ABSTRACT AND KEY WORDS

PHILOSOPHY

Yu.V. Belskaya
CONCEPTUALIZING A MODEL OF MAN IN INSTITUTIONAL AND NEO-INSTITUTIONAL ECONOMIC THEORY

The article proves the thesis that the model of man is an important cognitive tool of economic theory. The analysis of the complex system of man is impossible without abstractions and simplifying assumptions, i.e., without constructing a model of man. Model of man is an important component of the research program. Special status of this model in economic theory is that it usually turns out to be a part of metaphysical hard core of the research program, which is not verifiable. History of economic thought demonstrates a wide variety of conceptual options of the model of man. The article reveals the features of conceptualizing human behavior within the institutional and neo-institutional approaches in economic theory. The epistemological grounds of conceptualizing human economic behavior and basic behavioral characteristics are highlighted.

Keywords: model of man, institutional approach, neo-institutional approach.

V.V. Gopko
PARADOXES OF ADVERTISING

A large number of monographs and articles about negative influence of advertising on the society in general and on the individual in particular is written. It is represented that a considerable part of destructive features which advertising allegedly renders on consciousness of the person, generating primitive requirements and directing them to the low purposes, is attributed to it without the sufficient bases. This article is an attempt to show inaccuracy of a number of advertising ideas.

Keywords: advertising, constructs, properties of advertising, quality of advertising.

O.M. Kordas, Yu.A. Nikolaeva
PHENOMENON OF MYSTERY IN PHILOSOPHICAL CONTEXT

The article deals with the phenomenon of mystery, its understanding of the religious and philosophical context. It reveals some secret knowledge, the ratio between mystery and incomprehensible, sacred in the religious worldview, the ratio between problem and mystery in respect of the epistemological aspect.

Keywords: mystery, problem, incomprehensible, sacred, knowledge.

N.I. Martishina
CONSTRUCTIVIST RESEARCH PROGRAM IN THE SOCIAL AND HUMANITARIAN KNOWLEDGE

The article explains the thesis that constructivism is a research program (but not a paradigm or frame of mind) in modern social and humanitarian knowledge. For the justification the specifics of the research program as a methodological component of knowledge is determined; the logical structure of the research program is considered; and the author shows that constructivism has the same logical structure. The content of the concept of "construction" as the theoretical basis of constructivism is reviewed in comparison with the concepts of "formation" and "creation". Epistemological orientations of research and the requirements to the scientific results arising from constructivism are formulated. It is shown that constructivism is not necessarily opposed to realism and may be used as an additional research program.

Keywords: construction of reality, constructivism, research program, methodology of the social and humanitarian knowledge.

I.V. Podkatnova
BRITISH PHILISOPHERS-UTILITARIANS OF THE XIX CENTURY ABOUT VALUES

The objective of the article is to identify the core values of British philisophers-utilitarians of the XIX century. The analysis revealed that the most important values were benefit, its maximization which can reduce the human suffering and misery, happiness of the whole society and its manifestation in pleasure.
Keywords: values, utilitarianism, benefit, happiness, pleasure.

M.P. Shubina
SCIENCE AND LIFE-WORLD IN E. HUSSERL'S PHENOMENOLOGY

This article discusses the process of the emergence of phenomenology, the term "life-world" in E. Husserl's philosophy and eventually the problems of everyday life. The criticism of traditional rationality which absolutized the highest reasonable values and perfect peace and ignored people's everyday life contributed to the establishment of the category of "everyday life". The criticism of rationality often identified with scientific knowledge could not but lead to the idea of everyday life as an essential foundation of human existence. Phenomenology is the study of the subjective structures of consciousness. Reality in its relation to human subjectivity is the subject matter of phenomenology.
Keywords: phenomenological methodology, everyday life, life-world, subjective structure of consciousness, experience of pure contemplation.

PHiLOLOGY

N.R. Geiko
PECULIARITIES OF TRANSLATION OF ATTRIBUTIVE CONSTRUCTIONS N+N

The peculiarities of translation of attributive constructions N+N are considered in the article. All the given examples are from the socio-political articles of the website http:// inosmi.ru. In modern English elements of substantive word combinations are in different relations. The most frequency relations are possessive, temporal and subject. The choice of the translation is defined by the type of semantic relations between nouns.
Keywords: attributive construction, translation transformations, substantive noun, semantic relations.

R.P. Dronseika
INTERNATIONALIZATION OF LEXIS OF THE RUSSIAN LITERARY LANGUAGE OF THE BEGINNING OF THE XXI CENTURY

This research is devoted to the study of lexical loans, the most relevant in modern Russian of the last decade. The characteristics of lexical-semantic familiarity of the foreign language words are pointed out and the features of process of international vocabulary borrowing at the example of the mass media language of the Russian and Kazakhstan press are disclosed in the article.
Keywords: loanwords, adaptation of foreign words, mass media language.

S.V. Troyan
FRAME "DIAGNOSIS" IN A METAPHORICAL SCENARIO "OMSK IS AN ILL ORGANISM" (BASED ON THE MATERIAL OF THE OMSK COLUMN "DIAGNOSIS OF THE WEEK" OF THE WEBSITE BK55)

This article analyzes the material of the column «Diag-nosis of the Week» of the Omsk Political Information website BK55. The author systematized ways to implement the metaphorical

model «Omsk is an ill organism». The permanent set of structural elements of the model is pointed out and the pragmatic meanings realized by the metaphors of the frame «Diagnosis» are described.

Keywords: metaphor, metaphorical model, frame, script.

T.V. Ustinova
TRANSFORMATION OF THE ASSOCIATIVE POTENTIAL OF THE WORD IN THE POETIC CONTEXT MEANING CONSTRUCTION

The paper analyzes non-conventional meaning construction in poetic discourse in the light of the 'associative' theory of linguistic creativity. The process of meaning construction by the reader of the poem is regarded as deviating the associative stereotypes of linguistic units reception. The case of the poem by the Russian poet Gennady Aigi is analyzed in terms of associative potential transformations involving shifts in the semantic structure of the word, modifications in semantic compositionality of the words and the total contextual relationship.

Keywords: meaning construction, linguistic creativity, associative stereotype of reception.

T.P. Shalatskaya
CHILD THEME IN A. KUPRIN'S SHORT PROSE: ASPECTS OF PSYCHOLOGISM

The research is devoted to the peculiarities of the child theme in A. Kuprin's small prose. The features of means of psychologism, such as dialogue, chronotope, portrait sketches, landscape, artistic detail, have been defined.

Keywords: psychologism, prose, story, author, character, protagonist, space, chronotope, motif of way, portrait, landscape, detail.

HISTORY

Yu.V. Voynarovskaya, O.V. Voynarovskiy
ELIMINATION OF ILLITERACY DURING THE YEARS OF THE SOVIET GOVERNMENT ESTABLISHING (BASED ON THE MATERIALS OF SMALL TOWNS OF THE VOLGA REGION)

The state task of elimination of illiteracy was realized not only in the capital but even in small towns. Various educational institutions were created to improve the educational level of the entire population. The positive results were achieved: by the end of the 1920s the number of illiterates has been decreased.

Keywords: Soviet government, a small town, education, elimination of illiteracy, the Volga region.

I.I. Krott
REPRESENTATIVE ORGANIZATIONS OF AGRICULTURAL ENTREPRENEURS IN WESTERN SIBERIA DURING THE FIRST WORLD WAR AND THE REVOLUTIONARY EVENTS

This article discusses the creation and functioning of representative organizations of agricultural entrepreneurs in Western Siberia during the First World War and the revolutionary events of 1914-1919. On the basis of archival and published sources identified the main reasons for establishing entrepreneurial unions in agrarian sphere and their specificity, analyzed their activities in terms of socioeconomic and political instability, showed the importance of corporate associations in addressing pressing issues of economic life in the region.

Keywords: corporate associations, representative organizations, agricultural entrepreneurship, the First World War, the Russian Revolution.

A.A. Suleymanov
ETHNOGRAPHIC RESEARCH ON INDIGENOUS PEOPLES OF THE ARCTIC REGIONS OF YAKUTIA IN THE 1951-1954

The history of the ethnographic expeditions of the Institute of Language, Literature and History of Yakutian Branch of the Academy of Sciences of the USSR in 9 Arctic Regions of Yakutia was considered in the article. In this regard, the key factors that determine the feasibility of the considered ethnographic initiatives, which related to the internal political processes in the Soviet Union and technological development, have been identified. The geography of undertaken research has shown; their themes and the most important provisions developed by members of the expedition were analyzed. The main results of conducted research were identified.

Keywords: Arctic, Yakutia, indigenous peoples, I. S. Gurvich, research, expeditions.

D.N. Cherkasov
"THE MESSENIAN REPUBLIC" IN THE POLITICAL LIFE OF THE FRANCO-GERMAN BORDERLANDS (THE END OF THE XIV – THE FIRST HALF OF THE XV CENTURY)

The article discusses the politics of Metz at the end of the XIV - the first half of the XV century and its role in the relations between France and the Holy Roman Empire, the position of Mets in the context of regional of relations Franco-imperial borderlands (the Duchy of Lorraine, Luxembourg, Bar, the State of Burgundy, the bishops of Metz), as well as its relationship with the local feudal elite.

Keywords: France, the Holy Roman Empire, Metz, Lorraine.

PSYCHOLOGY

I.I. Haletska
GENERAL CHARACTERISTICS OF PSYCHOLOGICAL HEALTH AND ITS MAIN CRITERIA

The urgency of mental health problem is analyzed. The article discusses relationship between the concepts of mental and psychological health. The concept and characteristics of psychological health are defined. Psychological health is the epitome of social, emotional and spiritual well-being (as a resource and the state), as predisposition of providing necessities of life, achievement of own goals, adequate interaction with people and other social environment.

Keywords: psychological health, mental health, life perspective, value, meaning.

A.F. Filatova
MEDITATION AND PERSONALITY DEVELOPMENT

This article represents different points of view about meditation. Its types, mechanism and stages are discussed. The article shows the development of meditation practices in Buddhism and Hinduism. It is explained how meditation can stop the "stream of consciousness". The recommendations for beginners who start practicing meditative techniques are given.

Keywords: meditation, Hinduism, Buddhism, consciousness, personality development.

CULTUROLOGY

S.D. Bakulina
SPECIFICS AND MEANS OF INTEGRATION OF CULTURAL-HISTORICAL HERITAGE IN THE LIFE OF MODERN REGION

The article covers the problem of self-presentation of the regional space by means of cultural-historical heritage that is not only the mechanism of preserving the authenticity of the territory and features mental frames of mind of the population, but also keeps cultural and civilization codes of the nation and defines the content of the territory brands. Museums, libraries, archives are keepers of the cultural-historical heritage and can play a leading role in territory branding in the inner and outer markets of tourism services, and the development of cultural and educational tourism including complex of interactive programs makes it possible.

Keywords: cultural-historical heritage, cultural industry, region, monuments privatization, development, interactive methods of work, tourist route.

A.M. Izbusheva

BRAND OF AN ANNIVERSARY CITY IN THE CONTEMPORARY RUSSIAN CULTURE

The article covers the problem of territory branding through anniversary event organization. The author analyses the theoretical aspects of the problem and suggests analysis of the attitudes of different scientific schools to the stated above problem - the anniversary of a city. The detailed analysis of the Russian experience is provided. The typical problems of preparing the anniversary of the region and branding this event are stated.

Keywords: territorial branding, territory brand, anniversary, anniversary events, specifics of the event organization, anniversary of a city, concept of space.

S.I. Matveeva

COMMUNICATIVE PROJECTS OF THE LIBRARIES IN KUNGUR

The article centers its attention on the reflection of working experience of libraries of the city of Kungur. The work of the libraries is dedicated to the change of the readers' attitude to the book and reading culture and the support of cultural initiatives that enhance prestige of reading and the role of libraries in the society. The projects that are described in the article include wide historical-literary content and are implemented with media coverage and communication technologies use.

Keywords: library, reading promotion, meetings with the writers, public opinion change, work experience in readers' society formation, newspapers about the culture, literary project, the city of Kungur.

K.V. Raubo

BRANDS IN THE SOCIO-CULTURAL PARADIGM OF THE MODERN CHINESE SOCIETY

The article considers the phenomenon of brand as the element of socio-cultural paradigm of the modern Chinese society. The cultural and symbolic significance and «virtual» essence of the brand are revealed. Moreover, the brand is considered as the important component of the communicative instrument in modern reality which has global and international character. The article points out the fact that the brand is an important and inherent component of social reproduction processes which influence on social, interpersonal and even individual interior life changes. The article gives the description of special aspects of cross-cultural communication at the examples of «west» brands adaptation in the modern Chinese society.

Keywords: brand, socio-cultural paradigm, modern Chinese society, cross-cultural communication, globalization.

Yu.V. Taranova

COMMUNICATION TENDENCIES OF TOURIST IMAGE CONSTRUCTION OF CITIES AND REGIONS IN DIGITAL SOCIETY

The author researches the problem of tourist territory branding and technologies of territory image formation. The contemporary communication trends are analyzed as well as the increase of influence of subjective factors on image of the region formation, the increased number of the subjects that influence the territory image formation and the combination of classic offline media marketing instruments and digital territory PR.

Keywords: tourist brand, media marketing, image of the region, digital territory marketing, communication instruments.

PEDAGOGICS

D.V. Viktorov
THE HEALTHCARE COMPETENCE OF THE STUDENT YOUTH

The existing traditional education and mass pedagogical practice are focused primarily on achieving the standard level of physical condition of students. The programmatically set goal is often replaces by idealized products of the knowledge received by the professionals. The healthcare competence should be focused on the formation of healthy life style manifested in overall ability and readiness for healthcare activities, based on the integration of theoretical knowledge and practical experience.

Keywords: students, health, physical education, health care, competence.

O.N. Zhukova
DEVELOPMENT OF SCHOOL STUDENT'S GIFTEDNESS OF INVENTIVE PROBLEM SOLVING IN THE INFORMATION AND COMMUNICATION EDUCATIONAL ENVIRONMENT

The paper offers the examples of tasks for telecommunication training project "Create! Invent! Try!" directed at development of intellectual and creative school student's potential on the basis of an analytical review of modern concepts of giftedness and creative personality development theory.

Keywords: child's giftedness, theory of inventive problem solving, information and communication educational environment, creative ability, creativity.

V.A. Koshelev
TRAINING OF PR-SPECIALISTS IN THE CONVERGENCE CONDITIONS OF INFORMATION SPACE

The aim of this study is development of new standards and aids for teaching students in "Public Relations" specialization in terms of convergence of information space by studying the existing training programs in the Novosibirsk State Technical University.

Keywords: training of specialists, public relations, convergence of information space.

T.I. Lazdina
RESEARCH ACTIVITIES AS THE FACTOR OF THE DEVELOPMENT OF GENERAL CULTURAL COMPETENCES OF STUDENTS OF PEDAGOGICAL UNIVERSITIES

The development of intercultural competence of students is an important task of modern professional education. The article describes the general cultural competences of students of pedagogical universities and factors of their development. The research mechanisms and the most productive educational technologies of the research organization in pedagogical universities are selected.

Keywords: research activities, interactive teaching methods, competence, motivation, educational technology, general cultural competence.

M.A. Morozova
CORPORATE FACEBOOK RESOURCES AS A TOOL FOR TEACHING GERMAN FOR SPECIFIC PURPOSES IN HIGHER EDUCATION INSTITUTIONS

The article examines the features of German corporate communication in social network Facebook that are related to the structure and functionality of the resource, content for different target groups, rules and regulations of corporate identity, linguistic and stylistic features. The ways of use of language learning tasks based on the materials of corporate communication in social network Facebook for development German for specific purposes skills and professional online communication competences are discussed.

Keywords: corporate online communication, social media, social networks, Facebook, German for specific purposes.

T.S. Mukhtarov
PROBLEMS OF INTEGRATION OF THE EDUCATIONAL ENVIRONMENT OF THE REPUBLIC OF KAZAKHSTAN IN THE CONTEXT OF THE ONGOING GLOBALIZATION PROCESSES

This article considers the problems of modernization of higher professional education of the Republic of Kazakhstan in the conditions of globalization. The author reveals the theoretical aspects of creating a common educational space from the point of view of political dimensions. A number of the challenges in the education policy of the Republic of Kazakhstan related to the integration into the European educational space are formulated.

Keywords: integration, educational space, globalization, the Bologna process, the credit system, the State program, Strategy.

E.Yu. Navoychik
FORMATION OF PROFESSIONAL COMPETENCE OF TEACHERS OF HISTORY AND SOCIAL STUDIES IN EDUCATION SPACE AS AN OPEN SYSTEM

The article deals with the problem of formation of professional competence of the teacher in the space of open education suggesting the possibility of the dynamic changes that meet the needs of the individual, on the one hand, and integrity ensuring the continuity of the process of formation of professional competence, on the other hand. These principles are considered at the example of the activities of the Department of History, Philosophy and Law of OSPU for forming professional competencies of teachers of history and social studies.

Keywords: education, competence, education space, history, social studies.

L.A. Safonova
MODERN ONLINE RESOURSES AND THEIR DIDACTIC VALUE

Modern society is hard to imagine without the Internet. The younger generation spends a considerable part of their time on it. In order not to waste time, young people need to get acquainted with useful and interesting Internet resources, their purpose and capabilities. The important role in this process should be played by teachers who interact with students and affect their attitudes and preferences. This article discusses advanced network services with great didactic value, i.e. they can be used in educational activities. Among these activities there are remote tutoring, online testing, online translators and creating crossword puzzles online. The specific features of these resources are discovered and their species are described in detail. The examples of specific sites, which can be used in the educational process, in extracurricular and research activities, as well as for self-education, are given.

Keywords: network resources, educational activities, remote tutoring, online testing, online translators, creating crossword puzzles online.

D.V. Shchukin
METHOD OF PROJECTS: PEDAGOGICAL TECHNOLOGY IN THE EDUCATIONAL ENVIRONMENT OF THE HIGHER SCHOOL

The article is devoted to consideration of a method of projects in the system of pedagogical technologies in the educational environment of the higher school. The classification of projects in the structure of pedagogical educational technologies is presented. The main requirements for use of the method of projects in teaching practice of higher school are formulated.

Keywords: education, higher education institution, method of projects, technologies of training, educational environment, program of training, educational process, innovation.

LET THE YOUTH SAY

I.V. Kuzmicheva
Research supervisor: PhD in Philological Sciences, Associate Professor: I. A. Sukhanova
PHILOSOPHICAL ASPECT OF INTERTEXTUAL LINKS IN THE NOVEL "F. M." BY B. AKUNIN

The author considers the philosophical aspect of the intertextual links of the characters of the novel "F.M." by B. Akunin on the basis of analyzing language units.
Keywords: intertextual links, intratext, philosophical aspect.

O.G. Panasiuk
Research supervisor: PhD of Philology N. A. Petrenko
MYTHOLOGICAL BASIS OF SLAVIC PHRASEOLOGISMS' ORIGIN

The article discusses functioning of mythological component in the structure of phraseologisms of the Slavic languages. The origin of the mythological character's image in phraseologisms and status of these images in the language picture of the world are determined. The aspects of language and cultural interaction are examined; the basic issues of the linguistic-cultural approach in phraseology are formulated. The phraseological units that are culturally conditioned but are not specific because they are motivated by the ideas that are common to the spiritual culture of the Slavs are represented. The paper analyzes the set phrases that were important for our ancestors. Certain set phrases reflect the color and national identity of the Slavic peoples. The relationship between myths and phraseologisms is also discusses.
Keywords: phraseologism, myfolohema, mythological component, language picture of the world.

K.V. Svotina
Research supervisor: Phd of Pedagogics Yu. K. Kartavaya
RELEVANCE OF STUDYING ONOMASTICS AT SCHOOL

The article reveals a new approach to studying lexicology at school, in particular such its section as onomastics and its interrelation with history, geography, ethnography and sociology. The exercises and tasks, which promote understanding of theoretical notions of onomastics, are proposed in the article.
Keywords: onomastics, lexicology, pupils, proper names, semantics.