ABSTRACT AND KEY WORDS

PHILOSOPHY

Andreev Artem A.
SPECIFICITY OF SCIENCE IN TRADITIONAL SOCIETY

Abstract. The article provides philosophical analysis of socio-cultural and value-worldview bases of science in traditional society. It is revealed that being in the context of traditional society, science does not receive full development necessary for cognition of the surrounding world. It is shown that traditional society does not provide the development of science as an independent social institution for many reasons, which are contained in the socio-economic, cultural and spiritual state of traditional society. It is substantiated that science in traditional society acts in the role of practical and everyday knowledge and turns out to be unable to overcome the empirical level of cognition. New socio-cultural and spiritual conditions, qualitatively different from those that existed in traditional society, were necessary for the full-fledged development of science. The study of science in the context of traditional society helps to reveal its essence and specificity at this historical stage of development.

Keywords: science, society, culture, traditional society, traditional culture.

Bakeeva Elena V.
"LOSS OF THE MIDDLE": AN ONTOLOGICAL ASPECT

Abstract. The article examines the problem of the ontological status of the average and the question of the possibility of overcoming the growing polarization in various aspects of human existence. The main idea of the article is to affirm a special existential "localization" of the average in relation to opposing positions. It is noted that the intermediate position is not a simple "arithmetic mean" of two opposites. The topos of the average is located (established) in the dimension of the action of transcendence, which is ahead of any opposites. In turn, this action itself is conceptualized as a non-substantial "core" of subjectivity. It is the reactualization of subjectivity, which is subject to "exposure" and problematization in modern philosophy, that acts as a condition for overcoming polarization. The act of transcending opens up the semantic dimension of language and thinking, creating an environment for possible dialogue between opposing positions.

Keywords: average, subject, polarization, transcendence, free action.

Vasilenko Olga A.
FRENCH LANGUAGE AS FACTOR OF SOCIAL AND CULTURAL CHANGES IN RUSSIA IN THE 18–19TH CENTURIES

Abstract. The article makes an attempt to identify the linguistic component in the processes of social and cultural transformation having been global in Russia in the 18–19th centuries. The research methodology is based on the idea of language being an active factor in the formation of the cultural landscape that reflects, activates and enhances cultural processes; this allows to identify a relatively independent linguistic component in the discussed transformations.

Keywords: philosophy of language, functions of language in culture, protagonist.

Gornova Galina V., Voronin Danil V.
LOCAL IDENTITY IN URBAN DEVELOPMENT: CULTURAL TOOLS FOR CATEGORIZING MEANING

Abstract. The article presents a statement of the problem of "spatial binding" of the values of urban identity, which is important not only for research into the theoretical aspects of identity, but also for the applied use of social and humanitarian knowledge in urban development projects. The purpose of the study is to select cultural tools to solve the problem. As a working definition, it is proposed to use the term "marker of identity", and also turn to the classical spatial concepts of cultural studies — loci, toposes and chronotope.

Keywords: urban identity, local identity, marker, locus, chronotope.

Dovgalenko Natalya V.
SPIRITUALITY AND (OR) IDENTITY: ANALYSIS OF METHODOLOGICAL APPROACHES
Abstract. The modern context of culture, on the one hand, avoids the concept of "spirituality", defining a religious "land" for it. On the other hand, it feels a clear need for it, due to the fact that identity does not cover the entire essence of anthropological issues. The article is devoted to the consideration of the unified methodological foundations of spirituality and identity in the genetic, constructivist approach, which takes the place of the metaphysical one and reveals the conditions, practices, techniques of creation, reproduction of the human (human nature). Initially, they arise and are determined by Christian thought through the theological theme of hypostasis, turning a person to the work of searching for freedom, "spiritual warfare" for his own self. The methodological transformation from "creo" to "cogito" involves a person in modeling himself, opening the theme of psychological, social, professional and other identities tending to infinity.

Keywords: spirituality, metaphysics of Christianity, constructivism, identification, operationalism.

Kovalev Andrey A.
PHILOSOPHICAL COMPREHENSION OF NATIONAL MENTALITY AS A CULTURAL PHENOMENON
Abstract. The relevance of the chosen topic is due, firstly, to the theoretical and methodological uncertainty and ambiguity of the categories "mentality" and "culture"; secondly, by new challenges of modernity and unpredictable and rapidly changing conditions of existence. Modern intercultural and intercivilizational interaction acquires a confrontational character and prevents the establishment of dialogue. The aim of the study is to consider the national mentality and its relationship with culture from the point of view of a philosophical approach. The interaction of mentality and culture is realised through language, traditions, customs, art, social relations. The author concludes that the maintenance of such qualities in the national mentality as stability and at the same time adaptability, in the context of the contradictory processes of globalisation and regionalization, will develop a respectful attitude of nations to each other and preserve their uniqueness.

Keywords: mentality, socio-cultural environment, interdependence, uniqueness, influence, constancy, variability.

Lobovikov Vladimir O.
FILIOQUE AS A PROBLEM OF ONTOLOGY, EPISTEMOLOGY, THEOLOGY, AND GENERAL LINGUISTICS (USING GRAPHIC MODELS FOR VISUALIZING A CONSISTENT RESOLUTION OF THE PROBLEM)
Abstract. The subject-matter of the study was ontological and epistemological aspects of the theological problem of the filioque, and the research methods were logical-linguistic analysis and graphic modelling of these aspects of this problem, in particular the construction of theological analogues of logical squares and hexagons. The scientific novelty lies in the fact that the mentioned non-trivial analogues are constructed for the first time; they have not been published anywhere before. The results of the study are important in the formation of the theoretical philosophical and linguistic

foundations for overcoming the doctrinal split of the Universal Church into the Western and Eastern ones.

Nefedova Lyudmila K.
LOCUS OF CHILDHOOD AND CATEGORY OF CHILDHOOD EXPERIENCE IN "THE PENTATEUCH BY F. M. DOSTOEVSKY"

Abstract. The dialectics of the theme of childhood in the works of F. M. Dostoevsky is considered in correlation with the category of childhood experience in the works of N. F. Fedorov, who understood childhood as a state of universal unity and brotherhood of all people. The categorical meaning of childhood is revealed in the synthesis of philosophical and artistic-aesthetic reflections on the material of artistic literary representations in the context of the interaction of philosophy and literature in revealing the philosophical and anthropological meanings of human existence from childhood to adulthood.

Razava Alena L.
ETHOS. SOCIAL ASPECTS OF ANTHROPOLOGICAL PHENOMENON

Abstract. The appeal to the concept of "ethos" is due to the ever-increasing interest in the boundaries and ultimate foundations of the human. There are two levels of understanding ethos: philosophical-anthropological and sociological. Ethos, or individual aspects of what can be directly included in the phenomenon of ethos, has been considered in philosophical anthropology and social philosophy. The concept of "ethos" and the entire body of its attributes at the philosophical and sociological level can serve as the basis of a methodology for considering the ultimate foundations and boundaries of the human, which is extremely important in the context of the dehumanization of social, cultural and humanitarian processes.

Samarin Andrey S.
CLASSICAL SUBJECT OF THE MODERN ERA AND EXPLICATION OF THE MECHANISMS OF TRADITION

Abstract. The article presents a study of the mechanisms of the existence of tradition in the unity and mutual conditionality of the three modes, which is carried out in the context of the model of the subject, formed in the philosophy of the Modern Era.

LINGUISTICS

Guts Elena N., Tao Ye
FEATURES OF SEMANTIC RELATIONS OF STIMULI AND RESPONSES IN THE ASSOCIATIVE ACTIVITIES OF EDUCATIONAL BILINGUALS

Abstract. The article examines the type of semantic connections between stimuli and responses shown during free association in an experimental situation with the participation of educational bilinguals — Chinese students studying Russian. It was assumed that the predominance of certain methods of response in educational bilinguals is due not only to the syntactic connections of words of different parts of speech, but also to a greater or lesser breadth of mastery of the syntagmatic and paradigmatic relations of units of the language being studied. Analysis of the results of the associative experiment in the aspect of classifying semantic relations with stimuli showed the

highest frequency in any associative field of the deployment reaction, which is associated with the dominance of the tactic of "attributing a sign to an object", as well as with the educational nature of bilinguism — foreign speakers reproduce the syntax (S — R) used by them in Russian language classes in various exercises and texts.

Dolgova Tatiana V., Ohotnikova Elena P.
THE ENGLISH TERM NORMCORE: TRANSFORMATION IN FASHION AND PROBLEMS OF TRANSLATION

Abstract. The aim of the paper is to study the English term normcore, which is a neologism in the term system of the fashion industry; to identify the reasons for its appearance and structural composition, as well as to find an adequate translation into Russian. The authors also give examples of other fashion terms with the morpheme -core in the postposition.

Kononov Dmitry A.
REGULATIVES AS A WAY OF REALISING THE SEMANTIC DOMINANT "SON" IN THE NOVEL "ULYSSES" BY JAMES JOYCE

Abstract. This article considers meaning and textual production in stream-of-consciousness prose on the material of the novel "Ulysses" by J. Joyce. One of the aspects of this process is characterised on the example of the realisation of the semantic core "son" within the paradigm of regulativity. The classification of regulatives according to their functions in the text and possible influence on the recipient is proposed.

Kuptsov Alexander Ye.
SEMANTIC, COMMUNICATIVE AND PRAGMATIC RANGE OF THE DISCOURSE MARKER SABES IN SPANISH-LANGUAGE FICTIONAL DISCOURSE

Abstract. The article concentrates on the analysis of the semantic and communicative and pragmatic range of the discourse marker *sabes* in Spanish-language fictional discourse. The goal of the paper is to study the communicative and pragmatic functions of the discourse marker *sabes* in fictional discourse. The objective of the paper is to identify the functional range of the discourse marker *sabes* and to study the nature of the influence of the discourse marker under study as a linguistic means of information representation on the communicative purpose of the utterance in fictional discourse.

Marfina Zhanna V.
ON THE VERBALIZATION OF THE LINGUOCULTURAL CONCEPT OF "KINSHIP" IN OFFICIAL BUSINESS DISCOURSE

Abstract. The article is devoted to the study of the peculiarities of the implementation of verbal representations of the linguocultural concept of "Kinship" as a component of the mental field of kinship. Based on the material of texts presenting official business discourse, the main verbal representatives of the mental formation under study are identified — these are the nominations kinship, relatives, close relatives, which receive an obvious terminological clarification from the position of the current field of communication.

Nevalenaya Ekaterina V.
TRANSLATION DIVERSIFICATION AS AN INTERPRETIVE FORMAT OF TEXT TRANSCODING (BASED ON E. WHARTON'S "THE AGE OF INNOCENCE" AND ITS 4 TRANSLATIONS INTO RUSSIAN)

Abstract. This article discusses translation diversification as a process in which two or more translations of literary work are created. The result of this process is translation diversity — a phenomenon that represents variability/invariance in the translation of the original unit. The author's typologies of translation diversification and translation diversity are proposed, allowing to identify translation transformations, to determine the translation potential of the unit of the original text.

Keywords: translational multiplicity, translation diversification, translation diversity, synchrony, diachrony, symmetry, asymmetry.

Nikitina Elena A.
DISCURSIVE DOMINANT "IMPORT SUBSTITUTION" IN MODERN RUSSIAN LANGUAGE MEDIA SPACE

Abstract. The article examines "Import substitution" as one of the leading discursive dominants of modern Russian media. Its productivity is confirmed by the frequency and morphological activity of the appellative, as well as the specificity of functioning in advertising, information and entertainment discourses.

Keywords: import substitution, discourse, discursive dominant, Russian language.

Nikitina Larisa B.
WEBSITE OF OMSK STATE PEDAGOGICAL UNIVERSITY AS AN EVALUATIVE HYPERGENRE

Abstract. Based on the basic concepts of the theory of speech genres and theoretical positions in the field of functional semantics of evaluation, genre forms typical of the hypergenre "Omsk State Pedagogical University Website" are analysed: news, reports, interviews. The positive-evaluative tonality of the hypergenre as a whole and its constituent speech genres is revealed. The predominance of indirect forms of expressing a positive assessment of the university through the use of various sub-genre speech formations is noted. The linguistic means of forming evaluative meanings are determined.

Keywords: university website, evaluation hypergenre, speech genre, news, reports, interviews, semantics of evaluation, indirect evaluation.

Pekarskaya Irina V., Fedotko Liliya V.
ANALYSIS OF THE SPEECH PORTRAIT OF PARTICIPANTS IN POLITICAL DEBATES (THE CASE OF TELEVISED DEBATES OF CANDIDATES FOR GOVERNOR OF THE REGION)

Abstract. This paper is a study of speech portraits of two candidates for the post of the head of the Republic of Khakassia — V. O. Konovalov and S. M. Sokol from the position of linguopersonology, linguopragmatics and the emerging field of linguistics — linguopolitical personology, the object of study of which is the linguistic personality of a politician. In the course of the study, the features of speech portraits are revealed, the characterisation of lexical, stylistic means and communicative features of V. O. Konovalov and S. M. Sokol's speeches are presented.

Keywords: speech portrait, linguistic personality, discourse, speech features, debates, linguopersonology.

Pupynina Viktoria D.
FEATURES OF CROSS-CULTURAL TRANSFER OF TEXTUAL LANDSCAPE MODELS (BASED ON THE NOVEL "JANE EYRE" BY SH. BRONTE IN ENGLISH AND RUSSIAN)

Abstract. The material for the study was a card file of landscape models identified in the work "Jane Eyre", written by the great English writer Sh. Bronte. The study of artistic landscape space was carried out with the aim of studying the features of cross-cultural transfer of landscape models, including landscape units translated asymmetrically and symmetrically from English into Russian.

Rogozhnikova Tatiana P., Borodikhina Anastasia S.
VALUES IN THE DISCOURSE OF GENERATION Y (BASED ON STAND-UP PERFORMANCES)

Abstract. The present article is carried out in the context of the modern communicative-discursive paradigm and is devoted to the identification and description of the value and attitudinal characteristics of the representatives of generation Y in relation to the Russian reality. The object of the study is the corpus of texts in the genre of stand-up performances of famous Russian performers of the age category from 26 to 33 years old, the subject is the axiosphere of the authors of the performance, as well as the system of factors influencing the ways of expressing value attitudes (socio-cultural background, the theme of concerts, the phenomenon of "black humour").

Fesenko Olga P.
V. V. PUTIN'S IDIOLECT AS AN OBJECT OF STUDY IN MODERN LINGUISTICS

Abstract. In the article V. V. Putin's idiolect is described based on the material of scientific articles of the last 20 years. The results of the analysis of the phonetic component of the president's speech, lexical and phraseological, morphological, syntactic and stylistic, are presented. It was found out that the studies reveal discrepancies in the description of some components of the idiolect. In addition, the idiolect is practically not analysed from the standpoint of rhetoric, as well as in diachrony.

Yakovlev Artem I.
FORMAL AND FUNCTIONAL PECULIARITIES OF WOLE SOYINKA'S EARLY POETRY STYLE IN THE ASPECT OF TRANSLATOLOGY (BASED ON THE POEM "TELEPHONE CONVERSATION")

Abstract. The article presents a stylistic analysis of Wole Soyinka's early poem "Telephone Conversation". The presented analysis allows to discover the most peculiar features of W. Soyinka's idiostyle. The poem, the cultural affiliation of which presents obvious difficulties for the translator, has been published twice in Russian. The article provides a comparative analysis of the original text and its translations; as a result of the analysis, the means of expressiveness and tropes are revealed, which allow to convey formal and functional features of the poetic text in translation into Russian.

PEDAGOGICS

Abdigapbarova Ulzharkyn M., Syzdykbayeva Aigul D., Aigerim M. Baikulova
CHARACTERISTICS OF CRITERIA AND INDICATORS OF TRAINING EFFICIENCY OF A NETWORK COMMUNICATIVE CULTURE AND DIGITAL ETIQUETTE OF EDUCATORS AND STUDENTS IN HIGHER EDUCATION INSTITUTION

Abstract. The article considers the criteria of formation of components of network communicative culture and digital etiquette of university lecturers and students (motivational-target, theoretical-informational, operational-activity, analytical-reflexive). The formation of the above components contributes to the formation of network communicative culture and strengthening of digital etiquette in the integral pedagogical process, improving the quality of professional training and adapting the educational process to modern digital requirements. The results of diagnostics of the formation of these components of network communicative culture and digital etiquette among teachers and students of higher educational institutions of the Republic of Kazakhstan are presented.

Alekhina Elena A., Unru Daria P.
ORGANIZATION OF STUDENTS' SCIENTIFIC VOLUNTEERING IN RESEARCH LABORATORY (THE CASE OF THE RESEARCH LABORATORY FOR SYSTEMATICS AND ECOLOGY OF INVERTEBRATES OF OMSK STATE PEDAGOGICAL UNIVERSITY)

Abstract. The article considers the content of volunteering, scientific volunteering and reveals their characteristics. Based on the analysis of activity fields of the research laboratory for systematics and ecology of invertebrates of Omsk State Pedagogical University and normative documents (curricula and working programmes of disciplines) the methodology of organization of scientific volunteering of students in the research laboratory is proposed, which was implemented in 2022/23 academic year. The results of approbation showed the increase of interest in educational and scientific activities and the development of competences of student volunteers.

Verebeev Timur N.
EDUCATION OF FOREIGN CADETS IN RUSSIAN MILITARY UNIVERSITIES: PEDAGOGICAL WAYS OF FORMING ATTITUDES TOWARDS THE RUSSIAN FEDERATION

Abstract. The policy of attracting students from other countries to study in the Russian Federation stimulates scientific research into the problems of training, education and development of foreign cadets studying at military universities. One of these problems is the scientific development of approaches to organizing educational work with them. It is proposed to choose their stable positive attitude towards the Russian Federation as the goal of educational work with foreign cadets. The means of education is the Russian military society, with which the foreign cadet comes into contact during training. The models and norms of professional behavior adopted in the Russian military society are based on the value attitude of Russian military personnel to their Homeland. The author proposes a mechanism for internalizing relations, and also characterizes the pedagogical ways of forming a positive attitude towards the Russian Federation among foreign cadets in the educational process of a Russian military university.

Gavrutenko Tatiana V.
MANAGEMENT OF THE DEVELOPMENT OF CONTINUING EDUCATION FOR SCHOOLCHILDREN OF PSYCHOLOGICAL AND PEDAGOGICAL CLASSES

Abstract. The article describes the methodological aspects of early career guidance of schoolchildren for teaching professions based on mentoring final year students of a pedagogical university. The need for a scientific rethinking of the conceptual foundations of mentoring schoolchildren in psychological and pedagogical classes, as well as its important practical significance in matters of professional self-determination, form the relevance of this topic. The principles of interaction between the school and the university are specified. A model of mentoring schoolchildren in psychological and pedagogical classes is proposed.

Kartavaya Yulia K., Kravchenko Oleg G.
DEVELOPMENT OF STUDENTS' COGNITIVE ABILITIES THROUGH PROJECT ACTIVITIES

Abstract. The main cognitive skills of students in the context of their use in the design process are defined and analysed. The importance of project activity for the development of general and special abilities of its participants is noted. Cognitive abilities are united into five separate groups. The key aspects of interrelation of project and cognitive activity in the learning process are revealed.

Maltseva Svetlana M., Cherkesov Tamerlan A.
EXISTENTIAL APPROACH AS AN EDUCATIONAL MODEL OF THE FUTURE

Abstract. The article points out the necessity of changing the approach in the education of the younger generation. The author analyses the main ideas of existentialism as a philosophical movement, states the necessity of using existential approach within the framework of education of the younger generation. The author considers existential approach as a possible educational model of the future.

Nesterova Anna A.
ENVIRONMENTAL TRAINING OF TEACHERS AT THE TURN OF THE 20TH–21ST CENTURIES

Abstract. The relevance of the study is determined by the need for continued development of the sphere of environmental and pedagogical education as one of the conditions for organizing environmental education of compatriots at the present stage. The purpose of the study is to identify achievements and shortcomings in the field of environmental training of teachers in the 1990–2000s, i. e. from the first post-perestroika years until the introduction of the Federal State Educational Standards of General Education, which determined the current logic of the development of the environmental education sphere in Russia.

Pinigin Valery G.
MEDIA COMPETENCIES OF SECONDARY SCHOOL TEACHERS AND THEIR AREAS OF APPLICATION

Abstract. The article discusses the issue of media competence of modern teachers, which is a dynamically developing set of skills in the use of interactive technologies, means of working with information, methods of transmitting educational material and testing its mastery. The media competencies of teachers are directly related to the field of audiovisual communication, which includes SMM channels, social networks, and special educational electronic platforms. The article also raises the question of the areas of application of pedagogical media competencies and their effectiveness of use.

Keywords: audiovisual communication, media competence, interactive technologies, virtual learning tools.

Sabantseva Tatyana V.
THE IMAGE OF A TEACHER-CHOREOGRAPHER IN THE MODERN SOCIOCULTURAL SPACE

Abstract. The purpose of the study is to update information about the current state of the image of a teacher-choreographer, about changes generated by the influence of sociocultural space. The main characteristics of the image of a teacher-choreographer, previously presented in scientific works, are specified. The research with respondents was conducted, in the course of which the main potential of the pedagogue-choreographer's duties was prioritised. The desired needs of respondents for an additional focus of knowledge during the training period were identified.

Keywords: image of a teacher-choreographer, professional and personal qualities, student-choreographer, educational process, sociocultural space.

Tereshchenko Ulyana A.
ORGANIZATION OF SENIOR PUPILS' EDUCATIONAL ACTIVITY WHILE PREPARING FOR THE UNIFIED STATE EXAMINATION BASED ON THE IMPLEMENTATION OF THE PROJECT METHOD

Abstract. The article deals with the issue of preparing senior pupils for the Unified State Examination in English based on the implementation of the project method. The author determines how to gradually organize the senior pupils' educational activity in preparation for the Unified State Examination based on the implementation of the project task of the educational situation of Unit 1 of the textbook "Rainbow English" for 10th grade by O. V. Afanasyeva, I. V. Mikheeva, K. M. Baranova using time-management techniques. The article reveals the content of the orientation-targeted, organizational, content-activity, reflexive-evaluating stages of preparation for the Unified State Examination based on the implementation of the project method with the use of time-management techniques.

Keywords: Unified State Examination, school subject "English", senior pupils' educational activity, set of teaching materials, project task, time-management techniques.

Khanmamedova Ksenia O., Leifa Andrey V.
REGIONALLY ORIENTED CONTENT OF TRAINING AT THE PREPARATORY DEPARTMENT FOR FOREIGN CITIZENS

Abstract. The article discusses the issue of filling the content of training at the preparatory department for foreign citizens with regionally oriented didactic units. The authors substantiate the need for the formation of regionally oriented communicative competence of foreign students of the preparatory department and, based on existing criteria and principles for selecting the content of training, as well as on the basis of previous studies. They propose an option for filling the content of training as one of the pedagogical conditions for the formation of regionally oriented communicative competence of foreign students of the preparatory department.

Keywords: content of education, foreign students, regionally oriented communicative competence, preparatory department, Russian-Chinese border area.

Jakubenko Oksana V., Frolova Polina I., Raisova Aliya T., Telepova Maria V.
PROBLEMS OF DEVELOPMENT OF STUDENTS' COHERENT SPEECH IN THE CONTEXT OF DIGITALIZATION OF EDUCATION

Abstract. The article presents the results of the authors' own research studying the risks of implementing distance education technologies. It is revealed that one of the possible problems is the insufficient development of students' coherent speech in the context of the use of digital educational technologies. To solve the problem, the authors developed and implemented a programme of pedagogical support for the development of coherent speech in extracurricular activities.

Keywords: digitalization of education, pedagogical support, distance learning technologies, coherent speech, extracurricular activities.