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ABSTRACT AND KEY WORDS

PHILOSOPHY

A. S. Gagarin, S. A. Novopashin

EXISTENTIAL ASPECTS OF THE POSTHUMAN CONCEPT

At present, the problem of the posthuman attracts the attention of a wide circle of representatives of the scientific community due to the extreme importance of the very question of the future of mankind, which receives the whole spectrum of critical opinions: from enthusiastic optimistic assessments to apocalyptic diagnoses. Such a wide range of opinions is explained by the inconsistency of the main theses of the concept of posthuman, which was formed in the framework of the theory of transhumanism. The article gives an interpretation of the process of forming the contours of a new human ontology, causing heated debate. A careful analysis shows that the positivist approach prevails in the basis of the arguments of the transhumanist concept, which is characterized by an abundance of utilitarian, biotechnological and other interpretations of the upcoming transhuman, posthuman, and at the same time, the existential essence of an existing person does not fall into or is not consciously placed in the conceptual field.

Keywords: transhumanism, posthumanism, existence, posthuman, transhuman, luden, meta-homo, cognition, psychoengineering.

L. M. Karpova

ETHIC ASPECTS OF ARGUMENTATION

The article is devoted to the ethic aspects of argumentation activity in the field of modern mass culture. The main target of the research is a support of ethic component of argumentation necessity. Researching public argumentation forms presented in modern mass media, the author of the article concludes that the derogation from the ethic standards not only leads to argumentation destruction, but also shows moral deformations of consciousness.

Keywords: argumentation, disputation, eristic, public dialogue, pseudo argumentation, legitimization of moral destructed consciousness.

O. M. Kordas

FUNDAMENTALISM AND NIHILISM AS FORMS OF CONFLICT CONSCIOUSNESS

The article explores the origins of the social conflicts of the modern society in a philosophical aspect. The specifics of the formation of conflict consciousness in such forms, as fundamentalism and nihilism, which manifest themselves in all areas of the social and spiritual life of society, are examined. A conflict consciousness is manifested in understanding by the warring parties the contrast of their interests, values, goals and turning them into a motivation for activity. It is concluded that fundamentalism and nihilism contribute to the narrowing, alienation of public consciousness and an increase in the conflict potential of a society.

Keywords: social conflict, conflict consciousness, fundamentalism, nihilism.

L. A. Maksimenko

CHINESE TRADITIONALISM IN PHILOSOPHICAL OPTICS

The article presents an attempt at philosophical comparativism of certain elements in Chinese and European culture that are related to their basic values and ontological foundations. It is shown that the traditionalism of Chinese culture plays an important role of the “protector”, thanks to which China remains a historically stable civilization.

Keywords: tradition, culture, value, worldview, China.

B. V. Markov, B. V. Kabylnsky

DISCOURSE ON MEDIUMS (HUMAN PROBLEM IN TERMS OF CONFLICT REALITY)

The article discusses the specifics of the modern discourse on mediums in the context of conflict analytics. In particular, the role and significance of the sign, image and sound in the digital age is analysed, including the field of negative communication between actors.

Keywords: discourse, medium, person, conflict reality.

N. I. Martishina

AXIOLOGY OF THE ROAD IN RUSSIAN CULTURE AND ITS REPRESENTATION IN PHILOSOPHY AND LITERATURE

The article considers the semantic structure of the concept of the road in Russian culture. The author shows that the basic image of the road is formed within the framework of the mythological picture of the world. The article demonstrates the ambivalence of the idea of the road both as a symbol of a new opportunity and as the danger of changes. The author reveals the ideas associated with the concept of the road by the analysis of the artistic representation of the road in Russian culture. The image of the road in Russian culture is directly intertwined with the idea of freedom. It leads to some negative shifts in the content of the concept when the road turns into a railway because in this case the road loses the quality of free movement. But when the technical forms of the embodiment of the road in culture become habitual, the symbolism of free movement towards the new, associated with the idea of the road, returns and intensifies.

Keywords: road, axiology of culture, image of the road in culture, mythology of the road, railway as a cultural object.

E. Yu. Navoychik

NORMATIVE VARIATIONS OF MODERN IN EDUCATION AND CULTURE OF THE POSTMODERN ERA

The article discusses the change in the norms of modernity in education and culture of postmodernism. The author reveals the connection between modern forms of education and valuesemantic orientations of an individual in the postmodern era and determines the directions of their transformation. At the same time, the spiritual foundations of his educational and cultural practices can be preserved.

Keywords: modern, postmodern, education, culture, art.

L. K. Nefedova

MEANINGS OF CHILDHOOD IN ANCIENT PHILOSOPHY AND SOCIAL AND HUMANITARIAN KNOWLEDGE

The article is devoted to the controversy about the priority of philosophical and private scientific understanding of the world continues in the development of social and humanitarian knowledge about childhood. Having become a theoretical and empirical basis for the formation of psychological and pedagogical scientific knowledge about childhood and the child, philosophy seemed to lose its significance. The article emphasizes that the separation of psychological and pedagogical knowledge from the philosophical foundations is fraught with blurring the understanding of the essence of childhood. It is shown that the appeal to ancient philosophy not only from the side of pragmatics of constructing the educational system, but from the side of understanding the essential characteristics of childhood and the child reveals its role in the search for the objective truth of childhood and the child.

Keywords: childhood, child, essential characteristics of childhood.

D. V. Popov

WALKING WITH M. de CERTEAU OR SURVIVAL GUIDE FOR HITCHHIKER THROUGH THE CITY

The article is devoted to the study of the axiology of the urban inhabitant reflected in the visual and semiotic figures of urban routes. The relevance of studies of the value identity of the citizen is justified by the polymorphism of the urban environment as a palimpsest, enclosing layers of heterogeneous codes that continuously restructure social choice. Presenting the citizen as a reader, opposed to the Letter of the city, organized textually, the author offers a set of life hacks, acting as dispositions of the organization of life experience in the space of the city. The purpose of the article is to determine the human-preserving tactics of ant submission of the urban reader immersed in the field of power strategies of Writing in the visual-semiotic series of everyday practices. By presuming the city as a field of submission strategies and evasion tactics the author sets routes that reflect the everyday experience of the citizen. Preferring the route over the map as a subjective way of space exploration, he visualizes the dynamics of life in the urban environment.

Keywords: person, city, route, identity, value, political.

S. V. Prishchenko

SOCIAL MOBILITY IN ANCIENT ROME IN THE THIRD CENTURY: A SOCIAL LADDER OR A SOCIAL ELEVATOR?

The article is devoted to the study of how social mobility functions in difficult historical periods. Channels of social mobility in the crisis period of the Roman Empire (III century) are identified. It is shown that the army has become the main channel of social mobility, illustrated the action of social elevators and ladders when nominating rulers in the “era of soldiers’ emperors”.

Keywords: crisis, Roman Empire, social mobility, social ladder, social elevator.

G. A. Sinelnikova

OVERCOMING A “BIOGRAPHIC ILLUSION”: ABOUT THE METHODOLOGICAL BASES OF THE “NEW BIOGRAPHIC HISTORY”

The article reveals the methodological bases of the “new biographic history” by analysing the works “Saint Louis IX” by J. Le Goff and “Ladies on the margins” by N. Z. Davies. It is concluded that the model of biographic research of J. Le Goff corresponds to the theoretical settings of P. Bourdieu, and the work of N. Z. Davies corresponds to the prosopographic method. “New biographic history” in the person of J. Le Goff is evaluated as a option of giving the biography a scientific status and as a option of updating the subject of history.

Keywords: biography, “new biographic history”, subject of historical research, historical research method, individual, prosopography.

M. V. Chaldyshkina

MEDICAL ERROR: PHILOSOPHICAL, ETHICAL AND CULTURAL, LEGAL ASPECTS OF THE PROBLEM

The article discusses philosophical, ethical and cultural, legal aspects of the problem of medical error. The article compares the ethical and legal status of medical error. The study addresses the question of present and possible bounds of doctor’s liability for making errors. The author states that attitude to medical errors in society had changed depending on the doctor’s role in the culture. Considering the concept of error in philosophical and religious contexts, the author states that formal medical law is not sufficient to determine the doctor’s guilt for his error. The article proposes to shift the focus of attention from external factors to the internal ethical position of the doctor.

Keywords: medical error, law, ethic, morality

M. K. Churkin

“TO REMEMBER NOT TO BE FORGOTTEN”: THE GREAT PATRIOTIC WAR 1941–1945 IN THE COLLECTIVE MEMORY OF THE RUSSIAN SOCIETY

The article is devoted to the formation and evolution of the collective memory of the Great Patriotic War in the generational coordinate system. In the process of the research, it was established that the war of 1941–1945 was an important historical event for the society of the Soviet era,

continuing to fulfill the unifying and coordinating functions of national and cultural identity in the modern period. At the same time, the present paper poses the problem of changing perceptions and memory of the war in a long time retrospective. The sociocultural, political and ideological factors accompanying the functioning of the communicative memory of the events of the Great Patriotic War are revealed. The reasons and conditions for the transformation of the communicative memory of the events of wartime into cultural ones are substantiated. It was suggested that in the circumstances of the restriction of political pluralism, commemorative practices are emerging aimed at constructing such a variant of cultural memory of important events in the national history that will act as a symbolic resource for legitimizing the power of the ruling elite.

Keywords: Great Patriotic War, communicative memory, cultural memory, commemorative practices, generational identity.

LINGUISTICS

V. P. Antonov, E. S. Grishcheva

ABBREVIATION VOCABULARY IN THE LITERARY TEXT: BY THE EXAMPLE OF V. I. KRUGOVV'S NOVEL "ACCELERATION"

The peculiarities of the abbreviation functioning in the literary texts continue to be an urgent issue in linguistic works. Therefore, the abbreviation used by the word masters was chosen as the subject of this study. The material for the analysis is V. I. Krugovv's novel "Acceleration". The authors determine the composition of the abbreviations used by the writer; highlight their clusters and structural types, which are given a brief description to.

Keywords: abbreviation, composition of abbreviations, abbreviation clusters, structural types, literary text.

O. N. Boldyreva, Han Shuqi

FEATURES OF TRANSLATION OF CHINESE PHRASEOLOGICAL UNITS (CHENGYU) INTO RUSSIAN

For a high-quality translation of phraseological units from Chinese into Russian, knowledge of the history and literature of China and Russia and the peculiarities of the two peoples' thinking is necessary. Knowledge of the theoretical foundations of phraseology and translation studies, as well as the ability to use them in practice, allows authors to define in the present article three main methods of translating phraseological units: literal translation, free translation, interpretation.

Keywords: cultural differences, the difficulties of translation, literal translation, free translation, interpretation, functional equivalence.

L. O. Butakova

FEDERAL PROJECT "OLDER GENERATION": INSTITUTIONAL DISCOURSE WITH A PARTY FACE

The article shows the results of a structural, semantic, communicative analysis of the virtual discourse of the Federal project "Older Generation" conducted by the party "United Russia" (<https://proekty.er.ru/node/6595>). The author examined the characteristics of this type of virtual resource, the methods of positioning elderly people, realized the goal of describing the discursive, communicative, structural features of a virtual resource devoted to party support for the elderly population of the country, ways of organizing communication as a type of party institutional discourse, and to establish the nature of communication with the recipient. The general research methodology is based on cognitive-discursive approaches to institutional discourse and its political variety, ways of communicating by political organizations with different segments of the population in a virtual environment, the work of linguists, psychologists, psycholinguists in the field of speech, psychological, cognitive characteristics of elderly people. The analysis revealed genre hybridization, the discursive features being attributed to belonging to the party variety of political discourse, the

predominance of the monologue as a type of informative communication, the presence of the image of the older generation as an object of party concern that has no communicative expression.

Keywords: virtual communication, institutional discourse, party project, discourse analysis, virtual portal content, communication strategies.

E. A. Glotova, K. V. Artemjeva

NATIONAL AND CULTURAL CONDITIONALITY OF THE SEMANTICS OF THE ZOONYM “BEAR”

The article deals with the lexeme “bear”, which is widely represented in folklore, fiction, media and colloquial speech. It reflects the specifics of the Russian language picture of the world. The ordinary, mythological and stereotypical representations of the bear are compared and contrasted; the national and cultural meanings that form these ideas are revealed.

Keywords: Russian language, Russian language picture of the world, zoonym, stereotype, intensional, extensional.

T. V. Dolgova

SOCIOLINGUISTIC RESEARCH OF “UPCYCLING” IN MODERN FASHION DESIGN TERMINOLOGY

In this paper the author conducts the study of “upcycling” term to identify its nature, characteristics, distribution, and popularization. The article discusses some concepts of fashion design, provides sources for the replenishment of modern fashion design terminology; focuses on increasing eco-terms due to more sustainable production and consumption. The work is carried out on the basis of the sociolinguistic method of research. With the help of the diachronic method the terms are investigated within the problem of processing and recycling clothes in different countries. The methods of comparative and structural analysis are used when comparing terminological units.

Keywords: terminology, sociolinguistic method, upcycling, recycling, fashion industry

O. P. Matiyenko

METAPHORICAL MODELING IN THE FIELD OF ECONOMIC TERMINOLOGY

This article is devoted to the process of metaphorization as one of the ways of forming terms in the field of economics. The metaphorical models of “organism”, “plant”, “animal”, “biological man”, “social man” are considered, which the basis for the formation of economic terms are. The mechanisms of metaphorical transfer are identified based on the analysis of semantic components of lexemes used as metaphors. It is concluded that the allocation of spheres-sources of metaphorical modeling correlates with the fundamental concepts and categories of scientific knowledge. The universality of such source-spheres as the nature and man is demonstrated in the formation of terms-metaphors of various fields of knowledge.

Keywords: metaphorical model, sphere-source, terminology, economy.

V. A. Miller

STYLISTIC STATUS OF EMOTIONALLY AND EVALUATIVE VOCABULARY IN DICTIONARIES AND IN THE LINGUISTIC CONSCIOUSNESS OF YOUNG PEOPLE

The article presents the results of a study, the aim being to identify the stylistic status of emotionally and evaluative vocabulary in the linguistic consciousness of young people. All stages of the study are described in this article: a directed associative experiment, the selection of tokens for the second stage of the study using random numbers, interviews with participants in the experiment using the focus group method, preparation and conducting of questionnaires, the comparative analysis of the results of the questionnaire and stylistic marks of explanatory and sub-standard dictionaries. In the experimental materials, the changes that occurred and are occurring in the stylistic status of emotionally and evaluative words that require clarification of vocabulary marks — functional and stylistic and emotionally and expressive, are recorded.

Keywords: lexicography, lexicographic description, stylistic litters, emotionally and evaluative vocabulary.

L. B. Nikitina

ANTI-ETIQUETTE IN PEDAGOGICAL DISCOURSE

In the article based on the analysis of oral and written statements of students implemented in situations of speech communication with teachers, anti-etiquette manifestations typical for modern pedagogical discourse are identified.

Keywords: pedagogical discourse, speech etiquette, politeness.

S. N. Ovodova, A. Yu. Zhigunov

“CITY” ON FIRE: THE ANALYSIS OF THE URBAN DISCOURSE BY THE COGNITIVE-SOCIOLOGICAL (SOCIO- AND LINGUA-COGNITIVE) DIFFERENTIATION METHODOLOGY

The article demonstrates the concept and features of urban discourse as a representative field of communication of communities in the modern city. Communicative conflict of key actors of discourse (media, authorities, activists) related to differential representation of these subjects about improvement of urban space is considered. An attempt to characterize the cognitive dominants of urban discourse — urbanems, as well as their structural and functional features, determined by discursive nature is made.

Keywords: urban discourse, urbaneme, communicative conflict, improvement.

I. V. Pekarskaya, V. E. Lyutenko

SPECIFICITY OF THE ARTISTIC SIMILE PHENOMENON FUNCTIONING IN THE CONTEXT OF CONTAMINATION AND CONVERGENCE OF ELOCUTIVES (Based on the Material of the Novel “The Path of Women’s Tears” by a Siberian Writer Vladimir Topilin)

The article describes the features of the functioning of simile as a highly pragmatic principle and an eloquitive in the artistic discourse of the original Siberian writer Vladimir Topilin. Simile is considered in the field of contamination and convergence of eloquives (figurative and expressive means — tropes and stylistic figures of wordy, phrasal and textual nature) with revealing the specifics of functioning of hyperfigures and hybrid figures of both homogeneous and heterogeneous variants. A special attention is paid to the system representation of the invariant (expressive) simile function and typed general (figurative, expressive) and private (characterological, stimulating, compositional, contextualization, verification, contact, evaluation) functions.

Keywords: simile, principle, eloquitive, trope, figure, function, pragmatics of literary text, contamination, convergence.

N. A. Rumeus

REPRESENTATION OF THE CONCEPT “CAR” (on the Material of Terms and Jargonisms in Russian and Chinese)

The article compares the terms and professional jargonisms representing the concept “car” in Russian and Chinese language pictures of the world. The author draws conclusions about the similarities and differences of the analyzed words and interprets it as the universal and national-specific components of the concept. The author finds the specificity of the concept “car” in its belonging both to the scientific and naive pictures of the world.

Keywords: concept “car”, linguistic picture of the world, scientific picture of the world, term, professional jargonism.

A. A. Sokolova

EXPRESSION OF ASSISTANCE RELATIONSHIP BY PROCESS PHRASEOLOGICAL UNITS OF THE MODERN RUSSIAN LANGUAGE

The article discusses the process phraseologisms of the modern Russian language, which express the relationship of assistance between various subjects and objects. This may be the relationships of the assistance of the subject-person to the object-person, the relationships of the assistance of the subject-person to the object-thing, the relationships of the assistance of the subject-thing to the object-person and the relationships of the assistance of the subject-thing to the object-thing. The most frequent process phraseological units expressing interpersonal relations of assistance. Process phraseologisms expressing a relationship of assistance can be polysemantic. The criterion for highlighting several meanings of phraseological units is the nature of the subject-object compatibility of the process unit.

Keywords: process phraseological units, assistance relations, semantic groups.

PEDAGOGICS

T. Yu. Alekseeva

CHARACTERISTICS OF THE HIGHER EDUCATIONAL INSTITUTION'S STRUCTURE

The article reviews Russian and foreign studies of the nature of the educational establishment structure. A comparative analysis of approaches to the definition of the Russian concept "uklad" (structure) was conducted. The author highlights the characteristic features of the educational organization, reveals the features of the higher education institution. A higher educational institution is considered through such aspects as multilevelness and multistructure.

Keywords: school structure, university structure, hidden curriculum, university life, multistructure.

V. V. Bestsennaya, E. V. Fedyaeva, R. L. Vorobyov

ADAPTATION OF PROFESSIONALLY ORIENTED TEXTS OF FORMAL LANGUAGE IN A MILITARY UNIVERSITY: PROBLEMS AND SOLUTIONS

The article discusses the contradictions between the level of complexity of the texts of the professional field (charters, orders, instructions) and the necessity to master them from the beginning of the training at a military university. The possibilities of adapting such texts, developmental methods, ways of presentation were determined. The need for the contacts between teachers of Russian as a foreign language, the teachers of the military departments and the educational officers was substantiated.

Keywords: Russian as a foreign language, text adaptation, official style text, military sublanguage.

N. A. Grishchenko

DEVELOPMENT OF FOREIGN LANGUAGE SPEAKING SKILLS OF STUDENTS OF NON-LINGUISTIC UNIVERSITIES (ENGLISH LANGUAGE)

The article presents the author's proprietary solution to the problem of developing the students' English speaking skills at non-linguistic universities. The One-minute speech technique is described in detail. The key points of implementation, the roles of the students and the teacher, possible problems and ways to solve them are studied. The methodological basis of the research was formed by the ideas of the communicative approach in foreign language teaching in collaboration with the practical experience of the author.

Keywords: speaking skills, spontaneous speech, principle of communication, principle of individualization, principle of concernment, non-linguistic university

N. Kh. Knyazkina

PREPARATION FOR THE CREATION OF THE ILLUSTRATED SUBTEXT IN THE ACTOR'S COURSE OF WORK ON A MONOLOGUE

The article reveals the following concepts: illustrated subtext, feeling of thought, transfer of images, intonational richness of speech, “a parte”, “tatatirovanie” (K. Stanislavski) techniques. The essence of the outer side of the scenic action is determined, the proposed circumstances are identified, text and implied sense communications are established. The main directions of implied sense: a thought line, a line of the verbal action, an imagination line, a line of the relation to an event are found. The literary analysis of the text of a monologue is carried out. The technique of detection of implied sense in a monologue that a future actor can use is proposed.

Keywords: untold thoughts, secret intentions, out-of-textual desires, internal dreams, figurative visions, feelings and passions, concrete actions.

V. V. Kozlov, N. I. Speranskaya

HEALTH ORIENTED SYSTEM OF HIGHER EDUCATION ACADEMIC DISCIPLINES
(on the Experience of Tyumen Industrial University)

The article summarizes the authors' experience to implement health-saving teaching of humanitarian and technical academic disciplines in higher education, systematizes methods of health-oriented work in the frame “a teacher — a students' group”, that ensures developing the future graduates' competence in health-saving and health-creation.

Keywords: health, education, health-saving, methodical system, educational process.

A. A. Konkin

DIGITALIZATION OF EDUCATION: OVERCOMING BARRIERS AND RISKS ON THE
WAY TO THE DIGITAL UNIVERSITY OF THE FUTURE

The article deals with the phenomenon of the digital university as a fundamental element of the new reality of higher education. The text substantiates the idea that for each institution of higher education it is critically important to master digital technologies to maintain competitiveness. The concept of a “digital university” is revealed based on a single conceptual model consisting of five levels. A particular attention is paid to barriers that prevent universities from integrating digital tools into their business processes and curricula. The article also presents a number of risks inevitably evoked by digitalization of education. The final part of the work is devoted to ways of overcoming the identified barriers, as well as the most promising areas of work to reduce risks.

Keywords: digital university, digitalization, higher education, digitalization strategy, digital literacy, information space, information security, digital pedagogy.

G. A. Lanshchikova, T. Yu. Pozdnyakova

IMPLEMENTATION OF THE AVAILABILITY PRINCIPLE IN PROFESSIONAL
TRAINING OF DESIGN STUDENTS

The article is devoted to the educational context of the availability principle in relation to professional training of future designers. Based on the analysis of requirements for equipping the educational and spatial environment, the available elements of the content of professional training in design were identified. A structural model of interrelated components of the availability principle of professional design education content is presented.

Keywords: professional education, availability principle, thesaurus, design, computer software, care, affordance.

Zh. B. Litvinova

PERSONALITY ORIENTED AND PERSONALITY CENTERED EDUCATION:
SIMILARITY AND DIFFERENCE

The article discusses the essential features of two approaches to education — personality oriented and personality centered. Based on the analysis of psychological and pedagogical literature, their similarity and difference are revealed. The structural-functional models of both approaches are proposed. It is noted that personality-centered education of the student has some common features

with differentiation and individualization in the educational process, actively introduced into the practice of education in line with the conception of developing problem-based learning.

Keywords: personality centered education, personality oriented education, structural-functional model.

L. G. Medvedev, L. V. Shokorova

ON THE CREATIVE ASPECTS IN MASTERING ARTS AND CRAFTS

The article discusses the specifics of creative interpretation, as a way to create a new decorative image, requiring the artist to develop imaginative thinking and high technical skill. In accordance with this circumstance, the features of creativity in folk and professional arts and crafts and the relationship between creative and educational tasks in the educational process are analysed.

Keywords: folk and professional arts and crafts, professional education, educational and creative tasks in educational process.

N. P. Murzina

TEACHERS' PROFESSIONAL READINESS FOR DISTANCE LEARNING IN A TENSE SITUATION IN THE SOCIETY AND EDUCATION

The article presents the results of a pilot study of the readiness of school teachers to master distance learning using information and communication technologies (ICT) and digital tools in organizing this process in an extraordinary situation. The analysis of the research results and experience of the organization of distance learning, implementation of ICT and digital tools abroad and in Russia was carried out. The conditions of eliminating the "cognitive gap" and increasing the effectiveness of professional activity in the context of rapid changes in the field of education were considered.

Keywords: readiness, tense situation, distance learning, informational competence of teachers, diagnostics of professional readiness, the context in the formation of professional readiness.

S. G. Chukhin, E. V. Chukhina

SCIENTIFIC AND PEDAGOGICAL SCHOOL OF M. N. APLETAEVA "EDUCATION AND DEVELOPMENT OF THE PERSONALITY IN MORAL ACTIVITIES"

The article is devoted to the content of research and the way of activity of the scientific and pedagogical school of M. N. Apletaev. The aim of the article is a theoretical analysis of the key areas of the school's research work.

Keywords: scientific school, scientific and pedagogical school, M. N. Apletaev, education, development of the personality, moral activities.