ABSTRACT: The paper analyses some possible ways of the development of theoretical apparatus of the study of social movements (SMs). It bases on the long-term experience of the study social movements in Russia in the years of the 1987-2012. I focus particularly on environmental and local lore movements for two reasons: They have a long-lasting history dated from the early XX century and have much in common in their history. According to my findings, some notions, for example, a political opportunity structure (POS), are needed to be developed in more details, others gained a new sense in the processes of their application, still others should be introduced or/and comprehended anew. A more general conclusion is that the theoretical apparatus developed by west European sociologists for the study of SMs in the relatively ‘calm’ years of 1980-90s, should be reconsidered to meet the challenges of the time of the ‘turbulence’ and of stressful changes.

Key words: context, social movements, theory, transition society, Russia