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ABSTRACT AND KEY WORDS

PHILOSOPHY

A. I. Davydov

MYTH AS A CULTURAL SETTING

This article discusses the psychoanalytic concept of mythology in all its versions and modifications — from S. Freud and his followers to C. G. Jung. On its basis, as well as on the basis of the views of a number of foreign and Russian culturologists, religion scholars and philosophers, the author offers his interpretation of myth as a specific cultural phenomenon. In this case, the theory of cultural attitude formulated by the author is used, which allows, in his opinion, to consider mythology in the context of various sociocultural phenomena. The myth is interpreted as a timeless, general cultural matrix, realized in history as a hidden guide to action, formed in the collective unconscious.

Keywords: myth, archetype, cultural attitude, millennialism, psychoanalysis, anabaptism, identification.

N. G. Zenets, M. V. Chaldyshkina, O. M. Kordas

PROVOCATIVENESS AS A MODE OF EXISTENCE OF CULTURE IN SITUATION OF POSTMODERNITY

The article considers provocativeness as a way of existence of culture in the context of postmodernity. Culture's provocativeness is compared to provocation as a universal form of cultural renewal. The authors argue that provocativeness of postmodern culture is an attempt at transgression and total cultural renewal. But, since provocativeness is aimed at leveling all possible cultural meanings, the existence of culture itself is questioned. The authors see a possible way out of this situation in the return of traditional forms of culture as a life project for each individual, which in postmodern conditions can be regarded as a form of provocation.

Keywords: provocativeness, provocation, culture, postmodernity, tradition.

B. Yu. Kassal

MAMMOTH HUNT AS A LEGEND OF CULTURE

The author of the article notes that in the history of culture, hunting for mammoths exists as one of the varieties of legends about the Golden Age. The romanticization of hunting, of a primitive way of life has little to do with the real conditions of existence of a primitive man. However, this idealized version has steadily entrenched in culture and art.

Keywords: mammoth hunt, Pleistocene, hunting methods, the Golden Age.

N. N. Misyurov

FUNCTIONS OF ART IN THE EPISTEME OF ANCIENT PHILOSOPHY: THE PROBLEM OF CONSUMPTION OF CULTURE

The article considers the problem of consumption of art as a phenomenon of culture, possessing ontological (function of reflecting reality) and cognitive (function of modeling meanings) status in the philosophical discourse of ancient classics. It is argued that the mode of possession, fundamentally contrary to the mode of being in the consciousness of modern man in the industrial society, is historically associated with both the hedonistic tradition of Antiquity and the utilitarianism of philosophical views on art as a socially useful skill.

Keywords: philosophical discourse, epistemology, cultural meanings, functions of art, production and consumption.

E. V. Pastukhova

MONEY AS A NARRATIVE OF AN ERA

The article proposes to consider the narrativeness of the banknote language as a way of representing, narrating and establishing the main historical events of an era. The paper studies the language of banknotes as a way of determining the role, purpose and value of creating this or that money. The polyparadigmism through the prism of narrative shows how historical facts are closely intertwined with the trends of art, geographical aspects incorporate cultural studies and linguistic and regional studies. Legislative nuances coexist with details and curiosities of fundamentally significant inventions. In a historical narrative of this type, narrativization becomes a way of forming separate worldview aspects.

Keywords: plot of banknotes, bonistics, narrative of an era, visualization of historical events.

A. Sh. Rudi

ORIENTATION OF CULTURAL AND HISTORICAL DEVELOPMENT

The article analyses the modern understanding of cultural and historical development. The author indicates readiness of the human consciousness for a conceptually new explanation of the world as a whole, reflected in the methodology of natural and socio-humanitarian sciences and philosophy. Understanding of cultural and historical development as a multidirectional, unstructured, uncontrolled, unruly, heterogeneous process corresponds to the modern post-nonclassical scientific rationality. It denies the possibility of comparing of cultures as developed and undeveloped, lagging behind and catching up. Each culture is considered as a self-sufficient, self-referential, autopoietic system with its own chronotope and semantics of existence. The characteristics of cultural and historical development are non-orientation and unpredictability of changes, lack of hope for the end of forced changes and the return of society to a state of rest, the disappearance of illusions about achieving a perfect social order, the permanent state of confusion, uncertainty and the irresistibility of multiculturalism.

Keywords: cultural and historical development, stability, variability.

A. V. Sukhorukikh

AXIOLOGICAL PHENOMENON "WORLD OF CHILDHOOD" IN THE ISSUE OF CONTINUITY OF GENERATIONS AND EDUCATIONAL INNOVATIONS

In the context of the implemented innovations in the field of education and consideration of the issue of continuity of generations, the author of the article focuses on the fundamental importance of such an important axiological phenomenon as the "world of childhood", its value for the formation of a personal culture of an individual and the evolution of society as a whole. It gives the example of ambiguity of estimates and various qualitative characteristics of modern generations, their prospects in sociocultural dynamics. It is noted that the "world of childhood" remains the fundamental basis of educational strategies, and its true meaning is determined by the unity of education and training. It is emphasized that this process (if not the sacrament) of unlocking innate talents, gifts and spiritual qualities is most widely carried out precisely in childhood, and cultural orientation of this process at an early stage of personal formation is especially significant.

Keywords: education, continuity of generations, spiritual culture, "world of childhood".

N. V. Fedorova

TRANSFORMATION OF THE NORM AND THE ABNORMAL DURING CULTURE FORMATION

The article on the basis the periodization of L. N. Gumilyov considers the problem of the norm and the abnormal in the emerging culture. It studies changes occurring in the culture during its formation and their influence on the norms of the society, which are transformed accordingly. Some features of the norm and the abnormal of this period, their characteristics are highlighted.

Keywords: norm, abnormal, periodization of culture, the formation of culture.

M. V. Chaldyshkina

**PROBLEM OF PAIN IN PALLIATIVE CARE AND THE SENSE OF SUFFERING:
PHILOSOPHICAL CONTEXT**

The paper discusses the problem of pain in palliative care. The author traces how the understanding of the phenomenon of physical distress in Antiquity, Medieval period, and Modern age changed. The article states that experiencing pain depends on cultural context. Modern medicine concentrates on physical pain, while the patient's moral suffering leaves the doctor helpless. The author sees overcoming this tendency in creating medical anthropology, which recognizes the unity of physical and mental pain in the moment of existential experience and the orientation of personal pain towards the Other, in a joint act of patient's suffering and doctor's compassion. Such medical anthropology can be based on an understanding of pain and suffering in the Christian tradition.

Keywords: pain, suffering, palliative care, existential, biotechnologies.

M. K. Churkin

**"WAIT A MINUTE, THE ENGINE!..": RAILWAYS IN THE SOCIO-POLITICAL
DISCOURSE OF RUSSIA OF THE 19th CENTURY**

Based on the materials of published sources of the 19th century and literary and artistic representations, the article reconstructs the cultural space of railways, it identifies the actors and the content of the socio-political discourse of railways in the Russian Empire. The author indicates the notions of the authorities and the society about the possibilities and prospects of railway construction in Russia, as well as the circumstances and reasons for their evolution. In the course of the study, a hypothesis was formulated and substantiated about the ambivalent attitude to the idea of building highways in the discourse of the country's main social forces — national conservatives and liberals. It is proved that only in the middle of the 19th century traditionalist stereotypes in ideas about the role and importance of railways were largely overcome, questions about the functioning of railways in the context of the organization of the imperial space were raised.

Keywords: socio-political discourse, cultural space, railways, modernization, imperial power, national conservatives, liberals.

O. B. Shustova, G. N. Sidorov

**DUALITY OF THE MAN AND THE PRIMACY OF HIS SPIRITUAL ESSENCE OVER
BIOLOGICAL**

The article discusses the aspects of rationality and information related to the duality of human nature — biological and spiritual. It presents the idea that, creating a technosphere, a person thereby destroys the biosphere as the highest level of the ecosystem. From the point of view of religious anthropology, the formation of a human person is impossible without a connection with God. The author concludes that it is impossible to rationally transmit information on the basis of humanism alone without taking into account the experience of Christianity.

Keywords: information, rationality, anthropogenesis, personality, spirituality

LINGUISTICS

M. V. Batyushkina

**ON THE USE OF ANTONYMS IN LEGISLATIVE TEXTS (ON THE EXAMPLE OF
RUSSIAN LAWS)**

The article discusses the features of the explication of antonymic (dichotomous) relations in the texts of Russian laws. The relationship between antonymy and hyponymy, quasiantonymy and heteronymy is shown. The bases of comparison and contrasting of antonyms (wide/narrow contextuality, primariness/secondariness, type of expressed semantics, presence/absence of an identification attribute, etc.) are noted. The features of counter-narrative, converse and contrary relations, alternative ways of expressing the semantics of contrast using brackets, conjunctions (a combination of conjunctions), word order, synonymous variants are illustrated.

Keywords: text of the law, legal term, dichotomy, antonyms, hyponymy.

S. V. Burenkova

GERMAN NEOLOGISMS: TOPICS, LINGUISTIC FEATURES, TRANSLATION

The article is devoted to the study of German neologisms of the last three decades by analysing materials from the online dictionary of neologisms. A comprehensive description of lexical innovations in the semantic, linguistic-cultural, etymological, structural and translation aspects is undertaken. The revealed features of neologisms allow the author to draw conclusions regarding interrelation between the new vocabulary and the surrounding reality, also the linguistic specificity of neologisms as a transitional class of lexemes, as well as to give recommendations on the translation of the considered examples of neologisms into Russian.

Keywords: neologism, changes in public life, structural and semantic features, translation.

D. S. Vasileva

FEATURES OF PRESENTING VALUE-EVALUATIVE MEANINGS IN THE ENTERTAINMENT FORMAT OF TALK SHOWS

The article discusses the features of the presentation of axiological meanings in the talk show “Andrey Malakhov. Pryamoy Efir”: tough fixation of evaluations of one or another type for different participants of the program, balanced alternation of negative and positive evaluative meanings, ambivalence of final evaluations, emotionally-expressive nature of evaluative statements. It is shown that these features are due to a specific feature of the talk show format — a tough script that is aimed at keeping the attention of the audience, maintaining a high degree of conflict, simulating natural communication.

Keywords: values, evaluations, talk show, “Andrey Malakhov. Pryamoy Efir”, script, pseudo-communication, conflict.

A. Gritsenko

RUSSIAN COMMUNICATIVE BEHAVIOUR IN CONDITIONS OF VIRTUAL COMMUNICATION

This article uses the example of virtual communication analysis in the commentary genre to examine the features of the Russian communicative consciousness in virtual and real communication. Comments from users of Instagram are used as a material. Communicative consciousness can be described in terms of different communicative categories. In this paper, such categories (concepts) as politeness, emotionality, humour, evaluation, pressure, conflict, “face-saving” are identified as the most relevant for communication in a virtual environment. The study revealed some distinctive features of communicative behavior and communication in general in a virtual communication environment.

Keywords: virtual communication, communicative consciousness, communicative category, commentary, conflict.

M. S. Maletskaya, E. S. Grishcheva

PRAGMATICS OF HEADLINES ON TELEVISION NEWS PROGRAMS (BASED ON NTV AND TVC CHANNELS)

The article considers the pragmatic aspects of the headlines used in the news programs on NTV and TVC channels. It describes lexical and semantic content of the headlines, the functioning of different precedent units in the structure of the headline, such as aphorisms, paremias, transformed phraseological units, visual means. It also identifies functional features of TV headlines.

Keywords: media language, headline, TV headline, TV spot, pragmatics, precedent text, news, news programs.

T. P. Rogozhnikova, M. V. Khomenko

GENRE OF A LIFETIME MIRACLE IN RUSSIAN HAGIOGRAPHY: A COMMUNICATIVE-PRAGMATIC ASPECT

In the article, the story of a lifetime miracle as part of hagiographic texts is considered as an independent genre. Methodologically significant communicative-pragmatic parameters are revealed, which enable to characterize genre specificity. The material for the study was the best examples of Old Russian hagiography.

Keywords: hagiography, genre, lifetime miracle, communicative-pragmatic parameters.

K. R. Russu

VALENCY OF THE SEMANTIC CLASS 'TO COMMIT PHYSICAL VIOLENCE AGAINST SOMEONE' (Based on the "Dictionary of the Russian Language of the 18th Century: Eastern Siberia. Transbaikalia" by A. P. Mayorov)

The paper considers the types of valency peculiar to the semantic class of verbs with the lexical meaning 'to commit physical violence against someone'. The study material was the definitions of verbs from the "Dictionary of the Russian language of the 18th century: Eastern Siberia. Transbaikalia" by A. P. Mayorov.

Keywords: XVIII century, business writing, vocabulary, semantic component 'to commit physical violence against someone'.

PEDAGOGICS

M. Yu. Aybazova, F. R. Kantloкова

REVISITING THE FORMATION OF A VALUES-BASED ATTITUDE of society TO INCLUSIVE EDUCATION

The article considers the formation of society's value attitude to inclusive education, identifies problems and contradictions of the implementation of inclusive education in the regions. It proposes ways to solve the problems that contribute to the formation of a positive attitude to the ideas and principles of inclusive education by a broad public.

Keywords: inclusive education, values-based attitude to inclusive education, means, forms and methods of forming a positive attitude to inclusive education.

A. Kh. Akhmedyanova

FORMATION OF A HARMONIOUS PERSONALITY BY MEANS OF A NATIONAL SPORT

The article substantiates the pedagogical role of the national culture as a means of spiritual and moral education of young people. The author proves that the most acceptable method in the system of school educational environment is the method of forming a harmoniously developed personality based on a national sport of a particular nation. In this work, for the first time, the program for mastering the national wrestling of the Bashkir people as part of the regular lesson activities was tested.

Keywords: harmoniously developed personality, spiritual and moral education, wrestling kuresh.

I. I. Bogdanov

POINT-RATING SYSTEM: THE PROS AND CONS (from the Experience of Teaching Some Subjects in the Specialty of "Bioecology" in Omsk State Pedagogical University)

The article analyses the use of point-rating system in teaching the specialty "Bioecology". The conclusion is made about the limited application of point-rating system in giving a pass and its unsuitability for examination.

Keywords: point-rating system, bioecology, test, exam.

A. N. Bogdanova, T. V. Arshba

PREPARATION OF BACHELORS OF PHYSICO-MATHEMATICAL EDUCATION IN INFORMATION TECHNOLOGIES IN CONDITIONS OF LEVELING AND DEVELOPING TRAINING

The article raises the problem of training bachelors of physico-mathematical education in information technologies in the context of considerable difference in their primary level of knowledge and skills in the given discipline. The authors suggest to solve the problem with the help of created principles and a designed model of preparing bachelors of physicomathematical education in information technologies in conditions of leveling and developing education.

Keywords: information technologies, bachelor of physicomathematical education, leveling and developing education, principle, preparation model, ICT-competence.

A. N. Dvortsova, I. P. Akinsheva

SOCIOCULTURAL COMPETENCE AS A MEANS OF IMPLEMENTING THE CULTURAL CONGRUENCE PRINCIPLE IN TEACHING CHINESE

The article is devoted to the study of the interrelation between sociocultural competence and the principle of cultural diversity in teaching foreign languages at the present stage. Using the examples of analysis of identical language units' interpretation and application by Russian and Chinese native speakers, as well as the cultural characteristics of a number of grammar structures of the Chinese language. The importance of the formation of foreign-language sociocultural competence in teaching Chinese is demonstrated.

Keywords: secondary language personality, sociocultural competence, cultural congruence, the Chinese language.

E. A. Derevianchenko, T. V. Ustinova

TRAINING OF CRITICAL INTERCULTURAL AWARENESS IN FOREIGN LANGUAGE TEACHERS' EDUCATION

The paper regards critical intercultural awareness as the component of second language teachers' intercultural communicative competence. It is stated that intercultural awareness is based upon the complex unity of several types of knowledge (linguistic, metalinguistic, socio-cultural; declarative, procedural) and meaning-value-attitude assumptions regarding the first language and the second language cultures. The paper discusses the ways of intercultural awareness training as part of second language teachers' education. The key role of the comparative studies approach in teachers' training is highlighted. It is shown that enhanced skills of comparative linguistic analysis and comparative cultural analysis as well as enhanced intercultural discourse competence in second language teachers provide the necessary background for critical intercultural awareness.

Keywords: foreign language education, teachers' professional training, intercultural competence, comparative cultural analysis, critical discourse analysis.

R. V. Mayer

COMPLEXITY ASSESSMENT OF VARIOUS DIDACTIC MODELS OF ATOM

The paper considers various atomic models studied at school (Thomson model, Rutherford planetary model, Bohr model, orbital model, etc.). Using a computer, we analysed these models and determined their characteristics: volume, amount of information, variety of terms, complexity, average density of information. A special computer program counts the number of scientific terms in the description of the model and takes into account the degree of their abstractness. At the same time, it refers to a file containing a list of scientific terms and their complexity. It is established that in the process of studying physics, the information content of the considered atom models increases by about 40 times, complexity — by 90 times, and information density — by 2 times.

Keywords: didactics, information, content analysis, models, complexity, semantics, term.

A. V. Malanicheva

ON PREPARATION OF SCHOOLCHILDREN FOR STATE FINAL ATTESTATION IN SOCIAL STUDIES

The article considers the problem of organization of school education in the context of modernization of Russian education. Modernization of the educational process involves the achievement of specific results by schoolchildren, which are checked during the state final examination. The authors offer a special training system that ensures the growth of the quality of knowledge and, as a result, the successful completion of tasks of control and measuring materials of the state final examination.

Keywords: modernization of education, organization of training, SFE, pedagogical conditions.

O. N. Malakh, D. D. Glinka, A. N. Dudarev

REVISITING THE FORMATION OF A HEALTHY LIFESTYLE CULTURE OF STUDENTS-ATHLETES

The article discusses the attitude to a healthy lifestyle of students of schools of the Olympic reserve. Conducting optional classes "Culture of a healthy lifestyle" for students helps to increase their knowledge and skills to maintain and strengthen individual health. Using the methodological support "To Help the Teacher" in the form of an electronic textbook in the Moodle learning management system improves the effectiveness of elective courses.

Keywords: healthy lifestyle, students-athletes, electronic textbook, moodle learning management system, elective course.

S. V. Nikitina

VALUE-SEMANTIC ISSUES OF EDUCATION IN PATRISTIC HERITAGE

The article deals with the key issues of spiritual and moral education, focuses on the axiological foundations of education, and identifies the value-semantic issues of upbringing and education through the prism of historical and pedagogical knowledge and patristic heritage.

Keywords: spiritual and moral education, morality, spirituality, education, Orthodox traditions, historical and pedagogical knowledge.

I. V. Pozdina

MODERN APPROACHES TO THE STUDY OF SMALL GENRES OF N. S. LESKOV IN THE PRACTICE OF UNIVERSITY TEACHING

The subject of analysis in the article was the current problem situation of searching for ways of analysing a literary work that is most adequate to the poetics of small genres of N. S. Leskov. The author offers a system of classes on the analysis and interpretation of the works of N. S. Leskov. It is built on a combination of heterogeneous elements dating back to folklore, hagiography, mythopoetics and being among themselves in ambivalent semantics, which allows one to reach the axiological coordinates of the heroes of N. S. Leskov and the author's artistic consciousness.

Keywords: poetics, mythopoetics, folklorism, hagiography, ambivalence, axiology.

E. G. Polupanenko

FORMATION OF SCHOOL CHEMICAL EDUCATION IN PRE-REVOLUTIONARY RUSSIA

The article considers the prehistory of the introduction of chemistry as a separate school subject into the curricula of a comprehensive school. The author analyses the actions of the authorities in reforming education from the XVII to the XIX centuries, which influenced the formation of school chemical education and compares the types of secondary educational institutions in which attempts were made to improve the natural science training by deepening chemical knowledge and solving the problems of teaching chemistry in the course of natural science.

Keywords: history of education, school chemical education, school reforms, history of chemical education.

V. G. Puzikov

INVESTMENT POTENTIAL OF EDUCATIONAL SYSTEM AND QUALITY OF TRAINING SPECIALISTS

The purpose of the research is to study of the investment potential of education. The investment potential of education is understood as the set of all means and resources available in the education system, including the conditions that ensure the best-favoured-nation treatment in order to obtain an expected useful effect. The author argues that the difference between the material and intellectual expenses invested and the social and pedagogical results actually obtained in the form of the quality of training of specialists is an indicator of the effectiveness of using the potential of education.

Keywords: investment potential of the educational system, quality of training specialists.

T. V. Sabantseva

MEDICAL AND BIOLOGICAL COMPONENT AS A FACTOR OF GENERAL PROFESSIONAL TRAINING IN THE CHOREOGRAPHIC EDUCATION SYSTEM

The purpose of the research is to study the current state of the biomedical component in the structure of students' choreographic education, which consists of the basics of anatomy, physiology and knowledge of the principles of biomechanics of the human body and the evaluation of this component as a significant factor in the general professional training of a modern student-choreographer. An algorithm for mastering the biomedical component of the system of higher choreographic education was developed by the author.

Keywords: medical and biological component of choreographic education, students-choreographers, modern educational environment of the university, anatomy and physiology of the human body, biomechanics of human body's movements.