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ABSTRACT AND KEY WORDS

PHILOSOPHY

O. A. Bargilevich

ILYIN ABOUT THE ROLE OF RUSSIAN CULTURE IN THE SPIRITUAL REVIVAL OF RUSSIA

This article deals with analysis the views of the Russian thinker of the XX century I. A. Ilyin on the essence of culture. Culture is understood by Ilyin as a comprehensive human activity — creative contemplative, state-legal and everyday life. For Ilyin, the socializing role of culture is inextricably linked with individualization — a process in which the selectivity of each individual is manifested in the assimilation of certain norms or values of culture. The crisis of culture, according to Ilyin, stems from the wrong culture-creating act, which came from the «first floor» of the psyche — from sensuality, experiment, scientific thinking, pragmatic will. Ergo, believes Ilyin, it is necessary to make an updated culture-creating act not only in art, science, religion, but also in education, economy, social relations, state construction.

Keywords: I. A. Ilyin, culture, Orthodoxy, faith, morality, culture-creating act, feeling, heartfelt contemplation.

E. S. Ilicheva

VIRTUALIZATION OF THE FAMILY IN THE CONSUMER CULTURE

The article deals with the essential features of the family virtualization and gender relations in the consumer culture. The role of the consumer culture and modern information technologies in this process is determined. The attempts to self-realization and self-presentation of the individual in the virtual world violate its integrity and uniqueness, directly affecting the sphere of family relations.

Keywords: virtual space, woman, consumer culture, love, man, family.

L. M. Karpova

PHILOSOPHICAL SENSES IN DREAM PSYCHOANALYSIS

In the article Z. Freud and K. Jung psychoanalytical researches of dream are considered. The main object of the research is dream philosophical senses explication which contains in the psychoanalytical concepts and also their specification. The author of the article comes to the conclusion that vital and tanatal senses, moral attitudes, desire of the harmony of individual and collective, desire of a meaning of life gain in dream psychoanalysis in the form of philosophical feelings are considered.

Keywords: dream, dream interpretation, vital, tanatal, archetype, philosophical feelings.

G. A. Lanshchikova

SPATIAL-TIME CONCEPT IMAGES OF RELIGIOUS WORLD VIEW IN ICON

The article is devoted to the definition of philosophical concepts of space and time. The specificity of the religious picture of the world in the art of the Middle Ages is described. The essence of the phenomenon of reverse perspective is revealed as the main way of depicting sacred space in an icon.

Keywords: philosophy, religion, space, time, reverse perspective, icon.

N. N. Misyurov

THE TRUTH AND THE «FALSITY» CONTENTS OF CONSCIOUSNESS

The problem of analysis of cognition and consciousness structures artificially created modern philosophy: rejection of rational principle of unity consciousness and “subjectivity” complicates the question of “contents” of identity. The language supports the condition of socialization and the condition of human existence. Demonstration of the substantive reality of social relations through practitioner of structural anthropology does not solve the problem of understanding and assessing the “phenomena of the world”. Productive philosophy becomes the justification of “coordinates” an objective description of the human being as the subject of communicative social systems of varying degrees of complexity.

Keywords: structure of consciousness, self-consciousness, substantive reality, social relationships.

S. N. Ovodova

COLONIAL DISCOURSE OF SIBERIA: FROM P. S. PALLAS TO MODERN MEDIA

The article examines the origins of the emergence of the colonial discourse of Siberia, selects a methodology to show the movement of cultural oppositions of the perception of Siberia. It is noted that, on the one hand, the oppositions of a cultural and anthropic nature, singled out on the basis of the study of statements about Siberia, create an opportunity for its understanding, make Siberia “visible” on the other hand, the formed colonial frame reinforces negative meanings to Siberia, which have not yet been overcome.

Keywords: colonial discourse, postcolonial studies, postcolonial discourse, Siberia.

O. V. Pashchenko

TO THE QUESTION OF TEMPORAL HUMAN SELF-DETERMINATION

The article discusses the temporal self-determination and its significance for humans. Temporal self-determination is related to personal time, which is revealed through the biological, social, psychological and existential times. The article also presents the components that make possible temporal self-determination.

Keywords: temporal self-determination, social time, existential time, society.

A. V. Petrov

MESSIANIAN TEMPTATION AS A CONSEQUENCE OF SACRED TELEOLOGY

In the article, from the point of view of teleology, the messianic idea characteristic of the Russian mentality is considered. Ontologically important purposes form teleology, it represents a noumenal basis for interpretations of phenomena of culture. Teleology is relevant to Ideocentric ontology, and the messianic idea turns out to be its private manifestation. The messianic idea shows the purpose of history, it was embodied in Russian culture in different ways, gradually turning from a religious idea into a political ideology. To interpret the messianic idea, the article introduces the concepts of sacred, secular and vital teleology, and briefly describes their characteristics. The proposed types of teleology allow revealing the invariant content of the messianic idea, emphasizing its ontological status. The messianic idea of sacred teleology is in conflict with the secular goals of the state and the vital teleology of the elite. This is true if the elite pursues clan interests and uses sacred teleology as a tool for political manipulation. In this case, the messianic idea brings additional risks and makes the policy incoherent. On this ground the internal contradictory cultural narrative is formed, within which the ontological sense of personality is penetrated by sensation of split and pessimism.

Keywords: Teleology, Messianic Idea, Religion, Politics.

D. V. Popov

BIOPOLITICS AND TECHNOLOGY: FORMS AND TOOLS OF NEGANTROPIC AND CONFIRMANTROPIC STRATEGIES

The article based on the difference of negantropic and confirmantropic biopolitical strategies analyses their specific forms. The core of the negantropic strategy is a set of political

technologies that divide society into conflicting groups with the split hypohizoid consciousness. Amid the artificial growth of resentment the emergency policy, that transforms society into a besieged camp, materializes. Segregation and disenfranchisement portend social collapse. Destructive tendencies of negantropic teleology confront with the human-oriented technologies of the confirmantropic biopolitics. Nevertheless, the scientific and technical progress of the coming era of technological singularity, increasing the comfort of human life, is ambivalent. Only truly reasonable use of technology will allow us to avoid another man-made “chernobyl”.

Keywords: anthropology, biopolitics, law, politics, mind, technology.

G. N. Sidorov, O. B. Shustova

INFORMATION AND INTUITION IN SCIENCE FROM THE STANDPOINT OF RATIONALITY AND TRANSCENDENCE

The article continues the analysis of the authors' ideas that the basis of any science is information coming from either predecessor researchers or obtained empirically. However, part of the information, as the content of the laws of the external world, is revealed to people not only by adapting their bodily sense organs to it, but also as a result of intuitive insight. Intuitive insight, according to the authors, is due to the adaptation to the content of the external world of “mental organs of sense”. Their possibilities extend beyond the knowledge of matter as an objective reality and are capable of capturing the presence of the transcendent in the immanent surrounding world. Science and religion can exist autonomously, but in the aggregate the bodily and “mental organs of the senses” (if they are developed by a scientist), according to the principle of Niels Bohr, in any science must be inseparably complementary and help each other.

Keywords: information, intuition, science, rationality, “mental organs of the senses”.

A. V. Sukhorukikh

THE ACTUALIZATION OF ETHICAL VALUES IN EDUCATIONAL CULTURE: THE SOCIAL ASPECT

The article deals with the problems of innovative reformation of domestic education in terms of the conceptual significance of the ethical principles of the classical pedagogical tradition to achieve social consensus and actualization of the values of humanistic culture in modern Russian society. The importance of obtaining a system of fundamental knowledge in the learning process and the fundamental role of the axiology of education in the formation of man as a moral and social subject in the realities of the information society and the absolutization of technogenic factors.

Keywords: education, innovations, humanistic culture, ethics, social contradictions.

E. B. Taskaeva

THE ROLE OF PHILOSOPHIC METAPHOR IN THE REFLECTION ON CONTACTS BETWEEN LANGUAGES AND CULTURES

A language as a semiotic system is the most important feature that distinguishes humans from all other animals on our planet. Another key characteristic of any human community is a certain culture that serves as a mechanism preserving and transmitting all socially meaningful experience to the following generations. The notions of culture and language are inseparable. The purpose of the article is to consider a number of key philosophic metaphors used by Russian and foreign scholars when describing the processes of interaction between different cultures and languages. Metaphors have been widely used in philosophic cognition throughout the historic development of philosophy leading to the creation of numerous concepts and notions. The essence of a metaphor as a gnoseological tool presupposes interpretation, which requires movement from the explicit or literal meaning to the implicit or figurative one. The author compares metaphors found in the writings on language and culture by Yu. Lotman, M. Bakhtin, H. Gadamer, U. Eco, G. Deleuze, and F. Guattari. A conclusion is made that the analysis of key metaphors describing

interconnections between different languages and cultures can help to comprehend the complexity of interaction processes.

Keywords: philosophic metaphor, cultural code, language code, multilingualism, bilingualism, cultural identity.

S. T. Sharkova, S. A. Demchenkov

TRANSFORMATION OF THE CHRISTIAN SUBJECT OF REDEMPTION IN THE NOVEL BY W. TEVIS "THE MAN WHO FELL TO EARTH"

The article is devoted to the transformation of the soteriological plot in the novel "The man who fell to Earth" in the novel by Walter Tevis. The protagonist, the alien Thomas Jerome Newton, acts as a "savior" who came from the "high" world to the "down world" and symbolically repeats the main stages of Christ's path: descent to Earth, long inactivity prior to the mission, miracle, finding "apostles", the betrayal of one of the closest associates, who turned out to be a secret agent of the authorities, "passion", "crucifixion", "death". However, in the idea of W. Tevis, the mystery of redemption is impracticable due to the peculiarities of human nature itself. Therefore, if Christ dies in order to be resurrected in power and glory and to save the sons of Adam by his sacrifice, Newton, on the contrary, preserving life and wealth, after "crucifixion" perishes as personality (without any hope of resurrection) and voluntarily rejects the mission for which he was sent to this planet.

Keywords: Walter Tevis, soteriology, salvation, redemption, christian symbolism, biblical symbolism.

LINGUISTICS

I. Bekzatkyzy

THE STUDY OF TOPONYMS IN THE SARYARKA REGIONS

The article deals with the toponyms of the region of Saryarka: their history, origin and meaning. From the comparison with toponymic systems of other Nations it is concluded that not all toponyms of this region are Kazakh in origin. It will be asserted that the most ancient layer of names could be of Turkic-Mongolian origin.

Keywords: toponymy, toponimics, Saryarka.

M. V. Golovnia

PHRASEOLOGICAL EXPRESSIVE UNITS IN THE POETRY OF A. TVARDOVSKY

The article deals with the concern idioms as expressive means in the poems. We describe the features of using and functioning the phraseological units in the poetry of A. Tvardovsky.

Keywords: expression, idioms, phraseological functions, assessment, expressive means.

Le Thi Phuong Linh

INTERCULTURAL BUSINESS COMMUNICATION: LINGUOCULTUROLOGICAL ASPECT (ON THE EXAMPLE OF VIETNAMESE AND RUSSIAN)

The intensive development of economic cooperation between Russia and Vietnam in recent years opens up great prospects for developing the economics of the two countries, which is impossible without knowledge of the national and cultural specifics of business communication. In this article, by analyzing the texts of electronic business correspondence between Russian and Vietnamese partners, an attempt is made to identify the linguocultural aspect of business communication.

Keywords: intercultural communication, language picture of the world, business correspondence.

S. Yu. Neiman, S. G. Dalke

MODERN TENDENCIES OF BORROWING AND UNIFICATION OF ENGLISH WORDS IN NEW GLOBAL COMMUNICATION ENVIRONMENT

The article is devoted to modern English borrowings in Russian and German languages. Current tendencies in the functioning of borrowings are characterized as a combination of extralinguistic and intra-linguistic factors, as well as challenges of rapid global communication, the most striking of which are pure transliteration, semantic diversification, positive context, compressed morphological form of borrowed words and the frequency of their practical use in oral and written speech. The concept is illustrated by the example of English borrowings brand, branding.

Keywords: English borrowings, Russian language, German language, global communication, brand, branding.

N. A. Rozhkova

TO THE QUESTION OF THE METRICAL STRESS IN THE ANCIENT EPOS (AT THE EXAMPLE OF "ILIAD" BY HOMER IN THE TRANSLATION OF V. V. VERESAEV AND N. I. GNEDICH)

The author considers the metric organization of the poem by the example of an excerpt from Homer's poem "Iliad" in two translations taking into account their semantic differences. The results of the research will be applied in the practice of poetic translations.

Keywords: metric stress, hexameter, stress, rhythm, cesure, interpretation.

T. V. Skorik, I. P. Cherkasova

THE FOUNDATION OF THE STRUCTURAL AND SEMANTIC ORGANIZATION OF PAINTING DISCOURSE (ON THE MATERIAL OF ENGLISH AND RUSSIAN LANGUAGES)

The article is devoted to the investigation of painting discourse. Painting discourse is considered as a complex structural-semantic formation. The main compositional elements of the texts of the discourse of painting, lexical and syntactic features of the texts are characterized. Russian and English texts of painting discourse are compared.

Keywords: discourse, art, text, structure.

V. S. Savelev

PHRASEOLOGICAL UNITS AND THEIR TRANSFORMATION IN V. TOKAREVA'S WORK

Variations in the use of phraseological units in the works of V. Tokareva are of particular interest. In the system of phraseological units used by it, there are a number of types of transformation: replacement of one or more lexical components of phraseological units, replacement of one component with semantically similar words, expansion of the idiom through the introduction of additional components. Called types of structural-semantic transformations may not change the overall meaning of the idiom, but in some cases, the result of the transformation it is possible to purchase additional nuance of meaning or change of meaning.

Keywords: phraseological unit, transformation, V. Tokareva.

S. P. Khizhnyak

TERMINOLOGICAL DERIVATIONAL MEANINGS AS A RESULT OF SCIENTIFIC CONCEPTS' CATEGORIZATION (ON THE EXAMPLE OF RUSSIAN LEGAL TERMINOLOGY)

The problem of terminological derivational meaning is considered as a result of term-building and categorization of notions with the help of affixes and formants of compound and composite terminological units. It is noted that common language derivative meanings in terminology tend to be modified and more unified, because terminological systems are relatively

closed systems of concepts and nominative units due to the subject specialization of the field of knowledge. The leading factor in the formation of terminological derivational meanings is the categorization of concepts based on extra-linguistic factors — the presence of special classifications of each branch of knowledge.

Keywords: legal term, language categorization, term-building, scientific classification, micro-fields.

PEDAGOGICS

N. S. Avdonina

THE PERSPECTIVES OF LIBERAL EDUCATION IN THE FORMATION OF A CIVIL IDENTITY

The article considers the issue of liberal education as a possible context for the formation and development of a civil identity in the higher education. It consolidates the principles of liberal education, and substantiates the direction of the development: liberal education as an educational approach — identification — self-actualization — the betterment of the society. The author gives the results of the theoretical analysis of a wide range of specialized pedagogical literature on the subject, which makes the raised question more important.

Keywords: liberal education, civil identity, self-actualization.

Z. A. Aksyutina

SCIENTIFIC AND SUBSTANTIVE CHARACTERISTICS OF SOCIAL EDUCATION

The article characterizes the scientific and substantive levels of social education in order to describe its main structural components: essence, configuration, composition, relations, functions, properties, stages, principles, peculiarities and specificity.

Keywords: social education, socialization, social institution, sociality, social development.

M. R. Arpentieva, N. G. Bazhenova, O. P. Stepanova, O. V. Tokar, E. Yu. Shpakovskaya

MODERN AND TRADITIONAL STUDIES OF SYNESTHESIA IN EDUCATIONAL AND PROFESSIONAL ACTIVITIES OF AN INDIVIDUAL

Modern vocational education is in an active search of the methods and approaches to the optimization of educational and professional activities of a person. One of the areas of the search is related to the review of conventional problems of education, including phenomena and events of human cognitive sphere, comprehension of them in the context of problems of the individual learning style and methods of teaching, meta-cognitive processes and structures. One of such phenomena, which does not lose its significance, but, on the contrary, begins to occupy its valid place in education and activities of future and acting specialists is synesthesia. The purpose of the article is the reflection on approaches to understanding synesthesia in the context of educational and vocational training and activities of an individual. The results of the study confirm the productivity of further researches on synesthesia in the context of modern education.

Keywords: synesthesia, psychophysiological approach, sociocultural approach, metacognition, education.

A. H. Ahmedjanova

CREATION AND SCIENTIFIC AND METHODOLOGICAL SUPPORT OF CROSS-CULTURAL EDUCATIONAL ENVIRONMENT OF THE SCHOOL

In the article the author analyzes the international and Federal important documents, highlighting those points and principles that contribute to the creation and formation of scientific and methodological base that ensures the formation of a new cross-cultural educational environment of the school.

The development and implementation of the methodology aimed at the practical implementation of the idea of a cross-cultural environment are considered on the example of the Bashkir Lyceum No. 1 of the city of Uchaly of the Republic of Bashkortostan.

Keywords: scientific and methodological support, harmoniously developed personality, cross-cultural educational environment.

M. L. Dvoinin, E. A. Pantyukhova, L. G. Strukova

THE EDUCATIONAL CONTEXT OF STUDENTS' PHYSICAL ACTIVITY

The article discusses the specificity of the educational activities and lifestyle of students in the context of its impact on health. The role of physical education in the formation of a healthy lifestyle is widely recognized. Traditional types of physical training activities have a high potential for health promotion, and hence for the successful learning. Alongside the traditional exercises, the so-called "extreme activities" are often promoted. Having a doubtful educational value, they endanger security and life.

Keywords: students, physical culture and sports, health, traditional activities, extreme sports, safety.

M. V. Doronina

PEDAGOGICAL INNOVATIONS IN THE FIELD OF MUSIC AND AESTHETIC EDUCATION IN THE 70S OF THE 20TH CENTURY

The article is devoted to the analysis of the pedagogical innovations in Russia in the 70s of the twentieth century. A unique experience of educators and innovators, who focused not only on the content of education but also on the role of aesthetic education in the formation of personality, was gained during this period. The author examines the experimental programs by D. B. Kabalevsky and B. M. Nemensky.

Keywords: pedagogical innovations, aesthetic education, music and visual activities at school.

A. Z. Zhumakhanov

TRAINING OF THE POLICE CADETS TO FORM THE SOCIO-PROFESSIONAL EXPERIENCES DURING MILITARY PRACTICES

The article discusses the pedagogical conditions for the formation of socio-professional experience of cadets of a military university of the Ministry of Internal Affairs. It reveals the specificities of training cadets for military practices as the most effective forms of classes, which influence the formation of socio-professional experience of future officers. In the content of the article there are examples of some practical exercises that guarantee a successful entry of the cadets into military practice and the solution of its tasks.

Keywords: military professional experience, military practice, formation, training, professional communication.

T. V. Ioffe

ANALYTICAL READING IN THE CHINESE LANGUAGE IN THE UNIVERSITY: PROBLEMS AND BASIC RECEPTIONS

The article analyzes the current state and problems of teaching analytical reading in Chinese at the university, offers step-by-step work on the formation of the analytical competence of Sinic students in the context of traditional forms of education. Analytical reading at the university is considered as a separate course or aspect in the framework of the practice of oral and written speech, the learning process to which should pass through the prism of the hieroglyphic specifics of the Chinese language. The course of analytical reading is aimed at the formation of the ability to identify explicit and implicit textual information.

Keywords: analysis, interpretation, author's intentions, discursive vocabulary, analytical cliché.

I. M. Kolyshkina, L. S. Shkurat

ABOUT SOME PROBLEMS OF TEACHING EDUCATIONAL AND PROFESSIONAL COMMUNICATION IN THE RUSSIAN LANGUAGE TO THE FOREIGN PHILOLOGY STUDENTS (PRE-UNIVERSITY STAGE)

The article presents an overview of the main stages of the development of the methodology of professionally oriented teaching the Russian language to the foreigners. It indicates some problems of teaching foreign language philology students in the educational and scientific sphere of communication and outlines possible solutions to them. Attention to the formation of communicative competence in different types of speech activity is paid. The paper describes a textbook on the language in the educational and scientific field of communication based on the linguistics texts for the preparatory department students, published in the Lipetsk State Pedagogical University named after P. P. Semenov-Tyan-Shansky.

Keywords: Russian as a foreign language, educational and scientific sphere of communication, communicative competence, a foreign philology student.

R. V. Mayer

THE ASSESSMENT OF THE TASK EXPLANATIONS COMPLEXITY: THESAURUS APPROACH

The method of assessing the complexity of a learning task is developed. It consists in the following: 1) we code the statement of the problem and its solution (the formulas and explanations) in the text file F1; 2) we create the text file F2, containing the list of the terms used in the problem solving; 3) by calculating the number of the words in the definitions we estimate the terms complexities; 4) the special program analyzes the file F1 with the solution and calculates the text total complexity, its volume and average data compression ratio. Thus we make the assessment of the complexity of 10 physical problems, and determine the general informativeness of explanations and the average data compression ratio.

Keywords: informativeness, data compression, semantic information, complexity, thesaurus, educational task.

Zh. M. Makazhanova

MULTICULTURALISM AS AN ESSENTIAL CHARACTERISTIC OF THE EDUCATIONAL ENVIRONMENT OF THE COLLEGE FOR THE HUMANITIES

The article discusses the results of the study of perceptions of the multiculturalism of the modern society that groups of students learning the Kazakh and Russian languages have. The diagnosis was conducted with the help of a questionnaire we have compiled, which aims to determine the level of multiculturalism of students and interpersonal relationships between the groups learning the Kazakh and Russian languages, to identify the cause of absence of close contacts between them. The analysis of the results shows that the groups of the students learning the Kazakh language have a more clearly developed sense of national pride and a formed ethnic identity. However, they are inferior to the students from the groups learning the Russian language in relationships with the representatives of other cultures based on tolerance.

Keywords: multiculturalism as the quality of students' personality, multicultural educational environment, ethnic identity, intercultural relations, tolerant attitude.

I. V. Morozov

STRUCTURAL AND SUBSTANTIVE MODEL OF PEDAGOGICAL ASSISTANCE TO THE FORMATION OF THE EVALUATION COMPETENCY OF BACHELOR OF PHYSICAL EDUCATION

The article presents a structural and substantive model, considered as a means of research of the identified problem. It shows the scheme, including interrelated and interdependent blocks that reveal the internal content, the structure and organization of the process of developing student's evaluation competency. The model provides a holistic view of the components and the

nature of the relations between separate elements of the process of formation of the students' evaluation competency, and reflects the levels of pedagogical assistance to optimize this process in the educational environment of higher education institution of physical education.

Keywords: structural and substantive model, pedagogical assistance, formation, evaluation competency, bachelor.

O. A. Nemova, I. A. Kartasheva

THE EDUCATIONAL POTENTIAL OF THE MODERN MUSIC MEDIA CONTENT

The article presents the analysis of the modern music media content for children. The study was conducted to identify the educational potential of the modern music for children. A comparative analysis of the musical content of the Soviet and post-Soviet eras showed that, unfortunately, modern music is incompatible with the purpose of upbringing a harmoniously developed personality of a child. The relentless commercialization of children's musical space frustrates the efforts of parents, teachers, educators, everyone involved in educational process, and specifically upbringing of spiritual and moral values, values of patriotism, musical and aesthetic taste of the younger generations of Russians.

Keywords: value transfer mechanisms, music media content for children, upbringing, education.

O. V. Udolskaya

THE ACTIVATION OF LEARNERS' COGNITIVE ACTIVITIES BY MEANS OF QUESTIONS (BASED UPON THE EXPERIENCE OF BUSINESS COMMUNICATION LESSONS)

This article exposes the main approaches to the problem of activation of learners' cognitive activities by means of questions at the social science lessons. It is achieved through the implementation of organizational and pedagogical conditions associated particularly with the focus of the questions and the organization of the conversation, in other words, ensuring the educational process with the questions aimed to activate the cognitive activity of students. We consider the organization of work with questions in accordance with the features of the academic discipline, the content of which is to be mastered.

Keywords: activation of cognitive activity, question as the means of activation of learners' cognitive activities, thinking activity, character of the cognitive activity of the students.

T. B. Cherepanova

TRENDS AND TENDENCIES OF THE MODERN EDUCATIONAL PRACTICE

The article analyses concepts "trend" and "tendency" in the context of the modern educational practice. It presents an "acting" interpretation of "educational trends" and "educational tendencies", their comparison and selection of common and unique features based on the interdisciplinary contextual comprehension of the concepts and analysis of the relevant assessments of the prospects of education.

Keywords: educational trends, educational tendencies, education development, modeling and forecasting of educational space.

T. B. Cherepanova, O. A. Shvabauer

ASSESSMENT AS A PEDAGOGICAL TECHNOLOGY IN THE FOCUS OF EDUCATIONAL TRENDS

The purpose of this article is to summarize and systematize the perception of assessment as a pedagogical technology in the system of modern national education.

It describes theoretically a complex of modern views on the process and the result of assessment. The interpretation of assessment as a pedagogical technology made it possible to specify the concept of competence as an integrated characteristic of personal qualities.

Considering assessment as a pedagogical technology according to the educational trends allows us to regard assessment in general as an evolving system that provides the development of the educational potential of a student's personality and his social relevance.

Keywords: assessment, pedagogical technology, educational trends, competences, training, level of education, quality of education.

N. I. Churkina

CULTUROLOGICAL APPROACH: OPPORTUNITIES AND LIMITATIONS IN PEDAGOGY

The article deals with theoretical and methodological issues of using the culturological approach in the study of pedagogical issues. The basic concepts of culture, approaches to its structural elements, sources of knowledge of cultural objects are revealed. Based on the analysis of existing approaches, an authorial version of the use of the culturological approach in pedagogy is proposed, a description of the leading tasks at each stage. It is concluded that the possibilities of the culturological approach in pedagogy are based on the existing variety of interpretations of culture, which allows obtaining new results within the framework of individual concepts. There are limitations of the use of this approach that are related to the difficulty for novice researchers to determine the choice of a particular concept of culture, which affects the entire perspective of the study.

Keywords: culture, cultural approach, values, tradition, text.

O. A. Shvabauer

PROJECTION AND FORECASTING IN EDUCATIONAL PRACTICE: THE EXPERIENCE OF PROBLEM ANALYSIS

The article substantiates the thesis on the necessity of including projecting and forecasting competencies into the future teacher profession based on actual methodological approaches to the modern education. It presents the program requirements for the developed and tested by us course "Pedagogical technologies in the modern humanitarian educational space" aimed at the formation of future teachers' special competencies.

Keywords: projection, forecasting, competency model, educational technology, educational space.