conducted comparative analysis of the objects-symbols selected for banknotes in 1997 and 2016, conclusions about the stability of preferences of Russians are made, and also the fact of increasing symbolic value of Russian paper money is emphasized, despite an increase of the growth of non-cash turnover. Article submissions may be useful for the members of scientific and educational community concerned with the problems of study of marketing of territories and countries, as well as political scientists and representatives of the government.

KEYWORDS

Image of Russia, territorial branding, Russian paper money, objects-symbols

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Introduction

The power and stability of any country depends a lot on its economic and including monetary policy forming conditions of functioning of the money market of the country. At the same time money is not only an economic tool but also an important attribute of everyday life, which is also the product of a complicated historical development. However socio-cultural features of the

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relation of people to money still are little explored. Nowadays the most studied are issues that reveal an attitude to money as to a means of savings, which reflects one of the most important functions of money, but does not affect their socio-cultural specifics, including symbolic value. At the same time, with a growth of the volume of non-cash turnover and emergence of electronic money, traditional paper money is gradually transformed into a kind of attribute or symbol that can carry an interesting and even cognitive information.

From the cultural and historical point of view paper money has a particular importance, as they form the image of the country by their visual “picture”, revealing its cultural, historical and geographical features. The process of production of paper banknotes is complex and creative, because at first the original of a banknote is designed, and precisely at this stage the visual image of future money is created. Images of in-progress banknotes along with special financial functions are also conductors of official symbols and act as special propaganda means. Every banknote has its own “face”, that is the front and back side. The front side is referred to as Obverse, from the Latin “adversus”, or “turned by the face”. On the front side is usually depicted a portrait of the acting or former head of state; state symbols – the coat of arms or an emblem of the country; sometimes coats of arms are placed on both sides, then as the obverse is considered the one on which there is the main symbol, higher on a rank or larger in size; legend showing the name of the state or territory; the name of the emitting bank (Kislinskaya, 2015)

The approach to the formation of a visual image of banknotes has, first of all, national specifics. So on paper banknotes of the Russian Empire and the Soviet Union (USSR) on the obverse were depicted national symbols and portraits of governors or heads of state. In the design of money was traditionally used the so-called “portrait approach”, that undoubtedly emphasized features of the political system and a high degree of centralization of power. In modern Russia is dominated a new “spatial” approach to the selection of the themes for Russian paper money. Huge open spaces, variety and uniqueness of the Russian regions inspire for the formation of a new positive image of the largest, very distinctive and open country.

Appeal to the spatial images is not accidental, as there is a strong invisible connection between a person and a place called topophilia, it facilitates awakening at people of positive feelings at the sight of beautiful landscapes and favorable places. The term “topophilia” has been introduced for scientific use by the American topographer and culturologist Yu-Fu Tuan (1976a, 1976 b) in 1970s.

In the context of modern marketing of territories topophilia focuses attention on the preservation of natural habitats through various and including artistic images of territories capable to be transformed into images and brands of territories. The developed image of the place increases interest and affection to it, forming a special cognitive map of the area, enhancing the symbolic value of the territory (place). Space, full of images, is easily read, and thus becomes an attractive and open. (Tuan Yi-Fu, 1976a; Tuan Yi-Fu, 1976b)

The image of such country as Russia, undoubtedly, must take shape on a geographical basis, since the cultural diversity and distinction of a multinational country can easily and clearly be demonstrated through the images of the Russian space (Dzhandzhugazova, 2016a; Dzhandzhugazova, 2016b).



Materials and Methods

For studying of the mechanisms and conditions of formation of the image of Russia, transmitted by means of depiction of themes of the Russian space on banknotes, it is necessary to carry out research revealing the conditions and reasons for creation of visual images of modern Russian paper money. The process of formation of visual images on the Russian banknotes, begun in the early 1990s, continues so far. At the same time it gradually becomes more democratic, as it engages in a broad discussion almost all of Russian society, providing a significant increase of the sources of research base.

The first series of new Russian banknotes in nominal values of 5, 10, 50, 100, 500, 1000 and 5000 rubles came into circulation on January 1, 1998 was called "urban", as on them are located views of Russian cities and including the most famous sights. Selection of the cities and sights of this series carried to a greater degree random and subjective character. However, despite the fact that it was not succeeded to widely present the geography of Russia, but on the banknotes, except Moscow and St. Petersburg, appeared the views of other Russian cities: Yaroslavl, Arkhangelsk, Krasnoyarsk and Khabarovsk. This fact has emphasized the formation and development of a new vision of the image of Russia, aimed to reflect the space of our country in all its diversity. At the same time the lack of systematic scientific approach to the selection of themes for the already issued and future series of paper money causes a justified criticism from the scientific community and the public, which makes it possible to initiate carrying out research covering the problems of development of branding of territories.

As the main methods for studying of the problem have been chosen: sociological research and method of modeling of findings. According to researchers, these methodological approaches will allow to define the main groups and key characteristics of objects-symbols that are supposed to be placed on the banknotes.

As an analytical base of the research acted the results of observation and expert evaluation of objects-symbols of the series of paper banknotes of a 1998 sample, selected by the emitting bank (The Central Bank of Russian Federation), and the results of the all-Russian contest for the creation of new paper banknotes in nominal values of 200 and 2000 rubles which will be released into circulation in 2017. The contest of the themes of new banknotes has been organized by the Central Bank of Russian Federation on the website "Your Rossiya.rf" (Tvoya-Rossiia, 2016).

During the first stage of the competition were generalized the views of 1.1 million respondents from 85 regions of Russian Federation, who in the on-line mode were suggested to consider 5000 objects from 1113 Russian cities as images-symbols for the new paper banknotes. At the final stage were analyzed the opinions of 970 thousand respondents voted for 18 objects-symbols in 10 Russian cities.

The proposed comparative analysis aims to identify the main trends in formation of an image of modern Russian money, having checked the working hypothesis consisting in a preference of the geographic (city) series over the cultural-historical (portrait) series that will allow to denote stable preferences of

the Russian society in the field of a selection of the types of objects which are supposed to be placed on the banknotes.

All of these objects can be divided into five major groups: natural, cultural and historical and architectural, engineering and technical, religious, complex. Such grouping of objects has complex scientific character and is based on the developed by E.A. Dzhandzhugazova (2011) classification of tourist resources in the framework of the project "Living Map of Russia". The received generalized results of two stages of the held contest have allowed to draw conclusions about which types of objects according to the Russians opinion are the most preferred for the new Russian banknotes (Fig. 1.)

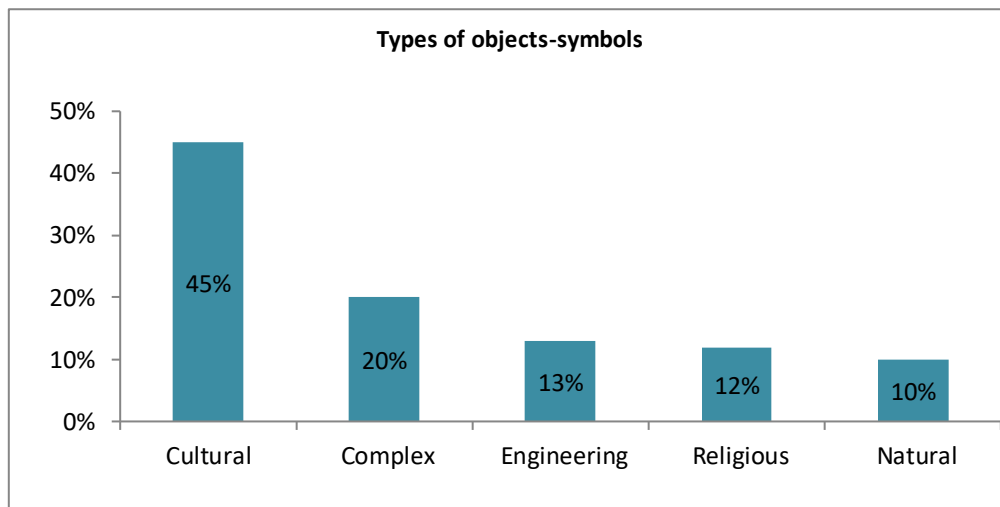


Figure 1. The most popular types of objects-symbols.

According to Russians, cultural and historical objects-symbols more fully and deeply reflect the image of Russia, this opinion is supported by 45% of respondents, the second place occupied complex objects (20%), on the third place Russians set the objects of engineering-technical nature (13%), religious and natural objects noted 12 and 10% of Russians.

Results

Here are the detailed results of a comparative analysis of the themed range of symbols selected for the Russian paper banknotes in 1997 and 2016. Characteristics of the symbol range of Russian paper banknotes 1997 is shown in Table 1.

Table 1. Characteristics of the symbol range of Russian paper banknotes 1997

#	Banknote	City	Characteristics of Symbol	Type of Symbol
1.	10 rubles	Krasnoyarsk	- The bridge across Yenisei - Orthodox Chapel - Krasnoyarsk hydroelectric power station - Coast of Yenisei River	Engineering-technical Religious Engineering-technical Natural
2.	50 rubles	St. Petersburg	- Sculpture "Neva" - Peter and Paul Fortress - Exchange Square	Cultural and historical - -



			- Rostral Columns	-
			- Stock Exchange building	-
			- Coast of Neva River	Natural
3.	100 rubles	Moscow	- The Bolshoi Theatre	Cultural and historical
			- Sculpture of Apollo	-
			- General view of the Bolshoi Theatre Square	Complex
4.	500 rubles	Arkhangelsk Solovki	- Solovetsky Monastery	Religious
			- The monument to Peter the Great	Cultural and historical
			- View of the city of Arkhangelsk	Complex
5.	1000 rubles	Yaroslavl	- The monument to Yaroslav the Wise	Cultural and historical
			- St. John the Baptist Church in Tolchkov	Religious
			- View of the Yaroslavl Kremlin	Complex
			- View of the city of Yaroslavl	Complex
6.	5000 rubles	Khabarovsk	- The monument to the governor-general of Eastern Siberia N. N. Muravyev-Amursky	Cultural and historical
			- View of the city of Khabarovsk	Complex
			- Amur River	Natural
			- Khabarovsk Bridge across the Amur	Engineering-technical

Distribution of objects-symbols over the main types on the banknotes of 1997 we consider in Table 2 and Figure 2.

Table 2. Distribution of objects-symbols over the main types on the banknotes of 1997

Type of object-symbol	Amount	Percentage
Natural	3	13
Cultural and historical and architectural	9	39
Engineering-technical	3	13
Religious	3	13
Complex	5	22
Total:	23	100

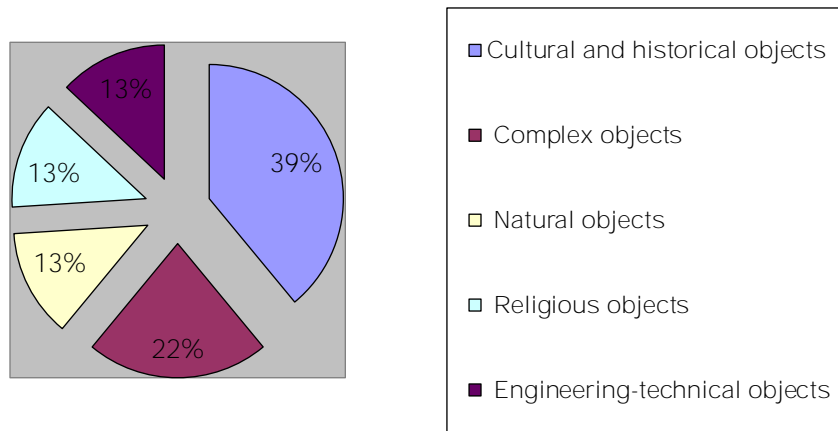


Figure 2. Structure of objects-symbols over the main types (on the banknotes of 1997)

The results of the comparative analysis of the selection of objects-symbols in 1997 have shown that the cultural and historical objects are most preferred (39%), the second most popular have become the objects of complex nature, as a rule combining a complex of sights or scenic characteristics of the landscape, the equal preference have had the rest of objects: natural, religious and engineering-technical (13%). Initially, and during the entire subsequent period the choice of these subjects was criticized and including because of the fact that the composition of objects-symbols didn't include the majestic natural objects, in particular views of the Lake Baikal, the Volga River, and others. But, those views on the banknotes were inexpressive and therefore have not been chosen by the selection committee of the emitting bank. As a result, the choice of the objects-symbols in 1997 has been recognized as subjective, that supposed to be corrected by the competitive selection of banknotes in nominal values of 200 and 2000 rubles, which the Central Bank of Russian Federation envisages to release into circulation in 2017. We consider the characteristics of the symbol range of Russian paper money which won in the 2016 contest, given in Table 3.

Table 3. Characteristics of the symbol range of Russian paper banknotes on the results of the 2016 contest

Counties	Cities (amount of symbols)	Name of Symbol	Type of Symbol
Central Federal District 12 cities 18 symbols	Vladimir (2)	1. The Golden Gate	Cultural and historical
	Voronezh (2)	2. Assumption Cathedral	Religious
		3. The monument to a kitten from Lizyukov Street	-
	Zaraysk (1)	4. Ship-museum "Goto Predestination"	-
		5. Zaraysk Kremlin	Cultural and historical
	Kaluga(1)	6. The State Museum of the History of Cosmonautics named by K. E. Tsiolkovsky	Cultural and historical



	Klin (2)	7. House-Museum of P. I. Tchaikovsky 8. The monument to P. I. Tchaikovsky	Cultural and historical -
	Kolomna (1)	9. Kolomna Kremlin	Cultural and historical
	Kostroma (1)	10. Ipatiev Monastery	Religious
	Murom(2)	11. Murom Bridge across the Oka 12. The monument to Ilya Muromets	Engineering-technical Cultural and historical
	Smolensk (2)	13. The Fortress Wall 14. Holy Assumption Cathedral	Cultural and historical Religious
	Sergiev Posad (1)	15. The Holy Trinity St. Sergius Lavra	Religious
	Tula (3)	16. Tula Arms Factory 17. Museum-manor "Yasnaya Polyana" 18. Tula Kremlin	Engineering-technical Complex Cultural and historical
Volga Federal District 7 cities 14 symbols	Kazan (3)	1. Kazan (Volga) Federal University 2. Kazan Kremlin 3. Qol Sharif Mosque	Complex Cultural and historical Religious
	Ufa (1)	4. The monument to Salavat Yulaev	Cultural and historical
	Nizhny Novgorod (3)	5. Nizhny Novgorod Kremlin 6. Nizhny Novgorod Fair 7. The monument to V. Chkalov	Cultural and historical Complex Cultural and historical
	Saratov (2)	8. Saratov Bridge across the Volga 9. Saratov Conservatory named by L. V. Sobinov	Engineering-technical Complex
	Perm (1)	10. Sculpture "The Perm Bear"	Cultural and historical
	Samara (2)	11. Stele "Shallop" 12. Museum and Exhibition Center "Samara Cosmic"	Cultural and historical Complex
	Cheboksary (2)	13. The monument to Vasily Ivanovich Chapayev 14. The monument "Mother the Patroness"	Cultural and historical -
North-Western Federal District 6 cities 7 symbols	Vyborg (1)	1. Vyborg Castle	Cultural and historical
	Pskov(1)	2. Pskov Krom	Complex
	Murmansk (2)	3. Memorial to defenders of the Polar region "Alyosha" 4. Nuclear-powered icebreaker "Lenin"	Cultural and historical Engineering-technical
	Kaliningrad (1)	5. Cathedral in Kaliningrad	Religious
	Petrozavodsk (1)	6. Kizhi	Complex

	Syktvykar (1)	7. Pillars of weathering on the plateau Manpupunyor	Natural
Southern Federal District 7 cities 12 symbols	Volgograd (2)	1. Sculpture "Motherland is calls!" 2. Mamayev Kurgan	Cultural and historical Complex
	Kerch (1)	3. The bridge across the Kerch Strait	Engineering-technical
	Krasnodar (2)	4. Cinema "Aurora" 5. The monument to Catherine the Great	Cultural and historical -
	Novocherkassk (1)	6. Voznesensky Army cathedral	Religious
	Rostov-on-Don (2)	7. The monument of "Tachanka-Rostovchanka" 8. The monument "To Liberators of Rostov"	Cultural and historical -
	Sevastopol (2)	9. The monument to the Drowned Ships 10. Chersonese Taurian	Cultural and historical Complex
	Sochi (2)	11. Olympic Stadium "Fisht" 12. "Rosa-Khutor"	Cultural and historical Complex
North Caucasus Federal District 3 cities 3 symbols	Grozny (1)	1. Mosque "Heart of Chechnya"	Religious
	Kislovodsk (1)	2. Cascade Stairs	Cultural and historical
	Derbent (1)	3. Fortress "Naryn-Kala"	Complex
Ural federal district 5 cities 7 symbols	Magnitogorsk (1)	1. The monument "The Rear - to the Front"	Cultural and historical
	Nizhnevartovsk (1)	2. The monument "To the Conquerors of Samotlor"	Cultural and historical
	Tyumen (2)	3. Tyumen Bridge of Lovers 4. Tura River Embankment	Engineering-technical Natural
	Ekaterinburg (2)	5. Sevastyanov's House 6. Hotel "Iset"	Cultural and historical -
	Chelyabinsk (1)	7. Chelyabinsk meteorite	Natural
Siberian Federal District 6 cities 9 symbols	Barnaul (1)	1. The monument to I. Polzunov	Cultural and historical
	Irkutsk (2)	2. Sculpture "The Irkutsk Babr" 3. Lake Baikal	Cultural and historical Natural
	Kyzyl (1)	4. Obelisk "Center of Asia"	Cultural and historical
	Novosibirsk (3)	5. Bugrinsky Bridge 6. Novosibirsk Zoo 7. Novosibirsk State Opera and Ballet Theatre	Engineering-technical Complex Complex
	Tomsk (1)	8. Tomsk State University	Complex
	Sheregesh (1)	9. The mountain "Green"	Natural
Far Eastern	Vladivostok (2)	1. The Bridge to Russky	Engineering-technical



Federal District	Island	-
3 cities	2. Golden Bridge	
5 symbols	3. The monument "Here Begins Russia"	Cultural and historical
	4. Volcano Klyuchevskaya Sopka	Natural
	5. Vostochny Spaceport	Engineering-technical

At this stage of voting 45 cities of the Russian Federation and 75 objects-symbols have taken part in it. Up to now, the contest isn't finished yet, but the intermediate results of the choice of objects allow us to judge how a wide Russian public sees the image of Russia and, in particular, one of its profiles which will be located on the new banknotes. Distribution of objects-symbols over the main types on the banknotes according to the results of 2016 contest we consider in Table 4 and Figure 3.

Table 4. Distribution of objects-symbols over the main types on the Russian banknotes according to the results of 2016 contest

Type of object-symbol	Amount	Percentage
Natural	6	8
Cultural and historical and architectural	39	52
Engineering-technical	9	12
Religious	8	10
Complex	13	18
Total:	75	100

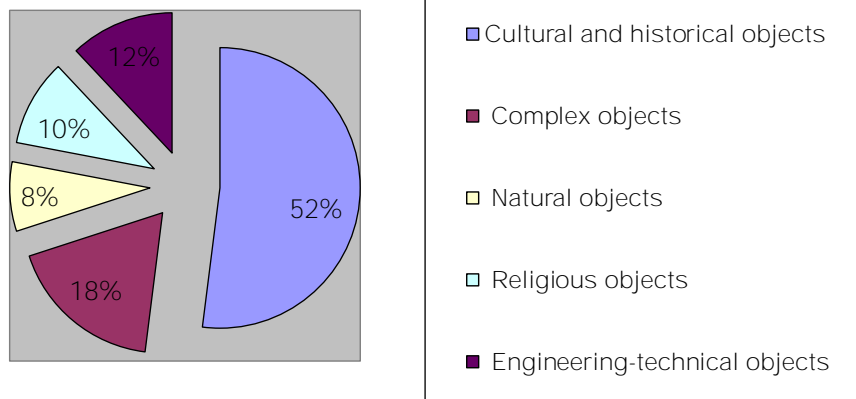


Figure 3. Structure of objects-symbols over the main types on the Russian banknotes according to the results of 2016 contest

The results of the comparative analysis of the selection of objects-symbols in 2016 have shown that the cultural and historical objects are still the most preferred (52%), the second in popularity remained the objects of complex character (18%), the rest of the preferences were distributed as follows: engineering-technical (12%), religious (10%) and natural (8%). The final stage of voting at which 18 objects-symbols in 10 cities of the Russian Federation have

been allocated has confirmed the previous results of research, having placed all types of objects-symbols on preferences in the same proportions and the same sequence: 1. cultural and historical; 2. complex; 3. Engineering-technical; 4. religious; 5. natural.

Discussions

Comprehensive image of Russia is difficult to imagine, but compact informative picture, reflecting the nature and specifics of the image of Russia, is necessary. The image of Russia in recent years has been tried to form with a support on different of product brands, postcard views, displaying of key sights and much more. Symbolic picture, reflecting the territorial and cultural and historical specifics of a country, is necessary, but it can't be universal one. Most likely, the compact image of the symbolic object located on the territory of Russia is required. There is a lot of potential carriers of an image of Russia. Along with official and traditional symbols it is possible to attribute to them also banknotes (modern Russian paper money). On banknotes are depicted separate photogenic images, among which there are practically no unique ones. Set of depicted objects is diverse: river, island, coast, mountain, rock, bay, hydroelectric power station, bridge, building, fortress, monument, statue, sculpture, temple, chapel, theater, street, embankment. All listed objects in a varying degree reflect the features of the urban area presented on a banknote, they are also not connected with the nominal value of the banknote in any way and perform exclusively decorative role (Dzhandzhugazova, 2016b).

The image is a sequence of objects. The image of the country, according to the famous Russian geographer V. L. Kagansky (2004), - is a collective whole. Usually it is imagined in the form of a dot object in space, forming a so-called visual-semantic constellation.

The image of Russia as of a country is best formed on a geographical basis, that is why an urban series of paper banknotes looks more preferable than a portrait one. Ancient Russia, called in Icelandic sagas about the Vikings in VIII-XI centuries "Gardarika" (the country of cities), since ancient times attracted outlanders by its identity and the vastness of space, where in those days were located about 150 cities. Nowadays Russia is also the country of regions. Consequently, the image of modern Russia can be represented as a constellation of regions, in fact very different, but historically connected in a whole. (Kagansky, 2004) To form the visual image of Russia as a country, it is necessary to group all of its extended space, divided into regions with the main points – cities and iconic sights, in such a way as to allocate the main semantic points, which in total will make a complete image of Russia. Of course, there can be several profiles of this complete image, and one of them is undoubtedly the image on the Russian paper banknotes, which continues to develop and including due to enrichment by new themes. (Dzhandzhugazova, 2013) In this regard we consider very important comparison and analysis of two time phases of the formation of the image of Russian paper money: the first phase (1997) – having no alternative; the second phase (2016) – competitively.

Conclusion

The conducted studies allow to draw a conclusion that the results of the objects-symbols selection in 2016 compared with the choice in 1997 substantially

repeated. And, therefore, reproaches about subjectivity of objects selection are not fully proved, which once again emphasizes the fact of the complexity and ambiguity of the image of Russia. It is obvious that in the context of developing socio-cultural dimension of globalization increases the importance of territorial branding that leads to the necessity of supply specialization in the vast and unique portfolio of products and services, where brands are structure-forming and vital element (Valedinskaya, Ilina & Latkin, 2015).

The image of Russia as a huge Euroasian state is sophisticated and complex, at the same time consisting of different and sometimes very specific profiles. Profile used for banknotes mainly on technological reasons, requires a well-designated graphic pictures, while some valuable natural objects, and in particular natural monuments or fragments of a landscape, are difficult to show in technology of graphic drawing. In turn, cultural and historic objects – monuments, obelisks, architectural objects, on the contrary, in a graphic execution look more photogenic, as have the accurate and laconic forms.

In conclusion, it is possible to note that the conducted comparative analysis has confirmed the working hypothesis and emphasized the importance of applying the method of quantitative analysis allowing to obtain objective assessments of a structure of the symbol range of objects placed on the banknotes. Besides, during the research was drew the attention to the importance of the general public surveys, which can be quite easily carried out in a network mode, including the involvement of social media. Along with that, those methods of public opinion research contribute to a deeper acquaintance of Russians with history and geography of their Motherland and can become an objective basis for the formation of a complex image of Russia.

Disclosure statement

No potential conflict of interest was reported by the authors.

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