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**ABSTRACT AND KEY WORDS**

**PHILOSOPHY**

**Bezvikkonnaya Elena V., Portnyagina Elena V.**

**SYNERGETIC PARADIGM AS A CONCEPTUAL BASIS FOR PUBLIC  
ADMINISTRATION REFORM**

*Abstract.* The article reassesses the paradigm of synergetics as one of the conceptual foundations of administrative reform. The philosophical foundations of the paradigm acquire a different content when they come into contact with the institutional nature of public power, which is under the influence of a dissipative external environment. The static nature of the public power environment does not deprive it of synergetic processes at the level of non-institutional entities that demonstrate the potential of self-organization.

*Keywords:* synergetics, public power, paradigm, dissipative environment, open system, administrative reform, institutions.

**Ermakov Sergey A., Ermakova Elena V., Kashina Olga P.**

**THE ORDER OF LIFE AS A NECESSARY CONDITION FOR A PROSPEROUS HUMAN  
EXISTENCE**

*Abstract.* The relevance of the research topic is due to the need to build a prosperous life path of a person in the modern dynamic world. The purpose of the presented article is to study the topic of the order of life as the basis of a prosperous human existence. The authors understand the order of life as a correct, well-adjusted, harmonious human existence based on the principles of reasonableness, certainty, sequence of events. The results of the study were the development of general principles of ordering human life. The article notes that the implementation of these principles allows a person not only to organize his life, but also to make the order of life itself the basis of individual well-being. The materials of this article will be useful in further socio-philosophical research aimed at developing the problems of a person's life path.

*Keywords:* human way of life, order of life, consistent course of life, prosperous life, existence, physicality, socialization, spirituality.

**Kasatkina Svetlana S.**

**CREATIVE INDUSTRIES OF CITIES AS A POTENTIAL FOR THE IMPLEMENTATION  
OF THE CULTURAL POLICY OF THE STATE**

*Abstract.* The article is devoted to the philosophical study of the issues of innovative and creative industries developing in modern Russia. The author defines the essence of the sought-for concepts and reveals the trajectories of the formation of "creative cities", taking into account both attention to their historical and cultural heritage, and to the features of modern creative business. In assessing the cultural policy of the state, characteristic legal documents related to the creative industries were studied; a review of a number of works on the formation of objects of cultural production is presented; the author's position on trends, contradictions and prospects for the evolution of innovative and creative industries in Russian cities is expressed. Among the problems of the issue under consideration, it is necessary to note the disproportionate development of innovative and creative spaces, concentrated mainly in the largest cities of the country; the absence of a professional expert community that exercises control over projects, especially those approved in line with state funding; the disappearance of the maxim of the spiritual component in the development of urban cultural industries. Nevertheless, the activity of creative and socially oriented businesses in the

cultural sphere of Russian cities reflects the great potential of both private interests and state policy in the cultural sphere of Russia.

*Keywords:* city, cultural industries, creative industries, urbosphere, cultural policy, creative city.

**Martishina Natalya I., Permyakova Tatyana V.**

RATIONAL-CRITICAL THINKING AS THE “FOUNDATION OF BEING” OF A PERSON

*Abstract.* The article proposes an explication of the concept of “rational-critical thinking”, distinguishes the key skills and attitudes that make it up. It is shown that in modern conditions rational-critical thinking is the most important resource of human existence, providing both the opportunity to achieve genuine knowledge and protection from social manipulation. A characteristic of rationalcritical thinking as a synthetic “epistemic virtue” is proposed. The results of an experiment that assessed the basic logical culture of a student audience as a primary marker of rational-critical thinking are presented.

*Keywords:* rationality, critical thinking, logical thinking, knowledge, epistemic virtues.

**Mengmeng Yuan**

UNDERSTANDING THE CONCEPT OF ‘CULTURAL CODE’ IN MODERN CHINESE SEMIOTICS

*Abstract.* The article conducts a conceptual analysis of the concept of ‘cultural code’, determines its core and peripheral meanings, identifies the author’s variations of the meanings of the concept of ‘cultural code’ among modern Chinese researchers. The author comes to the conclusion that the identification of the structure of the concept of ‘cultural code’ can serve as a methodology for analysing the codes of certain cultures, since it will determine the way of describing a separate cultural code, will contribute to setting up procedures for decoding texts of various cultures, improving the procedures for reading and interpreting texts of cultures in intercultural dialogue and communication, which is especially relevant at the present time of the development of globalization processes.

*Keywords:* cultural code, concept, semiotics of culture, Chinese semiotics.

**Nefedova Lyudmila K.**

THE SUBJECT OF KNOWLEDGE AND THE TREND OF OBJECTIVITY

*Abstract.* Transformations of modern Russian culture and social life include the aspect of “returning to the roots”, which becomes obvious when philosophical understanding of the trend of objectivity in the training of future teachers. The idea of objectivity in conjunction with the idea of “learning-understanding” permeates Russian education throughout the history of its existence, at all its levels from initial literacy and reading in the native language to university training of a highly qualified specialist. At the same time, philosophy at all levels relied on the necessary methodological basis for building the core of objectivity, clarifying both the essence of the subject of study and the process of mastering it.

*Keywords:* philosophy, subject of knowledge, objectivity, education, childhood, science, trend, culture, methodology.

**Petrov Alexander V.**

SACRED, SECULAR AND VITAL TELEOLOGY: EXPERIENCE OF TYPOLOGIZATION

*Abstract.* The article is devoted to the problem of expediency, considered through the prism of a teleological approach. Based on the identification of sacred, secular and vital types of teleology, an attempt is made to concretize their content based on various criteria. The typologization attempt undertaken in the article is focused on increasing the number of definitions of the concept of “teleology” and, at the same time, is aimed at concretizing its content.

*Keywords:* teleology, typology of teleology, sacred teleology, secular teleology, vital teleology.

**Sizikova Olesya A.**

ON THE FORMATION OF THE FOOD CULTURE OF THE USSR (BASED ON THE NOVEL MEAT BY S. BELYAEV AND B. PILNYAK)

*Abstract.* The article examines the formation of the food culture of the USSR through consideration of its various aspects. Based on the material of the novel Meat, the influence of the unequal cultural aspects at the levels of individual and collective consciousness in the period of significant cultural changes is comprehended.

*Keywords:* culture, functions of culture, food culture, food, food industry, public catering.

## LINGUISTICS

**Bescennaya Victoria V., Fesenko Olga P.**

COMPARISON OF LANGUAGES IN LINGUODIDACTICS (ON THE PECULIARITIES OF MASTERING RUSSIAN GRAMMAR BY FRANCOPHONES)

*Abstract.* The purpose of our study is to conduct a comparative analysis of the grammatical systems of the Russian and French languages to identify significant differences, which must be taken into account when studying Russian as a foreign language, and to propose a number of exercises aimed at preventing communicatively significant errors in the speech of students. As a result of the comparison, we compiled a list of grammatical features of the French language that affect the productive development of Russian, and offered examples of exercises aimed at preventing mistakes. The study of the effectiveness of the use of exercises took place on the basis of Omsk Automobile Armored Engineering Institute in the period from 2016 to 2019 (a total of 50 students participated in the experiment). The results of training allow us to speak about the prospects of taking into account the peculiarities of the native language of cadets when teaching Russian as a foreign language.

*Keywords:* Francophones, French speakers, Russian as a foreign language, methodology of teaching Russian as a foreign language, technology of national language orientation, intermediary language.

**Gibkij Pavel V., Suprunchuk Nikita V.**

LEXICAL AND GRAMMATICAL TRANSFORMATIONS AS THE MEANS OF PRESERVING SEMANTIC EQUIVALENCE WHEN TRANSLATING WEBSITES FROM RUSSIAN TO CHINESE

*Abstract.* The article is devoted to the study of such ways of preserving equivalence as lexical and grammatical transformations when translating from Russian into Chinese. The analysis of the degree and methods of preserving equivalence in translation from Russian into Chinese is carried out (complete in sixteen fragments, incomplete in thirty six fragments, four main types of lexical and grammatical transformations are identified: grammatical omissions, permutations of language elements, lexical omissions and lexical substitutions).

*Keywords:* translational equivalence, the Russian language, the Chinese language, lexical transformations, grammatical transformations.

**Glushkova Tatiana S., Gorbunov Gleb V.**

LINGUISTIC REPRESENTATION OF THE EMOTIONAL STATE OF SURPRISE IN ENGLISH AND RUSSIAN

*Abstract.* The subject of the study is the linguistic representations of the emotional state of surprise in English and Russian. The frame “surprise” is reconstructed on the material of lexicographic sources. The main parameters characterizing the emotion of surprise made it possible to distinguish nuclear (predicate, subject, cause) and optional semantic components (intensity, evaluation, external manifestation and behavior of the subject) in the structure of this frame. As a

result of the comparative analysis, universal and national-cultural features of English and Russian lexical units with an emotive sense of surprise are revealed.

*Keywords:* emotion, surprise, emotive vocabulary, frame, semantic component.

**Gubanov Sergey A.**

#### THE SYSTEM OF ATTRIBUTIVE WORDS IN THE TEXTS OF MARINA TSVETAeva

*Abstract.* The article is devoted to the review of two groups of attributive vocabulary in Marina Tsvetaeva's texts: the psychological characteristics of the subject and the physical characteristics of the object. It is proved that attributive constructions are represented by several semantic conceptual associations, constructed according to the author's idiostyle logic. The paper emphasizes the importance of epithets of psychological evaluation and anthropomorphic attributes in the figurative characterization of the realities of reality by the poet. It is revealed that the study of semantic and structural types of characteristic vocabulary as part of the author's idiostyle makes it possible to identify patterns and preferences important for the author's handwriting in the use of one of the largest groups of vocabulary.

*Keywords:* epithet, M. Tsvetaeva, semantics, attributive words, idiostyle.

**Issers Oksana S., Zhurova Anastasia V.**

#### IMPLICITNESS AS A WAY OF SPEECH MANEUVERING IN PUBLIC COMMUNICATION

*Abstract.* The article analyses communicative methods of avoiding communicative risks in public communication through implicit speech acts. Dialogues from three author's programs in the interview format were used as material ("Vdud" by Y. Dud, "Sud'ba Cheloveka" (the Fate of a Man) by B. Korchevnikov, "Pozner" by V. Pozner). The communicative turns of the participants in the public dialogue, carried out by them in order to avoid an unwanted question, maintain their own image, etc., are identified and analysed. The authors distinguish the following speech maneuvering tactics at the pragmatic level: a flat refusal to answer, evading a question, a joke, irony, wordplay, hint.

*Keywords:* communication norms, speech maneuvering, communication risk, implicitness, indirect speech act, interview genre.

**Kiseleva Nadezhda M., Gorshenina Yana L., Poluikova Svetlana Yu., Chicherina Nadezhda N.**

#### ONOMASIOLOGICAL ASPECT OF REFLECTION OF ABSTRACTIONS IN GERMAN AND RUSSIAN COLLOQUIAL METAPHORICS

*Abstract.* The article touches upon the onomasiological aspect of German colloquial metaphors in comparative terms, compares the reflection of abstract concepts in German and Russian everyday communication. The comparative research approach makes it possible to reveal the ethnic originality of the linguistic picture of the world of the speakers of both languages, as well as to establish associative universals in the metaphorical worldview. The subject of study in this article is a previously unexplored group of colloquial name transfers from the concrete to the abstract. The connotative aspect of colloquial designations of the most significant abstractions in everyday life is also analysed.

*Keywords:* onomasiological analysis, abstract concept, metaphor, colloquialism, ethnoconnotations.

**Pekarskaya Irina V., Shpomer Ekaterina A.**

#### ELOCUTIVE SPECIFICITY OF EPITHET: DEFINITION AND CLASSIFICATION PROBLEM

*Abstract.* The article raises the question of the status of the epithet, which ambiguously fits into the theory of tropes, since it does not always have a figurative meaning. Based on the analysis,

we propose our own interpretation of the epithet, which allows us to classify epithets-elocutives with a focus on the features of their functional pragmatics, as well as its typology.

*Keywords:* trope, epithet, logical attribute, contamination, elocutive, functions of elocutives.

**Ronina Elena A.**

#### FUNCTIONING FEATURES OF SOME TYPES OF ADDRESS FORM IN THE SPANISH LANGUAGE AND THEIR TRANSLATION INTO RUSSIAN

*Abstract.* The article discusses the features of some types of Spanish address forms from the point of view of their function of expressing the pragmatic component of the communicative situation. The parameters and methods of modeling a communicative situation by means of an address form are studied. The ways of transferring the address form in the translation are specified.

*Keywords:* address form, pragmatics of address form, modeling of a communicative situation, translation of address forms.

**Svistunova Irina A.**

#### SEMANTIC FIELD FEATURES OF “BEEKEEPING” IN THE ENGLISH VOCABULARY AND THE FEASIBILITY OF ITS COMPILATION FOR PROFESSIONAL TRANSLATION

*Abstract.* The article examines and analyses the cultural phenomenon of the semantic field of the term “beekeeping” presented in the modern active English vocabulary. The general concept of “beekeeping” and related terms have become widespread in the vocabulary of the English language, forming phrases and idiomatic expressions. The basis of the article is the consideration of the concept from the point of view of the theory of the semantic field, the study of which in linguistics is given a great attention. Attempts are made to organize the field systemically; new ideas, methods and concepts appear. The relevance of this work lies primarily in the fact that it is related to a modern, specific and rapidly developing branch of the agricultural industry. The importance of describing linguistic phenomena in this area is explained by the increasing need to train competent specialists, including those with the ability to learn English and foreign terminology. Special attention is also paid to the need for the correct interpretation of professional terms with synonymy, which is intended to facilitate the compilation of the semantic field of the concept.

*Keywords:* semantic field, agroindustry, nature, English vocabulary, beekeeping.

**Sinyagovskaya Lyubov I.**

#### CONCEPTUALIZATION OF THE NOTION ‘LONDON’ IN CHARLES DICKENS’ NOVEL GREAT EXPECTATIONS AND DISTINCTIVE FEATURES OF ITS TRANSLATION INTO RUSSIAN LANGUAGE

*Abstract.* The article deals with the concept of “London” in Charles Dickens’ novel Great Expectations, and the features of his translation into Russian, as well as the role of the author’s picture of the world in a literary text. The role of the conceptological approach to the study and analysis of a literary text is noted. The authors of this article also analyse the translation decisions made for the successful interpretation of the author’s thought into Russian and the adaptation of the original text for the Russian-speaking reader. The affiliation of the translation text to the fourth level of equivalence is determined, according to V. N. Komissarov.

*Keywords:* concept, literary text, levels of translation equivalence, London.

## PEDAGOGICS

**Aibazova Marina Yu.**

#### SOCIOCULTURAL ADAPTATION OF FOREIGN STUDENTS TO THE STUDY CONDITIONS AT RUSSIAN UNIVERSITIES

*Abstract.* The article is devoted to the study of the problems of adaptation of foreign students to the sociocultural educational environment of Russian universities. The relevance of the research is

due to the difficulties of adaptation of students from the near and far abroad. The practical significance lies in the development of a set of measures aimed at supporting the adaptation of foreign students.

*Keywords:* sociocultural adaptation, foreign student, cultural shock, Russian university, interaction barriers, language barriers, cultural differences, support measures.

**Bogdanov Vyacheslav A.**

CREATION OF A SOCIO-PEDAGOGICAL ENVIRONMENT IN INTEGRATED SOCIAL SERVICE CENTERS FOR THE PURPOSE OF MINORS' SOCIALIZATION IN A SOCIALLY DANGEROUS SITUATION

*Abstract.* The article is devoted to the problems of creating a socio-pedagogical environment in integrated social service centers that promotes the socialization of minors in a socially dangerous situation. The experience of attracting students of pedagogical universities receiving specialized education in the field of "Psychology and Social Pedagogy" to cooperate with the integrated social service centers is considered.

*Keywords:* integrated social service centers, minors in socially dangerous situation, pedagogization, socialization, sociopedagogical activity, socio-pedagogical environment.

**Borodina Tatiana Yu.**

BEHAVIORAL ATTRIBUTES OF THE DIGITAL GENERATION AS AN EDUCATIONAL FACTOR (A CASE STUDY OF TEACHING A FOREIGN LANGUAGE AT BAUMAN MOSCOW STATE TECHNICAL UNIVERSITY)

*Abstract.* Based on the analysis of scientific literature, the main behavioral attributes of representatives of the digital generation are revealed. The received data are the basis for updating foreign language teaching practices in a non-linguistic university. This approach allows us to rethink the principles of interaction with the younger generation of students and offer educational technologies that are in demand among future engineering specialists.

*Keywords:* attributes of the digital generation, perception, educational technologies, technical university, foreign language at university.

**Gavrutenko Tatiana V., Mokretsova Lyudmila A.**

ORGANIZATIONAL AND PEDAGOGICAL CONDITIONS FOR THE DEVELOPMENT OF TEACHER MENTORING: MANAGEMENT PRACTICE

*Abstract.* The article describes the experience and presents the results of a study on solving the problems of mentoring teachers in general education organizations. The features and organizational and pedagogical conditions for the development of teacher mentoring on the basis of cooperative interaction "school – university" are considered. The author's interpretation of the obtained experimental data on the "professional deficits" of teachers and teachers-mentors is presented. The experience of advanced training of teachers-mentors, aimed at mastering the skills of designing personalized mentoring models, is reflected. The technology of stage-by-stage construction of a single scientific and methodological space for accompanying and supporting teachers is described.

*Keywords:* teacher mentoring, teacher-mentor, mentoring personification, virtual mentoring, professional deficits, cooperative interaction.

**Gritsai Lyudmila A.**

SUBSTANTIATION OF A NEW TYPE OF FAMILY UPBRINGING OF CHILDREN IN RUSSIA IN THE WORKS OF REPRESENTATIVES OF THE FREE-THINKING INTELLIGENTSIA OF THE LATE 18TH CENTURY

*Abstract.* The article analyzes the humanistic type of upbringing in the family, proposed in the works of representatives of the Russian intellectual elite of the late 18th century — Ya. P. Kozelsky, A. Ya. Polenov, A. N. Radishchev. It is indicated that according to these authors, family education based on respect for the rights of the child is the basis for the transformation of society. They were

characterized by the conviction that Russia needed certain socio-political transformations (the abolition of serfdom, the assertion of civil liberties of the population, etc.), the result of which would be the spread of a new type of family upbringing of children to all classes.

*Keywords:* family upbringing, history of pedagogy, epoch of the 18th century, pedagogical ideas, enlightenment, humanism.

**Klimenko Irina S.**

METHODOLOGICAL APPROACHES TO THE DEVELOPMENT OF FUTURE TEACHERS' SKILLS OF INFORMATION LEARNING ADMINISTRATION

*Abstract.* The article is devoted to solving the problem of integrating graduates of a pedagogical university into the information and educational space of the modern school. The necessity of conversance of future teachers with the basic concepts and principles of information management is shown. The expediency of developing the senior students' skills of learning administration in the conditions of informatization of the educational environment is substantiated. The role and place of innovative educational technologies in the system of training and professional and pedagogical support of future teachers are determined.

*Keywords:* information management, education management, principles and features of pedagogical management, gaming social simulation modeling.

**Kuznetsov Roman D.**

EDUCATIONAL, CREATIVE, RESEARCH, LABOUR AND CHARITABLE-PATRIOTIC EXTRACURRICULAR WORK WITH STUDENTS IN THE YENISEI PROVINCE OF THE FIRST QUARTER OF THE 20TH CENTURY (BASED ON THE SIBERIAN SCHOOL MAGAZINE)

*Abstract.* The article examines the experience of extracurricular work at the beginning of the 20th century on the material of the Yenisei province. The main directions of extracurricular work are determined; the forms of its implementation that were relevant at that time are described. The role of museums and theaters in the extracurricular life of students is shown. The experience of organizing labour artels, their effectiveness, as well as the charitable activities of students of the Yenisei province are described.

*Keywords:* extracurricular work, extracurricular education, extracurricular reading, rural museum, educational excursions, people's house, school theatre, labour artel.

**Lanshchikova Galina A., Pozdnyakova Tatiana Yu.**

METHODS OF INFORMATION PROCESSING IN THE PROFESSIONAL TRAINING OF DESIGNERS

*Abstract.* The article is devoted to the analysis of the working procedure with information in the design professional practice. An analogy between the term "information" and other concepts in linguistics and information design is drawn. The main provisions necessary for filling the content of the professional design-training course are distinguished. A conceptual model of information processing methods containing three blocks is proposed: compositional, structural and perceptual. Its use makes it possible to comprehensively present the process of information processing when teaching students.

*Keywords:* professional training, design, information, hierarchy, framing effect, chunking, layering.

**Novikov Ivan N., Kosolapova Larisa A.**

A MODEL FOR INCREASING THE EFFECTIVENESS OF THE EDUCATION OF THE RUSSIAN GUARD PERSONNEL IN CONDITIONS OF CONTEXT-ORIENTED TASKS CLOSE TO REALITY

*Abstract.* The article is devoted to the substantiation of the model of increasing the effectiveness of the education of the personnel of the National Guard. Various approaches to

modeling and definition of the concept of “model” are considered. The structure of the model has been developed, including the target and methodological components. The proposed model implements heuristic possibilities of systemic, personal-activity and contextual approaches. The final result of the professional education of the personnel of the Russian Guard is their moral and psychological readiness to perform service and combat tasks.

*Keywords:* serviceman, Federal National Guard Troops Service, professional education, modeling, model, moral and psychological readiness.

**Samoylova Galina V., Pashina Marina V., Makarova Natalia A.**

SYNCHRONOUS-ASYNCHRONOUS INTERACTION OF THE TEACHER AND STUDENTS OF EXTRAMURAL DEPARTMENT ON EDUCATIONAL PORTAL OF THE UNIVERSITY IN DISTANCE LEARNING

*Abstract.* The article provides an analysis of the educational performance of teaching students of the extramural department with synchronous-asynchronous interaction in the environment of the educational portal of the university. The effectiveness of training was assessed according to the following criteria: academic performance, quality of knowledge, training. The main difficulties of interaction between students and teachers in synchronous and asynchronous learning formats, identified by the analysis of the results of the questionnaire of students, are shown.

*Keywords:* distance learning, synchronous learning, asynchronous learning, educational and methodological complex, extramural students, performance.

**Tereshchenko Ulyana A.**

REVISITING FORMATION OF SENIOR PUPILS’ REGULATORY UNIVERSAL EDUCATIONAL ACTIONS WHILE PREPARING FOR THE UNIFIED STATE EXAMINATION

*Abstract.* The article considers the issue of the formation of regulatory universal educational actions of senior pupils in preparation for the Unified State Exam. The author emphasizes the continuity of the formation of universal competencies in the educational environment of universities, which makes the systematic work on the formation of universal educational actions of schoolchildren at all levels of general education relevant. The author reveals the possibilities of an axiological approach in the formation of regulatory universal educational actions of senior pupils in preparation for the Unified State Exam in English.

*Keywords:* senior pupils’ regulatory universal educational actions, Unified State Examination, school subject English, set of teaching materials, author’s practical work, value-oriented techniques of self-management, values.