## ABSTRACT AND KEY WORDS

### PHILOSOPHY

**G.V. Gornova**
RESEARCH METHODOLOGY OF THE CITY: OBJECTIFIED FORMS OF URBAN CULTURE (TO THE 300 ANNIVERSARY OF OMSK)

The article suggests a methodology for exploring the city. Urban ideals, myths and metaphors make it possible to comprehend the spiritual culture of the city, social practices and options for their citizens living strategies. Fixed a number of expert opinions expressed during the period of the 300th anniversary of the city of Omsk.

**Keywords:** city, ideal, myth, metaphor, meaning, Omsk.

**L. M. Karpova**
PHILOSOPHICAL DREAM REFLECTION IN AUGUSTIN'S WORKS

In the article the experience of philosophical reflection of dreams in Augustin's works is considered. The main purpose of the article is the explication of the dream experience meanings in Augustin's works that may be required today in the methodological plan for developing of philosophical concept of dreams.

The author of the article comes to conclusion that in Augustin's works philosophical bases of different research trends of dream being are found; the philosophical research plan of dream in its three basic aspects: ontological, gnoseological and antropological is proposed.

**Keywords:** dream, dream-revelation, dream-temptation, dream experience, dreams' interpretation, dreams' images, antropological triad.

**A. A. Kovalevsky**
TRANSFORMATION OF DEATH IN ART

The experience of death is rooted in many areas of human life, including the arts. In a manner, art and culture appear exactly for relieve destructive experience of death. Death actually becomes a fundamental element of development of art, influences its content and form, periods and genres, range of methods, demonstrating the unity of the process of the development of art and death.

**Keywords:** death, culture, art, decomposition, symbol, painting.

**O. M. Kordas**
MASK AS AN INSTRUMENT OF ANTHROPOGENESIS

The article discusses the role of the mask in the formation of human nature and the birth of the social structure of society. The phenomenon of the mask correlated with the progress of social and cultural formation of the person. It is shown that the mask is a symbolic form of understanding the relationship between man and his social role, artificially enshrining human existence outside of nature.

**Keywords:** mask, anthropogenesis, ritual, totemism, the initiation, the social order.

**N. G. Krasnoyarova**
CULTURE PHILOSOPHY of P. A. FLORENSKY

The article in the teachings of P. A. Florensky are highlighted the main points of his understanding of culture, types of culture and highest points of its manifestations. It is essentially a philosophy of culture, interpreting culture in its entirety and referring to its essential religious point of view, Florensky, manifestations, such as religious art icons.

**Keywords:** culture, cult, types of cultures, religious art, reverse perspective, the icon.

**O. A. Melnikov**
LECTURE ON THEORETICAL MECHANICS IN THE CONTEXT OF IMMANUEL KANT'S GNOSEOLOGY

It is proved that theoretical mechanics represented in the form of lectures complies with the letter and spirit of Kant's gnoseology. Their comparison allows us to gain a better understanding of the taught science as well as Immanuel Kant's philosophy.

**Keywords:** lecture, apriority, apodicticity, necessity, trueness.

**L. K. Nefedova**
ARCHETYPAL AS ETHICAL, ONTOLOGICAL AND LEGAL GROUNDS FOR NURTURING PRACTICE OF CHILDREN

The article discusses the archetypal foundations of practice nurturing children. Explicate the phenomenological characteristics of the Jungian archetype of the Child in the aspect of relationship to it an adult subject. Reveals the philosophical meanings of invincibility, neglect, hermaphroditism, the unity of the starting and ending in the given child, and the child, as well as the ambivalence of these characteristics. The question about the specifics of cultural inter-generational dialogue and its ontological basis. All this enables the platform predlozhmit philosophical understanding of juvenile justice issues. The author's position is based on the works of CG Young, T. Mora, Plato, GK Chesterton, as well as the sacred texts of the Bible.

**Keywords:** childhood, a child, archetype, phenomenological characteristics, of infanticide, the juvenile justice system.

**M. K. Churkin**
SINGLE HOMESTEADERS "ODNODVORETS" OF THE CENTRAL AND WESTERN PROVINCES OF RUSSIA: FACTORS OF ETHNOCULTURAL IDENTITY AND MIGRATION POTENTIAL (XIX – EARLY XX CENTURIES)

The article is devoted to the complex processes of genesis and evolution of the ethnocultural identity of the Russian single homesteaders "Odnodvorets" in the places of mass concentration of the former military-service class in the XIX – early XX centuries. The fact of the original belonging of the "Odnodvorets" to the category of military-service people determined some stereotypes of social and economic behavior of the local group. The process of gradual merger between the "Odnodvorets" and state farmers in the choice and nature of economic activities was accompanied by the preservation of the signs of class identity. During the study, not only geography of the "Odnodvorets" groups within European Russia and principles of the state policy in relation to the local community have been revealed, but also an attempt to detect specific features of the organization of social life and economic stereotypes of behaviour of this class has been made. The paper also outlines the key reasons for migration mobility of the "Odnodvorets" and basic views of the imperial bureaucracy on the place and role of these single homesteaders in the resettlement.

**Keywords:** "odnodvorets", ethnocultural identity, colonization, migration potential, migration, military-service class.

## LINGUISTICS

**M. V. Batyushkina**
COMMON NOTESOFTHE SOME KINDS OF APPLIED LINGUISTICS

In this article the author presents the analysis of the phenomenon of applied linguistics. Applied linguistics deals with development of methods for solving practical problems related to the use of the language; it also accumulates humanitarian and natural sciences paradigmatic base. The wide definition of the notion "Applied Linguistics" is given in the article. All spheres of activities, where the linguistic knowledge is used, are related to applied linguistics. They are

pedagogy, sociology, psychology, informatics, mathematics, medicine, physics; language teaching, translation, machine translation, the creation of artificial languages and dictionaries, development of formal models of languages, automatic processing of natural languages, linguistic expertise, etc. The conclusions reached by the author of the scientific article can be used to conduct further research on this issue.

**Keywords:** theoretical and applied linguistics, interdisciplinarity, object, subject, method.

**E. S. Bogdanova**
TEXT PERCEIVING ACTIVITY: KNOWLEDGE INTERGRATION
The article focuses on the text perceiving activity from the point of view of teaching senior school students. Basing on A.A. Leontyev's mechanism of text perception, the author introduces a concept of the range of a reader's perception and describes panoramic and tunnel types of information perception and the worth of varying these types depending on the reading or researching task. The basis of the appropriate text perception is the integration of textual information and background knowledge. The complication of solving this task is an obstacle to the correct interpretation of a literary text by school students. Taking into consideration these theses, the author makes several methodological conclusions.

**Keywords:** text, a range of a reader's perception, panoramic and tunnel perception, text perceiving and interpreting activities of senior school student.

**T. A. Dyakova**
ETHNOCULTURAL BASIS OF REPRESENTATION OF THE LOCAL REALIA IN PHRASEOLOGICAL UNITS THAT MEAN "TO BE CLOSE TO DEATH" (Based on the materials of the ukrainian east sloboda dialects)
This article deals with analysis of the ethnocultural basis of representation of the local realia in phraseological units meaning "to be close to death". The phraseologisms of the Ukrainian East Sloboda dialects were taken as a linguistic basis for this research. Depending on the local realia, the author distinguishes seven groups of expressions: expressions containing the names of cemeteries according to appropriate oronyms; geological characteristics of the cemetery soil; names of birds that are considered to be the messengers of death; names of plants that are traditionally planted at cemeteries; elements-microtoponyms; common and proper names of industrial and farm buildings; metonymic names of cemeteries derived from the names of human dwellings. The reasons for the emergence of separate idioms were reviewed and the comparison with the ways of phraseologization of similar expressions in other Ukrainian dialects and the Slavic languages was made.

**Keywords:** ethnoculture, phraseological unit, tradition, believes, oronym, microtoponym, ornitholexeme, metonymy.

**D. D. Komova**
ANIMALISTIC VOCABULARY IN LATIN AMERICAN MEDIA
The article deals with animals' denominations, which possess, in their connotative sphere, strong metaphorical characteristics applicable to famous personalities popularized by contemporary press articles. The illustrative textual material is taken from the most visited by readers Latin American newspaper Internet publications. From our point of view, animalized images in modern Spanish-language journalism take more relevant social and political importance; the range of their semantics and connotations becomes more diverse.

**Keywords:** animalistic nominations, zoonyms, political identity, anthroponomical feature, media discourse.

**N. B. Litvinova**
STRUCTURAL AND SEMANTIC ACTUALIZATION OF HISTORICAL INFORMATION IN VERBAL AREA OF DIALECTAL TEXT-REMINISCENCE

The article gives the analysis of structural and semantic types of the text-reminiscence speech units – utterances containing factual and historical information about formation of cultural and traditional base of the community of native speakers of one of the Eastern-Steppe dialects of the Ukrainian-Russian boundary. During the investigation, the autodialogic and dialogic peculiarities of these syntactic units are considered in the general discourse context of the fixed dialectal texts. The historical theme demonstrates the peculiarities of individual vision of the dialect speakers in their statements-utterances and sets further steps in speech typology investigation in the dialectal discourse.

**Keywords:** dialectal text-reminiscence, dialectal syntax, dialectal discourse, utterance, dialectal worldview.

### N. V. Novoselova
EMOTIVE PHRASEOLOGICAL UNITS OF THE MODERN FRENCH LANGUAGE (STRUCTURAL AND GRAMMATICAL ASPECT)

The article is devoted to the structural and grammatical classification of the emotive phraseological units with the verb "avoir" in the modern French language. Their basic structural models are defined and described. The conclusions regarding the features of the structural and grammatical plan for the considered phraseological units are made.

**Keywords:** phraseology, emotivity, variance, structural model, the modern French language.

### N. D. Fedyaeva
**"SPLENDOURS AND MISERIES" OF THE NORM: TASK OF THE SECOND PART OF THE USE IN THE RUSSIAN LANGUAGE AS AN OBJECT OF NORMATIVE EVALUATIONS**

In this article the composition, which is included in the USE in the Russian language, is evaluated as a scope of application of the norm in its various manifestations. The thesis about diversity of senses forming the concept "norm" and ambiguity of normative evaluations is proved.

**Keywords:** norm, normative evaluation, Unified State Exam (USE), the Russian language.

### A. A. Shestova
THE REFLECTION OF THE PHENOMENON "SOCIAL NETWORKS" IN THE HEADINGS OF BRITISH AND RUSSIAN MASS MEDIA

The article is devoted to the analysis of the phenomenon "social networks" in the headings of British and Russian mass media. In this respect the lexemes, reflecting the attitude to this phenomenon in the English and Russian linguocultures, are found in the headings. In spite of the fact, that social networks are treated positively both in English and Russian, the lexemes, reflecting restricted freedom, danger and destruction, show the negative attitude. In the British headings the opposition social networks vs. antisocial networks, the lexeme dehumanize, the change of the notion "quality" by the notion "quantity" reflect the transformations in modern society.

**Keywords:** lexical aspect, social networks, danger, quality, quantity.

## LITERATURE. LITERATURESTUDIES. FOLKLORE
### M. R. Arpentieva
MYTHICAL FORMULASIN SHOCKERS

The shocker is a psycho-technology of management of development of the personality, their life activities, relations with themselves and the world. In the context of mass culture based on the values of consumerism, it suggests a stream of ideas and ideals both challenging and ridiculing the development. Its impact goes far beyond the situational mood of the reader. The "Shocker" can be seen as a modern version of the mythmaking. Besides, numerous variations of a single story in the interpretations of different authors allow us to consider a novelette as a "hypertext", the meaning of which is revealed in the interaction and the mutual superposition of

the individual texts. A shocker contains significant references to the mythological and philosophical aspects of life activities of the individual and the community and has the property of intertextuality. Moreover, the function of a novelette as a phenomenon is broadcasting some basic effective models of relationships and behavior in everyday life and crisis situations – personal and professional life – to the general reader and training these models.

**Keywords:** shocker, myth, intertext, literary formulas, psychotherapy.

**O. V. Leushina**
ON THE ISSUE OF SYSTEM-STRUCTURAL ANALYSIS OF A.S. PUSHKIN`S BALLAD "ONCE THERE LIVED A POOR KNIGHT..."

The article deals with the features of the system-structural analysis of one of the editions of A. S. Pushkin`s poetic text "Once There Lived a Poor Knight..."; the inclusion of one of the versions of the ballad in the poetics of F.M. Dostoevsky`s novel "The Idiot" is traced. Special attention is paid to the historical and cultural contexts, which influenced the process of the work creation.

**Keywords:** A.S. Pushkin, system-structural analysis, "Once There Lived a Poor Knight...", ballad.

# PEDAGOGICS

**E. V. Bezvikonnaya, T. S. Volokh**
BASIC DEPARTMENT OF PEDAGOGICAL HIGHER EDUCATION INSTITUTION IN THE GENERAL EDUCATION ORGANIZATION: METHODICAL ASPECT

Legal support, conditions of process of creation of basic department in the general education organization is considered.Consecutive actions for the organization of her work are offered.

**Keywords:** higher education institution, basic department, general education organization, legal basis, algorithm of creation, agreement on interaction, agreement of creation, regulations on basic department.

**N. A. Duka, A. A. Stovba**
ON THE PROBLEM OF PEDAGOGICAL UNIVERSITY STUDENTS' INVOLVEMENT RESEARCH

Results of theoretical and practical study of the problem of students' involvement in educational process are presented in the paper. It is shown in the paper that one of the main motives of students learning is involvement in different types of educational processes. To evaluate factors of students' involvement in educational process students and lecturers were examined. The authors draw upon the conception of involvement and state that currently people from university sphere do not understand the necessity of creating conditions for students' involvement in educational process as a motive of education.

**Keywords:** involvement, motivation of learning, educational process, main participants of university activity, ways of involvement maintaining.

**E. V. Kozlovskaya**
ON EARLY FORMS OF RELIGIOSITY: MATERIALS FOR TEACHERS

The article considers the origin of primitive beliefs, explains the reasons of their emergence, and describes their role in life activities of the primitive society. With the change of public living conditions, primitive forms of beliefs haven't disappeared completely. Some of them found their place in modern religions; the others became an integral part of common superstitions and prejudices. The materials are designed for teaching the courses "Religious Studies" and "Cultural History".

**Keywords:** mythology, totemizm, taboo, fetishism, magic, animism, primitive religions.

**N. V. Kravchenko**
PECULIARITIES OF FORMATION OF THE PRESENT JUNIOR CADET'S SUBCULTURE

The article is devoted to peculiarities of formation of the present junior cadet's subculture. The elements and characteristics of the present junior cadet's subculture, that allow us to consider it an autonomous integral formation, are emphasized. The research was conducted on the base of the Omsk Cadet Military Corps.

**Keywords:** subculture, present junior cadet's subculture, social basis of the present junior cadet's subculture, characteristics of the present junior cadet's subculture, peculiarities of the present junior cadet's subculture.

**D. S. Matsko**
THE RULES OF TEACHING ENGLISH TO UNIVERSITY STUDENTS OF NON-LINGUISTIC SPECIALTIES (METHODOLOGICAL STAGE)

The article deals with the problem of teaching English to university students of non-linguistic specialties. Experience in teaching foreign languages at higher educational establishments enables the author to reveal students' communicative barriers when studying foreign languages. The factors that help the students of non-linguistic specialties master their language skills are pointed out and thoroughly examined. As a result, the author reveals the rules of teaching English to university students of non-linguistic specialties which must be applied at the methodological stage.

**Keywords:** rule of teaching, stages of teaching, streaming, students of non-linguistic specialties, teaching English.

**I. A. Podvorny**
PROBLEMS OF THE CURRENT STATE OF MILITARY-VOCATIONAL COUNSELLING OF THE STUDENTS

The article is devoted to the actual problem of modern military pedagogics – to the condition of military-vocational counselling of the students.The author reveals the current state and the layer of the problem development of a military-vocational counselling, sets the trend for its progress, and approaches to the given problems.

**Keywords:** military-vocational counselling, development trend of military-vocational counselling, problems of military-vocational counselling, a pedagogical system.

**E. A. Steblyak, E. A. Gassenrik, K. M. Tolstushenko**
FORMATION OF SOCIAL-TEMPORAL REPRESENTATIONS OF CHILDREN AND ADOLECENTS WITH INTELLECTUAL DISABILITIES

The article discusses the features of the socio-temporal representations of children and adolescents with intellectual disabilities and a range of software and methodical providing them with compensation. We discuss goals, objectives, directions, principles and forms of construction of correction and development impact. Clarifies selection of social objects for the cognitive activity of learners with intellectual disabilities. Postulated the need to consider situational, biographical and historical measurements of psychological time a person's life. Characterized by the use of the method of analysis of thematic video clip or movie. We give a methodical analysis of the preparation for viewing, browsing and movie discussion on the example of the film devoted to the problems of human life way psychology with developmental problems. The task of training "library" movies for children and youth films, representing a variety of events and phenomena of the human way of life.

**Keywords:** intellectual disabilities,socio-temporalrepresentations,way of life, psychological time.

**E. A. Tkachyova**
ESSENCE AND STRUCTURE OF THE FUTURE TEACHERS' ARTISTIC SKILLS
The article is dedicated to artistic and pedagogical skills of future teachers and reveals their complex. The emotional sphere is a necessary component of pedagogical communication. Such directorial and pedagogical skills, as creation and implementation of the lesson plan, adaptation and processing of the lesson scenario due to the specific conditions of its implementation, and interpretation of the creative concept of the lesson, play an important role in the artistic teacher's work.
**Keywords:** artistic skills, communication skills, persuasion, inculcation, emotionality.

**O. V. Tolstokorova**
METHODS OF DEVELOPMENT OF COGNITIVE INTEREST OF STUDENTS AT THE LESSONS OF HISTORY
The features of cognitive activity of the fifth and ninth grade students at the lessons of history are considered. Special attention is paid to the analysis of different methods for developing student interest in history and usage of active teaching methods.
**Keywords:** cognitive activity, cognitive work, age-related psychological features, learning activities, teaching methods.

**N. I. Churkina**
PARTICIPATION OF A SPECIALIZED DEPARTMENT IN FORMATION OF THE REGIONAL PEDAGOGICAL COMMUNITY
Theoretical approaches and the first experience of foundation and activities of specialized departments in the educational institutions are considered in the article. Traditional fields of education, their problems and development prospects in teacher training are specified. On the basis of study of methodological approaches to a local community phenomenon, the author concludes that the regional pedagogical community members get new opportunities and forms of professional communication within the activities of specialized departments.
**Keywords:** specialized department, regional pedagogical community, local community, professional communication.

**A. A. Shestova, N. G. Tebenkova**
A CASE OF USING WEB-PAGESIN THE COURSE OF "COUNTRY STUDY AND LINGUA COUNTRY STUDY (THE ENGLISH LANGUAGE)"
The article is devoted to the case of using web-pages for organizing lectures and laboratory classes in "Country Study and Lingua Country Study (the English language)". The web-page is considered to be an educational environment which suggests non-traditional presentation of lecture materials and is good for development of critical thinking and other competencies important for a bachelor degree graduate.
**Keywords:** web-page, educational environment, informatization of education, critical thinking, competencies.

## LET THEYOUTHSAY

**O. S. Vetrova**
ANTONYMS AS ALEXICAL-STYLISTIC AND TEXT-FORMING MEANS OF LANGUAGE (BY THE EXAMPLE OF D.S. LIKHACHEV'S WORKS)
The article is devoted to the study of stylistic and text-forming opportunities of antonyms in the modern Russian language by the example of D.S. Likhachev's works.The author analyzes the semantic features of antonyms, discusses the basic stylistic figures built on antonyms: the antithesis, amfiteza, akroteza, diathesis, an oxymoron, antiphrasis , defines the role of antonyms in the construction of the text.

**Keywords:** antonymy, antonym, semantic, stylistic, text-formingfeatures of antonyms, science journalism.

**A. A. Sosnovskaya**

CONCEPT-FORMATIONAL FUNCTION OF PROVERBS WITH THE COMPONENT "OLD"

The article studies the concept-formational function of proverbs containing the component "old." The author presents the analysis of proverbs and bywords based on their classification by thematic groups, as well as a linguistic and cultural annotation, which allowed to determine the features of people's understanding of the "old age" notion in Russian proverbs.

**Keywords:** concept, linguistic view of the world, proverb, lingvoculturem, world view, semantic structure.