ABSTRACT AND KEY WORDS

PHILOSOPHY

Gagarin Anatoliy S., Novopashin Sergey A.
THE POSTHUMAN CONCEPT: THE PROBLEM OF SUBJECTIVITY AND EXISTENTIAL FOUNDATIONS OF HUMAN BEING

Abstract. In modern discussions about transhumanism and the posthuman, the key question is hidden in the depths of the essential ontological and existential foundations of human/posthuman being. The dream cherished by transhumanists of replacing the "flawed" human existence (with all the host of existential problems) with a new body/essence is inextricably linked with the "negative" existentials — fear, death and loneliness. The authors believe that the posthuman, deprived of the "dimensional-human world", inevitably loses subjectivity through a series of new forms of man planned by the supporters of the singularity, bringing him closer to the post- and superhuman.

Keywords: anthropology, ontology, existence, phenomenology, intention, intentionality, phenomenological topic, existentials of human existence, posthuman, overhuman, transhuman, transhumanism, digitalization.

Efimenko Victoria P.
EXPERTISE HISTORY OF ARTISTIC VALUES IN RUSSIA

Abstract. The main purpose of the article is to study the course of formation and development of the expertise of artistic values in Russia. The material is proposed in a single logical and historical sequence, based on the results of various studies in the field of preservation and regulation of cultural heritage. Attention is drawn to the conditions for the formation and development of the Russian expertise of artistic values, as well as to its specifics in comparison with the emergence of this field of activity in the world. The dynamics of the emergence and complication of domestic expert practice in the field of cultural values has been traced through three historical stages. The first period is chronologically defined from the adoption of Christianity in Kievan Rus to the proclamation of the Russian Republic (10th century — 1917). The second time period is represented by the Soviet era (1917–1991). The third period of development of the national expertise of artistic values is modernity, which began its countdown from 1991.

Keywords: expertise of artistic values, Russian expertise of values.

Misyurov Nikolay N.
"CASE" WITH ODYSSEY AS THE ILLUSTRATION TO ARISTOTLE'S "QUALITY" METAPHYSICS (CAUSE AS A GOAL AND GOODNESS)

Abstract. The key epistemological problem of Aristotelian metaphysics of "principles" and "causes" is considered: the relationship of the meanings of the "possible" to the values of "ability". "Essence" has certain qualities. The counterpoint of the entire Aristotelian dialectic is a fundamental methodological question: does "genuine randomness" come from "uncertainty" or is it due to the "content of a thing" ("all causes are the essence of the beginning")? It is proved that "randomness" in addition to the obvious categorical meaning (in a logical connection with "necessity") has an unconditional axiological meaning, under certain circumstances becoming a "good". It is concluded that the aesthetic design of the cognitive and ontological model of the world is generally characteristic of ancient philosophical thought; at a high artistic level, this is done in the works of Aristotle (fragments from the creations of the "divine" Homer are a universally recognized example of the classics).

Pantaflyuk Kristina A.
HUMAN IN THE ALTERNATIVE OF ULTIMATE MEANINGS: THE SEARCH FOR TRUTH

Abstract. The article considers the aspiration of modern society to abandon the ideas of human integrity and wholeness. Culture becomes the production of illusions, delusions and idols. Numerous images and idols of mass culture reflect a partial person. In various situations of social interaction, cultural signs are in demand, and not the personal culture of a person as such. The industrial production of culture alienates human qualities and constructs artificial images that take the place of ideals in people's minds. The problem of human uncertainty in the present and future actualizes the question of human images and their boundaries.

Plastun Viktor Yu.
CONSUMPTION: ONTOLOGICAL ESSENCE OR A CULTURAL AND HISTORICAL PHENOMENON

Abstract. The article examines the nature of consumption, analyses various historical periods in the formation of consumer practices and theoretical reflection of the phenomenon of consumption. The relevance of the problem of consumption in different historical and cultural periods is determined. The main task of the study is establishing whether consumption is an integral part of human nature or it is a problem of a purely modern stage of the economic and cultural development of human civilization. The experience of considering consumption in the perspective of both philosophical and theological and philosophical and scientific worldviews is presented, it is suggested that cultural and technological evolution will inevitably lead humanity into the era of a new culture of consumption.

Politov Andrei V.
ON CORRELATION OF CHRONOTOPE AND CHRONOTOPOLOGY CONCEPTS: FROM A SEPARATE CATEGORY TO THE THEORY OF THE SPACIO-TEMPORAL ORGANIZATION OF BEING AND HUMAN

Abstract. The chronotope category denotes the relationship and unity of space and time. The established practice of using this concept in modern social and humanitarian science shows that it is understood by most researchers not as an element of a full-fledged philosophical theory, but mainly as a single category. Such a circumstance leads to an applied interpretation of this concept in most modern scientific disciplines. The current understanding of the chronotope as an applied concept serves as an obstacle to the general philosophical evolution of chronotopological theory. The purpose of the work is to substantiate the possibility of chronotope development from a single category to an independent philosophical concept, for which the integral term "chronotopology" is introduced and defined. As a philosophical category, chronotopology reflects the accidental spatial-temporal organization of existence (and especially of man). The theoretical and methodological basis of the research is the philosophical content of the works of the founders of the concept of chronotope in the social and humanitarian sphere A. A. Ukhtomsky and M. M. Bakhtin. In the course of the research, chronotopology is consistently revealed as a theory of spacio-temporal interrelation, a methodology for the study of temporal and spatial structures (including the practices of time and space in human existence, culture and society). Finally, it is an independent philosophical discipline, the subject of which is the dialectic and evolution of the spatio-temporal organization of existence.

Repkin Alexander I., Mityagin Sergey A.
ONTOLOGICAL ASPECTS OF ECONOMIC TERMINOLOGY

Abstract. The article examines the epistemological problem of correct reflection of economic reality in economic terminology. The dependence of the categorical apparatus on the type of economic thought is shown: sanity, analysis and scientific analysis. The purpose of the article, having described the features of the use of economic concepts, is to substantiate the need to identify the main (basic) economic categories that reflect the semantic unity of the discourse of the scientific community.

Keywords: language of science, economic concepts, terms, categories.

Sitdikova Adelina G.
SPECIFICS OF THE "AUTHOR — READER" RELATIONSHIP IN M. DE UNAMUNO'S WORKS

Abstract. In the work of M. de Unamuno, the explicit and implicit dialogue between the author and the reader occupies a central place. Literature opens up to him as a path on which the author encounters what cannot be known without trying to systematize it. Unamuno tries to systematize the possibility of immortality, the desire to live forever in the work. This is the path of a living philosophy that can merge with literature. Literature is a way of solving problems of philosophy that remain unresolved in their claims to systematicity.

Keywords: literature, search, philosophy, reader, author.

Yakovleva Elena L.
RECURSIVENESS OF AUTOBIOGRAPHICAL FICTION NARRATIVE

Abstract. The object of the study is an autobiographical literary text written by a creative person. The main research methods are analytical and phenomenological. Turning to the past with immersion in one's own life becomes a source of recursiveness of the text and the very process of writing an autobiographical narrative associated with the work of consciousness and memory. Recollecting himself, the artist discovers self-similarity at all stages of life to his own Self. Recursivity as a return to the past involves perception, leading to introspection, intersensory, intentionality, creativity and the connection of imagination. The recursiveness of the narrative and its writing helps the artist to understand his own life and its meanings.

Keywords: autobiographical literary text, consciousness, memory, recursiveness, unpacking of meanings.

LINGUISTICS

Avval Ali Madayeni, Mehrizi Mohsen Abuei
THE POSTPOSITION را AS ONE OF THE FREQUENT WAYS OF EXPRESSING GRAMMATICAL MEANING OF THE CASE AND CASE GOVERNMENT IN PERSIAN: A COMPARATIVE COMMENTARY

Abstract. In the article, using the comparative method, one of the most commonly used means of expressing grammatical control in the Persian language is investigated, and mistakes arising from the non-normative use of this tool by native Russian speakers are commented on. The grammatical meaning of the case, realized in constructions with case government, plays an important role for expressing the syntactic connection between the components of the phrase in the Persian language. A number of linguists deny the existence in the grammar of the Persian language of the syntactic phenomenon of case government and the grammatical category of case, which demands the need to organize thorough studies of some tiers of the language system.

The results of the undertaken analysis prove the idea that it is not possible to ignore the presence in the Persian language of the syntactic connection of control and different grammatical case meanings, which are transmitted using the postposition را, prepositions and other morphological and syntactic means. Grammatical government in the Russian language has been studied on a large scale

and many books and articles have been written on this topic, but in the Persian language, linguists have not paid so much attention to this topic, only mainly at the level of dissertations and articles, linguists with knowledge of the Russian language have not written much number of works.

The materials of this article are grammar manuals in both languages and specialized books and articles on the topic of governance, especially in Russian. The objectives of this study are to clarify the understanding of grammatical government among native Russian speakers studying Persian, as well as to get wise to the mistakes caused by the incorrect use of constructions with government, where the postposition را is positioned as one of the means of expressing a syntactic relation.

The results of the article can be used as a practical guide for learning the Persian language by native Russian speakers who make grammatical errors due to the inability to compare the ways of implementing government in different languages; in addition, objectified recommendations can also be valuable because they expose common mistakes in structuring a phrase fragment, framed by a government link.

Keywords: language, Russian, Persian, grammar, government, postposition .

Vidanov Evgenii Yu., Litvinenko Yulia Yu.
ANTINOMIES OF SANCTIONS DISCOURSE (THE CASE OF RHETORIC ABOUT ANTI-RUSSIAN SANCTIONS)

Abstract. Powerful socio-economic, cultural and political conversions in the life of Russians in the era of anti-Russian sanctions led to the formation of a special kind of discourse — sanctions. The communicative existence of a modern native speaker of the Russian language is determined by the semantics of opposition to sanctions, but at the same time, the reverse vector is also observed: sanctions are perceived as new opportunities for development, as an actualizer of national identity, etc. The authors of the article made an attempt to analyse the sanctions discourse in terms of its antinomy and identified the following oppositions: rational — emotional; imperativeness — variability; restrictions — opportunities; friend — foe; sanctions — counter-sanctions. It is assumed that the internal contradictions inherent in the sanctions discourse as a phenomenon with its own life cycle create tense areas, due to which its development is supported in the communicative space around us.

Keywords: sanctions, discourse, antinomies, semantics, communicative space.

Diakova Tatiana A.
LITERARY INTERTEXT AS AN ELEMENT OF MIKHAIL MATUSOVSKY'S IDIOLECT

Abstract. The article analyses general theoretical studies devoted to the problem of literary intertext. Intertext from literary sources is considered as an element of Mikhail Matusovsky's idiolect. The research material was the poetic and prose works of the writer of different years. Literary works by Russian and foreign authors are analysed as pretexts. The sources belong to different historical periods: from Ancient Rus and the Ancient East to Russia and Western Europe of the 20th century. In addition to literary texts, documentary primary sources of intertextual material were studied: chronicles, letters, documents from the time of the Great Patriotic War. The functions of the use of the intertext by the writer, the peculiarities of its interpretation in artistic poetry and prose discourse are analysed.

Keywords: idiolect, intertext, pretext, literary source, epigraph, quotation, expressiveness, artistic expressiveness.

Eliseeva Elena P., Khodyuk Alexandra A.
INTERACTION OF TERMINOLOGY AND PROFESSIONAL VERNACULAR (REVISITING PROBLEMS OF SPECIAL COMMUNICATION)

Abstract. The article analyses the features of special communication by the example of the interaction of terminology and professional vernacular, examines the mechanisms of mutual influence

of official standard vocabulary and professional jargon names within the framework of the functioning of modern special sublanguages.

Kostina Veronika A.
ANALYSIS OF THE DISCOURSE ON A NEW SOCIAL TYPE: WHO REPLACED THE DILETTANTE

Abstract. The conversion of the social type "dilettante" in the context of the global transformation of professional fields and the growing popularity of flexible competencies is studied from a linguistic point of view. The new social type is conventionally designated as a "neospecialist". By the method of framing the content-thematic corpus of neo-specialists' I-statements, the cognitive foundations of the discourse given by the subject, a new social type, are reconstructed. By constructing the vertex and terminal slots of the 'Professional activity of a neospecialist' frame, stable characteristics in self-presentation of this type were revealed: humanitarian orientation of activity, the ability to enjoy work, openness, focus on practice and experience, the desire to think broadly, distancing from "traditional" views on education and profession, etc. At the same time, non-recognition and criticism are broadcast in they-statements about this type.

Kutieva Marina V.
BEAR: ARCHETYPE AMBIVALENCE IN RUSSIAN LINGUOCULTURE

Abstract. The article is devoted to the actual problem of representation in the Russian language picture of the world of the complex concept "bear" based on a zoomorphic image of special cultural significance. Its multifaceted figurative and symbolic features, both historical and modern, are analysed. The ethnocultural specificity of the associativity of the bear archetype, its most important associative features and figurative meanings operating in discursive everyday life are revealed. The linguistic and cultural analysis was carried out on the basis of the study of the phraseological corpus, literary and media texts. The following is stated: the basic features of the concept in Russian linguoculture are directness, simplicity, lack of meanness in behavior, colossal strength, learning ability, laziness. The same characteristics are interpreted by the author as components of the figurative sphere of the bear lexeme, fundamental for semantic derivation in the system of lexico-semantic variant of the word. Rudeness, bad manners, unpredictability, lack of communication skills, aggressiveness, senseless destructiveness, untidiness, greed, gluttony are relegated to the semantic periphery — priorities for Western European cultures.

Lasitsa Maya V., Sokolova Tatiana V.
TRANSLATION TRANSFORMATIONS OF THE TEXT IN THE ARTISTIC WORLD OF INTERPRETATION (THE CASE OF ENGLISH POETRY)

Abstract. The article is devoted to the problems of translation of a literary text and the role of translation transformations in the literary world of translation. As an example, various translations of English poetic works are used. The relevance of the research topic is due to the need to create new translations of both old and modern works of art by foreign authors. Literary translation has always faced the problem of not only adequately transferring the necessary lexical units from one language to another, but also preserving the artistic world of a particular translated writer.

Maksimyuk Elena V.
PECULIARITIES OF REFERENCE WITHIN ADJACENT ASSOCIATIVE FIELDS

Abstract. The article highlights the results of an associative experiment aimed at establishing referential relationships within adjacent images of native speakers' consciousness. The respondents' linguistic reactions allowed to reconstruct a fragment of the Russian language picture of the world at the present stage of development, and with it a fragment of the system of semantic and grammatical relations, a fragment of images of consciousness, motivational and axiological systems. The reference areas of associations for the stimulus words "old man" and "grandfather", "man" and "father" were compared in order to identify nuclear and peripheral zones, their relationships, and to determine integral and differential reference zones in these fragments of the Russian language picture of the world from the point of view of native speakers' psychoemotional assessment based on real life experience and features of their linguistic representation in speech.

Malysheva Elena G., Rogaleva Olga S.
EDITOR'S NOTE OF THE "PETERSBURG THEATER JOURNAL" (1992–1996): GENRE AND COMMUNICATIVE-PRAGMATIC FEATURES

Abstract. The article deals with the issue of the genre-thematic and pragmatic specificity of the editor's column in the "Petersburg Theater Journal" (1992–1996). It is the genre canons of the column that objectify the communicative and pragmatic features of the author's idiostyle, which explicate the author's communicative intentions, the idea of "one's own circle" among colleagues and readers: the increased metaphorical nature of the language; attraction to the metaphorical spheres "theater", "home", "death", "illness"; plug-in constructions for explication of the author's emotions; use of packaged structures, rhetorical questions, exclamations, question-answer form of presentation; use of precedent phenomena: texts, names, events.

Miller Victoria A.
EMOTIONAL-EVALUATIVE VOCABULARY IN THE CURRENT LEXICON OF YOUTH: AN EXPERIMENTAL STUDY

Abstract. The article presents the results of a directed associative experiment conducted with senior pupils, students and cadets of Omsk universities. The purpose of the study is to identify the emotional and evaluative vocabulary that young people consider the most common and adequate for evaluating a person, his physical, psychological and moral qualities. The analysis of the experimental materials allowed drawing a conclusion about the minimum difference in vocabulary for people of the same age group; the influence of professional and gender factors on the use of emotional and evaluative vocabulary; the axiological status of lexemes, which are subjective.

Pekarskaya Irina V., Shpomer Ekaterina A.
LINGUISTIC ORGANIZATION OF THE ACCUSATORY SPEECHES (BASED ON THE SPEECHES BY A. F. KONI "IN THE CASE OF THE DROWNING OF A PEASANT WOMAN YEMELYANOVA BY H ER H USBAND" AND "IN THE CASE OF THE MURDER OF STATE ADVISOR RYZHOV")

Abstract. Today, such branches of linguistics as juridical, linguopersonological, and pragmatic are actively developing. In this sense, the center of the study becomes a linguistic personality that manifests itself in different ways in different communication situations. The appeal of linguists to

communicative works of persuasive discourse, in particular, to accusatory speeches, is interesting. It is the level of their pragmatics that determines the outcome of judicial proceedings in a particular case. The speech practice of the accusatory speeches of the famous orator of the 19th century A. F. Koni, whose speeches are still the reference point of an effective word that affects the public. This explains the relevance of the study. The purpose of the article is to identify, systematically describe and comparatively analyse the specifics of the linguistic organization of A. F. Koni's accusatory speeches.

Keywords: accusatory speech, tropes, figures, expression techniques, pragmatics.

Terskikh Marina V., Plyusnina Natalya V.
NATIVE ADVERTISING ON THE SOCIAL NETWORK TIKTOK: GENRE AND LANGUAGE FEATURES

Abstract. The article is devoted to the genre-stylistic and linguistic features of advertising integrations in the social network TikTok. The authors identify the characteristic features by which native advertising integrations can be revealed in TikTok video content, consider the functions of messages of this kind, and offer a typology of genres and language tools used by TikTok bloggers. The material for the study was more than 100 videos of 2020–2022 containing advertising information.

Keywords: native advertising, advertising integrations, blogging, social networks, TikTok.

PEDAGOGICS

Bescennaya Viktoriya V.
ORGANIZATIONAL METHODS OF INDIVIDUALIZATION OF CADETS' TRAINING IN A GROUP WITH DIFFERENT ARRIVAL TIMES (THE CASE OF RUSSIAN AS A FOREIGN LANGUAGE)

Abstract. The purpose of the study is to determine the methodological foundations for differentiation of training, to reveal organizational methods of individualization of training in a group of cadets with different arrival times (on the example of a military institution). The study of the effectiveness of organizational methods of individualization of training took place in Omsk Tank-Automotive Engineering Institute in the period from 2021 to 2022 (41 cadets and 8 lecturers participated in the experiment).

Keywords: multi-level group, cadets with different arrival times, differentiation, individualization, methods of individualization of training.

Karpov Vladislav V.
THE PROBLEM OF PROFESSIONAL FORMATION OF FUTURE BACHELORS OF TECHNOSPHERE SAFETY

Abstract. The features of the professional activity of future bachelors of technosphere security are theoretically substantiated. The problem of professional formation of future bachelors in the educational environment of the university, which should provide appropriate psychological and pedagogical conditions at the stage of their professional training, is considered. The analysis of methodological aspects of students' professional development is carried out. The expediency of activating the professional development of students through the introduction of modern educational technologies and active teaching methods is revealed. The conditions of successful professional formation and opportunities for professional and personal growth of bachelors during their studies at the university are determined. The factors of formation of professionally significant qualities of future bachelors of technosphere security in the educational space of the university are identified.

Keywords: professional development, bachelor, technosphere safety, professional training, psychological and pedagogical conditions.

Lebedeva Ksenia S.
ORGANIZATIONAL AND ACTIVITY GAME "PROTECT THE IDEA!" AS A FORM OF DEVELOPMENT OF EDUCATIONAL INDEPENDENCE OF UNIVERSITY STUDENTS

Abstract. The article considers the problem of the development of educational independence of university students, gives a brief overview of the phenomenon under study in domestic and foreign sources and substantiates the need to develop new didactic forms for solving problems related to the formation of educational independence. As such, the author suggests the use of the organizational and activity game "Protect the idea!" The content of this game is given in the article. The results of the study confirm the effectiveness of the proposed game. The leading direction in its development and implementation is the transition of students' joint activities to independent ones, which is the key to its further success.

Keywords: organizational and activity games, educational independence, educational autonomy, self-education, university students.

Mayer Robert V.
COMPUTER SIMULATION OF THE PROBLEM SOLUTION BY ONE OR SEVERAL SCHOOLCHILDREN

Abstract. The actual problem of simulation modeling of the task solving process consisting of m elementary operations by one and several students is considered. The following situations are studied by the method of statistical tests: 1) problem solving by a student making a given number of attempts; 2) problem solving by a student for a limited period of time; 3) problem solving by a group of students working independently; 4) problem solving by a group of students, provided that the first one who solved it after a short time demonstrates his solution on the blackboard, prompting the others. For the first and second situations, it is assumed that the probability of performing elementary operations is the same. By the method of statistical tests, the dependences graphs of the problem solving probability on the elementary operations correct execution probability are obtained. For the third and fourth situations, the time during which half and nine tenths of the class will solve the problem is determined, and dependencies graphs of the students' number who solved the problem on time with varying degrees of prompt effectiveness are obtained.

Keywords: probabilistic automaton, task, modeling, teaching methods, programming, training, school pupil.

Merzlyakova Dina R.
IMPROVING THE EDUCATION QUALITY AT THE MUNICIPAL LEVEL TO PREPARE FOR A NEW TECHNOLOGICAL PARADIGM

Abstract. The prerequisites for this study are due to the need to ensure the relationship between the goals of education and the development goals of the state and society. When considering the National Technology Initiative (NTI) as a real and predictable goal of the development of the state, the following questions are legitimate: how to ensure all interested parties in its implementation? The problem of pedagogical goal-setting in modern conditions is one of the topical areas in modern education. The purpose of our study: to identify the features of goal-setting of participants in relations in the field of education in the process of preparing for a new technological order. The main results are the identification of the ideas of the subjects of education about its goals and their specifics in the process of preparing for a new technological order. It was revealed that the majority of respondents in our survey had a clearer understanding of the overall goal of education compared to the need to build the learning process in accordance with the NTI program. The most interested in the development of the process of teaching schoolchildren NTI technologies are pedagogical workers of a general educational organization, the university administration and representatives of state authorities of the Udmurt Republic.

Keywords: goal-setting, participants in relations in the field of education, NTI technologies, methods.

Navoychik Evgenia Yu.
THEORETICAL FOUNDATIONS OF THE REFLEXIVE PARADIGM AS A METHODOLOGICAL WAY TO SOLVE THE PROBLEMS OF GENERAL EDUCATION

Abstract. The article applies a paradigmatic approach to the problems of general education as a methodology for their analysis, design and solution, which allows to comprehensively consider ideological ideas about the goals and objectives of education. The author reveals the philosophical foundations of the reflexive paradigm, in which such a goal of education as the independent finding of new norms is achieved — not within the framework of increasing knowledge, but from the point of view of the concept of understanding, the formation of the value-semantic sphere within the framework of the personal paradigm.

Keywords: paradigm, pedagogy, philosophy, reflection, values.

Namsink Ekaterina V., Alekseev Sergey G.
SUPPORT OF YOUNG PRESCHOOL TEACHERS' PROFESSIONAL DEVELOPMENT IN THE CONTEXT OF NETWORK INTERACTION OF EDUCATIONAL ORGANIZATIONS

Abstract. The authors of the article carried out diagnostics of professional development of young educators. The professional deficits arising among educators in the yearly years of their work are summarized. The mechanisms of support for the professional development of young teachers in the process of network interaction of the Institute of Additional Education of Omsk State Pedagogical University and preschool educational organizations are outlined.

Keywords: professional development, young preschool teachers, networking, preschool educational organizations, professional deficits, professional development support mechanisms.

Nemerovsky Viktor M., Rubenkova Lena A.
THE GAME AS A METHOD OF OPTIMIZING MOTOR AND COGNITIVE ACTIVITY IN THE ROUTINE OF PRESCHOOLERS

Abstract. The presented article shows the means and techniques of forming a game motor and cognitive experience and integrating it into the regime of preschool 5–6 year-old children. The author, using the example of V. M. Nemerovsky's game healthpromoting and educational technology "Plot-role-playing games in preschool mode", shows how this experience can be used comprehensively and effectively by children and adults to optimize their creative motor and cognitive activity in a continuous system of "preschool — child — family — preschool".

Keywords: game motor and cognitive activity, story-role-playing, animation of movements, self-realization.

Nikitina Larisa B., Geiko Elena V.
TEACHING LINGUISTIC TEXT ANALYSIS IN THE LANGUAGE TEACHER'S TRAINING SYSTEM

Abstract. Based on the experience of teaching the course "Linguistic Text Analysis" and the section of the methodology of the Russian language devoted to teaching schoolchildren to work with text, the key thematic blocks of the relevant university discipline are determined. The content of complex text analysis in the professional training of a philologist teacher is characterized. The possibilities of implementing basic multidimensional knowledge about the text in school teaching practice are established.

Keywords: text, categories of text, linguistic analysis of text, methods of working with text in school.

Savelyeva Olga E.
STUDY OF AMERICAN SCHOOL POLICY IN PROMOTING ANTI-RACISM

Abstract. The American society at the beginning of the 21st century acts as rather conservative in terms of racial bias, which is demonstrated in large-scale anti-racist protests. The author aims to consider the role that school education plays in building the modern society that avoids race talks and

ignores the existence of problems connected with race differences. Websites of a number of schools in the United States were studied in order to reveal whether they claim taking any measures to promote antiracism. It is shown that more than two-thirds of the schools do not declare carrying out any work in this field. The forms, means and methods of anti-racist work of those educational institutions that post information on the fight against racism on the site are revealed.

Sekret Kseniya A., Sabelnikova Anna A.
FORMATION AND DEVELOPMENT OF MULTICULTURAL COMPETENCE AS A PRINCIPLE OF FOREIGN LANGUAGE TEACHING IN THE EDUCATIONAL PROCESS OF HIGHER EDUCATIONAL INSTITUTION

Abstract. The article examines the conditions for the formation of multicultural competence in the foreign languages study. As part of our research, we paid attention to the characteristics of a multicultural personality. In order to identify the level of tolerance of future specialists, a diagnostic test for students of the target group was carried out. The group included 100 1st and 2nd year students of Sevastopol State University studying English. The respondents answered based on their personal experience of communication. The results of the study showed that 56 % of respondents have a low degree of tolerance, and only 16 % of the subjects have a high degree of tolerance. Based on the data obtained, a comprehensive model of classes for the formation of a multicultural personality for students of non-linguistic specialties was developed.

Smagina Irina L.
TECHNOLOGY OF STUDENTS' INDIVIDUAL LEARNING STYLE FORMATION IN THE EDUCATIONAL PROCESS OF THE UNIVERSITY

Abstract. This article presents the technology of university students' individual style formation which, in author's opinion, will help them in becoming subjective position and moving towards self-managed and conscious learning.

Solomatin Denis V.
ON THE USE OF AUGMENTED AND VIRTUAL REALITY IN TEACHING MATHEMATICS

Abstract. The technologies mentioned in the title are undoubtedly super-relevant in the digital age. They are now in demand not as much in the military and defense sphere as in entertainment and training. Despite the multibillion-dollar estimates of the turnover of this industry, the article will discuss how to use such advanced technologies in mathematics lessons in domestic schools.

Urusmambetova Laura A.
SCHOOL HISTORICAL EDUCATION IN KABARDINO-BALKAR REPUBLIC: STATE, PROBLEMS AND TASKS

Abstract. The article considers the development areas of school historical education in the Kabardino-Balkarian Republic, determines its problems and future prospects. For the first time, quantitative and qualitative characteristics of the directions of development of school historical education in the region are comprehensively presented. The data on the analysis of the teaching staff of history teachers by gender, qualification and age indicators, according to the results of passing the

Unified State Exam in the period from 2018 to 2021 are summarized. Strengths have been identified, which include the presence of a large number of certified teachers, as well as risks, one of which is the emerging trend of aging of the pedagogical corps of history teachers. The measures that are being taken to improve the quality of school historical education are considered.

Keywords: school historical education, school subject "History", the concept of teaching the course "History of Russia", history teachers, unified state exam, qualification categories, advanced training.

Cherdyntseva Evgeniya V., Yakubenko Oksana V.
DEVELOPMENT FEATURES OF THE ACTIVITY COMPONENT OF THE TEACHERS' DIGITAL COMPETENCE IN OMSK AND THE OMSK REGION

Abstract. The article presents the results of an experimental study of the formation of the activity component of digital competence among teachers of our region with various professional experience. The relationship between the formation of teachers' skills in the use of digital educational technologies in the pedagogical process and their teaching experience is studied. The data obtained allowed us formulate methodological recommendations for the preparation of future teachers of secondary general education for the implementation of distance education in educational organizations, as well as for professional development of the practicing teachers.

Keywords: digital technologies, digital competence, educational activity, teacher, educational process.

Churkina Natalia I.
THE RITUAL OF "ADMISSION TO PIONEERS" IN THE REPRESENTATIONS OF SCHOOLCHILDREN OF THE LATE SOCIALIST ERA

Abstract. The article analyses the content and meanings of the ritual "admission to the pioneers". The results of the analysis of interview materials with representatives of the last two generations of the Soviet school — baby boomers and generation X are presented. The conducted research allowed to conclude that there were two meanings in the ritual: ascertaining (formal) and performative (real), of which the latter was the most significant for all generations. The paper concludes that over the last decades of the existence of the pioneer organization, there has been a complication and development of ritual scenarios. The attitude to the ritual among the pioneers of generation X has not changed fundamentally, but the main attributes of the pioneer organization began to lose their sacred meaning (for example, the pioneer tie), which indicates a crisis of pioneer ideology.

Keywords: school culture, methodological approach, history of education, causality funnel.