ABSTRACT AND KEY WORDS

PHILOSOPHY

O. S. Borzilo
GAME WITH CLASSICS IN POSTMODERN CULTURE

The article explores the existence of classics in postmodern culture: the change in the status of classics, specific features and new forms in art, its role in contemporary culture. The refusal of modernism from the classical heritage, the equalization of classics and modern art in postmodernism is shown.

Keywords: culture, dialogue of cultures, art, classic, postmodernism, irony, game.

M. V. Klyotskin
STRUCTURING OF PHYSICAL SPACE

The search of an approach to solve the problem of structuring physical space is carried out in the article. The interrelation of concepts: existence, space, being, value relation is analyzed, and the praxeological model of their association is offered. The following assertion is substantiated: relations between physical entities, which are material in their origin, in the process of the individual's activity create the structure of existing being and the structure of exists' cognition. In physics, an increasing number of scientists refuse the notion of a priori space, which was significantly influenced by the development of quantum theory. Based on the analysis, it is asserted that spatial representations are not preset, but are constituted by the person himself in the process of vital activity as the most convenient structure for operating physical objects.

Keywords: existence, space, being, value relation, quantum physics, thinking, physical essence.

A. A. Kovalevsky
DECENTRALIZATION OF THE SUBJECT IN THE PARADIGM OF MODERN NATURAL AND HUMAN SCIENCES

The article analyzes the problem of the relevance of classical interpretations of such fundamental categories as "subject" and "free will". The subject is understood as thinking and relatively ontologically independent "I", his ability to act freely is problematized. Modern achievements of the human and natural sciences make significant amendments to the traditional interpretation of these categories, but these achievements have not yet been adequately comprehended by philosophy.

Keywords: subject, "I", freedom, consciousness, science.

N. G. Krasnoyarova
ORTHODOXY AND RUSSIAN CULTURE

The article examines the involvement of Orthodoxy in Russian culture, the acquisition of the status of culture by Orthodoxy, the understanding experience of Orthodoxy in Russian culture as a living Orthodox "spirit" by Russian religious philosophy, most pronounced in the religious experience of experiencing nature, in experiencing natural space as a place for life.

Keywords: Russian culture, Orthodoxy, Orthodox culture, Russian religious philosophy, religious experience, god, nature.

D. V. Lvov
ARCHETYPICAL KALEIDOSCOPE OF SOCIAL ORDER

The article deals with the essence and formation of the social order. The concept of the archetypes of C. G. Jung and the ontological analysis of M. Heidegger are taken as a methodological basis. Social order is analyzed as a process and result of interaction between the collective and the individual, the conscious and the unconscious. The archetypical programs of the Self, Person, corporate identity and hierarchy are discussed as the deep bases of the social order. The archetypical programs of corporate identity and hierarchy are revealed. Social order is understood as a dynamic system that has deep roots in the interaction of archetypical programs.

Keywords: social order, archetype, hierarchy, Self, Person, corporate identity.

L. K. Nefedova
THE ORIGINS OF RUSSIAN PHILOSOPHICAL DISCOURSE OF CHILDHOOD

The origins of the Russian philosophical understanding of childhood are comprehended in the article. In the Russian culture of the XI–XVII centuries, philosophy was not yet formed as a specific form of thought expression in its European understanding. However, within the framework of Russian historical time, there was a cultural context that was the basis for the philosophical understanding of childhood and the child, determined by the idea of inheritance, preservation and protection of the Russian land, by aspects of the law and grace of the Byzantine version of Christianity, by the implicit influence of Slavic mythology on the way of Russian life and by the formation of the Russian language as language of written culture. In this continuum of Russian thought, along with an understanding of the various phenomena of culture and nature, an understanding of the phenomenon of childhood as a period in a person's life was formed, a period when he needs instruction and mentoring, and an understanding of the child as the heir responsible for the fate of the Russian land.

Keywords: Russia, Christianity, childhood, language, cultural tradition.

O. I. Nikolina
CREATIVE ACT IN THE CONTEXT OF THE SYNTHESIS OF FAITH AND REASON

Russian philosophy in the context of the synthesis of faith and reason shows an alternative to the development of culture. The creative act as a definite result of this development in Russian culture creates culture and becomes the source of the development of the self – it is creating creative act, in Western culture the main becomes the replicating creative act.

Keywords: Western culture, Russian culture, creative act, self, synthesis of reason and heart, alienation, anthropic phenomenon.

T. M. Ovchinnikova
TRANSFORMATION OF ETHNIC IDENTITY IN CONDITIONS OF POLIETARY EDUCATION ENVIRONMENT

The article is devoted to the problem of the formation of ethnic identity in teenage and adolescent years. The structure of ethnic identity is described. A correspondence between the orientation, the degree of ethnic identity and the possible strategy of behavior in the conflict is established. Particular attention is paid to the subjective reasons for the emergence of interethnic conflicts in the educational space, to which the author refers the transformation of the ethnic identity of participants of educational process.

Keywords: ethnos, ethnic identity, interethnic interaction, interethnic conflicts, reasons of interethnic conflicts, hypoidentity, hyperidentity.

P. V. Opolev
COMPLICATION OF SIMPLIFICATION AND CULTURE

The article deals with the dialectical interrelation between the processes of complication and simplification in culture. Simplicity and complexity of culture are relative. Culture can have a high complexity of cultural specialization, but a low level of system complexity, can be in the "captivity" of its own specialization. The growth of socio-cultural complexity cannot be described

as a linear, unidirectional process. In culture, the moments of return and simplification are inevitably presented. The processes of both the complication of culture and its simplification can be assessed as "disastrous degradation". The growth of "blooming" complexity in some spheres of culture and society is accompanied by disastrous simplification in others. "Beneficial" simplification, in turn, can stimulate cultural diversity.

Keywords: culture, progress, regression, simplification, complication.

E. V. Pastukhova

TYPES OF READING AND LEVELING ORGANIZATION OF A LANGUAGE PERSONALITY

Modern researches are increasingly tending to interdisciplinarity. The language personality grows beyond the frames of linguistic research. When correlating it with the types of texts' reading, it becomes possible to talk about the prospects for the development not only of a secondary, but also of a tertiary language personality. Taking into account the degree of penetration into the author's text, as well as the creative and value completeness of the reading comprehension, not only the levels of the language personality, but also its categories, the secondary language personality and, possibly, the tertiary language personality, need to be studied.

Keywords: language personality, types of reading, narrative, secondary language personality.

F. I. Rozanov

METASYSTEM TRANSITIONS AS NATURAL STAGES OF SYSTEM EVOLUTION OF MATTER (PRINCIPLES OF PERIODIZATION)

The article formulates the theoretical and methodological foundations of the system approach to the development of a single and universal periodization of matter's evolution process. Developing the concept of V.F Turchin of metasystem transition, we supplement it with concepts of global and local metasystem and introsystemic transition. The causes, mechanisms and regularities of the metasystem transition are defined and its definition is formulated. It is shown that the metasystem transition is a universal mechanism of qualitative and quantitative changes in the organization of systems not only from one level of organization of matter to another, but also the phylogenetic development of systems within the same level of organization of matter, as well as ontogenetic development of systems. The necessity of periodization based on the interaction category as a key parameter, characterizing the level of organization of elements in the system, the degree of equilibrium of the system, entropy (ordering of the elements) and the level of development is substantiated. Basic forms of interaction are established for each stage of the system evolution of matter.

Keywords: periodization, evolution, system approach, transdisciplinarity, metasystem transition, interaction.

LINGUISTICS

T. S. Glushkova

MECHANISMS OF COMMERCIAL NOMINATION OF BEAUTY INDUSTRY OBJECTS

The article describes the mechanisms underlying the nomination of objects of the personal services' sphere – beauty and hairdressing salons, represented on the market of the Omsk city. The focus is on communicative and cognitive components of the nomination process. The pragmatic characteristics of the nomination act are named. Associations and stable representations of native speakers related to the one or another lexical unit used as the name of a beauty salon or a hairdresser are identified. A classification of the names of the beauty industry objects on a thematic basis is proposed. The factors that need to be considered when choosing a name are mentioned. The role of free associative experiment as a method of studying commercial nomination is shown.

The mechanism of metaphorization used in the creation of the name is considered. It is concluded that the commercial nomination is a process of linguistic cognitive influence on the consumer.

Keywords: commercial nomination, communication, associations, stable representations, cognitive mechanisms, metaphorization, name.

A. V. Goncharova
CONCEPT-CATEGORY «GENERAL EVALUATION» IN THE ASPECT OF CONCEPTUAL DIFFERENCES

The article describes some lines of conceptual differences in the concept-category «general evaluation» and their reflection in the Russian language (representative, parametric and characterological). It is concluded that these conceptual differences have different nature and modes of expression, and also manifest themselves at all levels of the language.

Keywords: general evaluation, conceptual differences, concept representation, parameterization of evaluation, scalarantonymic complex.

T. A. Diakova
PHRASEOLOGICAL REPRESENTATION OF THE LANGUAGE PICTURE OF THE WORLD OF DON COSSACKS (on the material of Lyudmila Magerovskaya's novel «About Millstones»)

A fragment of the phraseological representation of the language picture of the world of Don Cossacks is considered in the article. The analysis is based on the material of the literary text of the modern work. Dialectal phrases, presented in the novel of L. Magerovskaya "About Millstones", are divided into several thematic groups: stable expressions that characterize the physiological state of a person; phraseological units reflecting behavior, its evaluation; idioms illustrating everyday life. The etymological and historical-ethnographic aspects of the formation of the Don dialect's phraseology are considered. Linguistic and ethnographic parallels of the development and formation of the Don idiomatic and phraseology of the Ukrainian literary language and its Eastslobozhansk dialects, adjacent to the Don languages, have been conducted. To analyze the phraseological dialect material we used various lexicographical and phraseological sources, ethnographic and ethnolinguistic studies, archival field records of the author.

Keywords: language picture of the world, dialect, Don dialects, Don Cossacks, phraseological unit, ethnoculture, symbol.

A. F. Kalinin
RUSSIAN QUESTIONING FRASEOLOGICAL SENTENCES OF STRUCTURAL TYPE IS IT NOT HAPPINESS? (MAIN ASPECTS)

The article reveals formal and semantic organization of Russian phraseological sentences of the type Is it not happiness? as a result of their multidimensional analysis; their linguistic essence is described and semantic structures are characterized; The place of syntactic units' data in the system of a simple sentence in Russian language is defined.

Keywords: Russian language, phraseological sentences, structural and grammatical aspect, logical and semantic aspect, semantic structure of the sentence, two-part sentence.

O. P. Matiyenko
RUSSIAN CURRENCY IN THE ASPECT OF METAPHORICAL MODELING (on the material of headlines in Russian mass media)

The article considers one of the key themes of the economic life of modern Russian society – the instability of the national currency. The headlines of articles in leading Russian media were used as research materials. Analysis of metaphorical models allowed to reveal their set, characteristic for the social and economic life of Russia in 2015's – 2017's. It is established that anthropomorphic metaphors are the most relevant for understanding the state of the Russian

currency; metaphorical models where the source sphere is social life compete with them; artifact and nature-morphic metaphors do not have a high frequency.

Yu. L. Mikhaylova, M. R. Mikhaylov

CONNOTATIVE COLORING OF TOPONYMS AND FEATURES OF THEIR FUNCTIONING IN THE LEXICAL STRUCTURE OF ENGLISH LANGUAGE

The article examines the role of background knowledge in the formation of connotative coloring of proper names, denoting geographical objects and appellative ones, formed from toponyms. The hierarchical structure is proposed: separate proper name – phraseological unit – reproducible verbal complex and the mechanism of the connotative coloring formation on the first stage – in a single word is considered in details.

L. B. Nikitina, O. K. Goloshubina

LANGUAGE EMBODIMENT OF SPEECH GENRE «CONVERSATION IN THE MESSENGER»: TYPICAL REALIZATIONS

The article is devoted to the peculiarities of the linguistic formulation of the dialogues representing the speech genre «conversation in the messenger». Extralinguistic factors that determine the language embodiment of the speech genre «conversation in the messenger» are described. Realizations of linguistic units of different levels which are typical for this speech genre are revealed: phonetic-graphic, lexical, morphological, syntactic. The article contains the analysis of such typical phenomena in the messenger conversation as phonetic orientation of writing, the active use of smiles, emoticons and metatext signals for the transmission of emotions, intonation, facial expressions, gestures and other non-verbal speech attendant, their use of colloquial words, slang words, professionalisms, obscene vocabulary, abbreviations, occasionalisms and borrowings, as well as syntactic constructions, typical for colloquial speech. Dedicated typical implementations of multilevel language tools, characteristic for the speech genre «conversation in the messenger», give grounds to conclude that the maximum situational conditionality of the language embodiment of the genre and the proximity of written dialogues in the messenger to oral conversations.

M. V. Terskikh

INTERACTION OF VERBAL AND VISUAL COMPONENTS IN METAPHORIZED TEXTS OF SOCIAL ADVERTISING*

The article considers the role of visual and verbal codes in the perception of creolized messages of social advertising, the main task of which is to form a system of values in the mass consciousness, to adjust value priorities and benchmarks, to broadcast socially approved behavioral models. That is why social advertising needs a non-stereotyped delivery of its object – social ailments and values, this is associated with the increased interest of advertisers in modes of increasing the "creativity" of the advertising message: visual metaphorization, a combination of codes of different types, intertextual inclusions, etc. The author considers the specifics and advantages of visual code as an instrument of influence. The author pays special attention to the interaction of verbal and visual codes and offers a typology of texts depending on the specific of relationship between the codes of different types. The classification proposed in the article is accompanied by the examples of Russian and foreign social advertising. A comparative analysis of Russian and foreign social advertising allowed the author to come to the following conclusion: we can speak of the increasing role of the visual component (for example, the prevailing type of texts for foreign social advertising is that, where the visual component exists separately and is easily interpreted independently of additional codes). This fact is explained by the merits of the

image in the advertising message, the main feature of which is the increased semantic capacity in a concise form.

Keywords: creolized text, polycode text, verbal-visual impact, advertising discourse, social advertising, efficiency.

A. V. Ulanov
PASSIVE DISCURSIVE LEXICON OF MILITARY DISCOURSE OF THE RUSSIAN LANGUAGE OF THE BEGINNING OF THE XX CENTURY

The article deals with the concept of the passive discursive stock on the example of an array of lexical units of the Russian language discourse of the early XXth century. The author comes to the conclusion that the basis of the passive lexicon consists of neolexems, the spread of which is associated with the expansion of the denotative structure of linguistic units.

Keywords: passive vocabulary, discourse, neolexems, extralinguistic background of Russian military discourse.

LITERATURE. LITERATURE STUDIES. FOLKLORE

D. A. Bestolkov
«MASTERY OF THE FABULIST». POETIC TRADITION OF I. A. KRYLOV IN THE ARTISTIC WORLD OF K.K. KRAPIVA

The object of scientific research in the article was the publication of the Belarusian poet Neil Gilevich "Mastery of the Fabulist" (1975), dedicated to the Belarusian writer Kondrat Krapiva. The author of this work considers the aesthetic assessments of a younger contemporary with respect to the works of the classic of Belarusian literature. Through the comparative analysis of texts of K.K. Krapiva and I.A. Krylov the artistic tradition, actualized in the legends of the fabulist of the XXth century is identified, besides, the nature of the treatment of N.S. Gilevich to the articles of V.G. Belinsky, specifically the work of a critic about I.A. Krylov is explained. In conclusion of the article the statement about the place of works of K.K. Krapiva in a number of heritages of classics of the world literature is represented.

Keywords: Krapiva, Gilevich, Krylov, Belinsky, fable, poet.

O. Yu. Vassilyeva, A. V. Lyapina, L. G. Ponomareva
LITERARY ANNIVERSARIES AS A PHENOMENON OF NATIONAL AND REGIONAL IDENTITY (TO THE PROBLEM POSING)

The article proves the relevance of the integrated approach to the study of literary anniversaries as a phenomenon of national and regional identity in synchronized and diachronic aspects. The necessity of correlating 100 and 200-year anniversaries of Russian writers with the purpose of revealing the value-semantic potential of Russian literature, relevant for each historical epoch, revealing the dynamics of spiritual and intellectual changes in national life.

Keywords: literary anniversary, national and regional identity, cultural memory, Russian literature.

S. A. Gubanov
SERIES OF EPITHETS AS A DIFFERENT FEATURE OF IDIOSTYLE OF M. TSVETAEVA

The article analyzes one of the peculiarities of the M. Tsvetaeva's idiostyle – the use of semantically and structurally correlated epithets, which reveal the essence of the author's intention or image. It is concluded that the ratio of the series of epithets is based on contextually related concepts or situations. Attention is drawn to the non-triviality of the use of epithets, to their unusual compatibility properties. The emphasis is placed on the fact that the epithet is not just an artistic means of imagery, but also a way of expressing and modeling many of the poet's idiolect concepts.

The actualization of the feature, the motivation for its choice is always individual, which is reflected in the semantics of the epithet and its structural varieties.

Keywords: epithet, M. Tsvetaeva, semantics, compatibility, idiostyle, idiolect.

E. V. Kirichuk
THEATER OF AVANT-GARDE OR «THEATER OF THE RIDICULOUS» AT THE END OF THE XIX CENTURY

The study is devoted to the definition of historical boundaries and memory of the genre of the French theater avant-garde of the late XIX century. The dramaturgy of this period exerts a direct influence on the formation of the innovative French theater of the 1940s and 1950s, which was named the «Theater of the Ridiculous» in the famous monograph of E.K. Jacquard. Common for different periods of development of the avant-garde drama is the non-canonical modification of the comic beginning, the specifics of which are discussed in our article.

Keywords: drama, avant-garde, theater, comic, catharsis, memory of the genre.

M. S. Kiseleva
CAT AS PERSONIFICATION OF THE FAMILY'S SPIRIT -KEEPER IN THE MODERN RUSSIAN FOLKLORE

The author generalizes the semantic components of the image of the cat in traditional Russian culture (connection with the other world, good and evil spirits, well-being and misfortune), concludes that it resembles such a universal type of character as a trickster for folklore of many peoples. By comparing the obtained data with the results of the content analysis of three sites representing users of different age groups and areas of interest and characterized by high attendance (950,000 – 1.8 million people per day), the main features of the interpretation of the image of the cat in the folklore of Runet and modern Russian culture (connection with the other world, with happiness and prosperity, the parallel of the cat and man, the idea of completing the modern family) are revealed, there is a suggestion about the reasons for the wide spread of this image and its high importance.

Keywords: Internet folklore, modern folklore, archaic views, cat, guardian spirit, trickster.

E. S. Radiontseva
REGIONAL PRINT MEDIA: ACTUAL RESEARCH DIRECTIONS

The article presents the results of a research related to the study of the methodological basis of scientific works dedicated to the regional print media.

Keywords: mass media, regional print media, methodology.

Ju. A. Rostovceva
UTOPIA OF V. A. LEVSHIN «THE NEWEST JOURNEY COMPOSED IN THE BELEV CITY». BETWEEN EUTOPIA AND UTOPIA

The article deals with the utopia of the 18th century – «The Newest Journey, Composed in the Belev City» by V. A. Levshin. The work was not reprinted completely since the 18th century. In connection with this, in literary studies, a tradition to examine primarily the first parts of the work was formed, in which the ideal settlement on the Moon was described, while parts of the story devoted to terrestrial countries were abandoned. Only the American Slavic writer S. L. Baer drew attention to the final fragment of the work, calling it a panegyric utopia. In fact, this observation can be challenged. The last parts were written under censorship pressure, Levshin had no desire to glorify Catherine's Russia. In particular, this can be seen on the quotes from the "Great Mandate of the Empress", which the author cites. Almost all of them describe the goals of the "Mandate" that were declared by Catherine earlier, but which could not be realized. Thus, contrary to the representation of Baer, Levshin became the author of a satirical utopia – dysnomia. Utopia, in which Russian laws are depicted from the negative side.

Keywords: utopia in the XVIII century, panegyrical utopia, dysnomia, V. A. Levshin, Catherine II, "Great Mandate of Empress".

S. M. Shumilo
LITURGICAL TEXTS AS A LITERARY SOURCE OF LIVING LITERATURE ABOUT BORIS AND GLEB

Legend and Reading about Boris and Gleb, like many other hagiographic works of antiquity, have as a literary source several liturgical books: Irmology, Triod and Trebnik (the text of the funeral service). The use of borrowings from these books can be regarded as some ancient literary device, similar to the methods of allusion and reminiscence in contemporary literature. The liturgical borrowings, often found in the Lives of Boris and Gleb, create an allusion to the Passion of the Christ, and this subtext allows authors to draw parallels between Svyatopolk and Judas, as well as between holy brothers and Christ. Borrowings from liturgical texts help hagiographers create a certain subtext of their works and endow the living works with special expressiveness.

Keywords: Lifes of Boris and Gleb, borrowing, liturgical literature, literary source.

A. S. Yufereva
PECULIARITIES OF THE DISTRIBUTION OF THE AGITATION TEXTS IN THE MEDIA (on the example of the 2016 election campaign)

The article deals with the problem of using new communication technologies by the media (the official website of the editorial board, social media) for the dissemination of campaign materials during the pre-election period. On the basis of qualitative sociological research, tendencies and patterns are revealed, aimed at explaining the choice of media of certain digital channels.

Keywords: mass media, press, radio, television, agitation materials, pre-election period, Internet, new communication technologies.

PEDAGOGICS

N. S. Avdonina
TO THE PROBLEM OF DETERMINING THE COMPONENTS OF THE STRUCTURE OF PROFESSIONAL IDENTITY

The article deals with the structure ofprofessional identity.The purpose of this study was to identify the key components of a professional identity. To achieve this goal, the positions of the main theoretical works on the topic of identity, the mutual influence of the profession and personality and professional identity were analyzed and summarized, and the original definition of professional identity was formulated. The main semantic issues were identified that allow describing the initial image of a professional, and key aspects of professional identity were listed. As a result of studying the theoretical literature, three components of professional identity were singled out: emotional, cognitive and behavioral. The content of each of the elements is revealed. The criteria for evaluating each of the components are proposed. Together, the components of the structure of professional identity contribute to the formation of a stable positive professional identity of future or existing professionals.

Keywords: Identity, professional self-determination, professional identity, professional Self-concept, emotional component, cognitive component, behavioral component.

T. V. Babikova
THE FORMATION OF THE NEW CULTURE OF SIBERIA OF THE 1960s AND THE ARTISTIC EDUCATION

The turn of the 1950s and 1960s opened a new stage in the development of the country's art culture. The formation of the UA (Union of Artists) of the RSFSR facilitated the design of a

centralized system for regulating the artistic process. The rise of the fine art of Siberia was due to many reasons, including the influence of the creative team of the art and graphic faculty of the Omsk State Pedagogical Institute.

Keywords: art culture, fine arts of Siberia, generation of the "sixties".

V. V. Vasiliev
WAYS OF INTERACTION OF CIVIL AND DEPARTMENTAL LAW ENFORCEMENT EDUCATIONAL ORGANIZATIONS FOR THE FORMATION OF VALUE BASES OF CONTINUING EDUCATION OF EMPLOYEES OF INTERNAL AFFAIRS BODIES

The article discusses the interaction of educational organizations of the Russian Ministry of Internal Affairs system with civil educational organizations in the formation of value bases of departmental continuing education. The main directions of cooperation are described.

Keywords: value bases, continuing education, interaction of educational organizations of higher education, university of the Ministry of Internal Affairs of the Russian Federation, departmental law enforcement education.

E.S. Gaydamak, S.M. Zakutskaya, G.A. Fedorova
INTERACTIVE TECHNOLOGIES IN CONDUCTING LECTURE IN THE E-LEARNING CONDITIONS

The article provides methodological recommendations on the use of interactive technologies in lecture classes at the university. It is noted that in conditions of e-learning, the traditional understanding of interactivity is enriched by new ways and means of interaction between students, with the teacher, with the information environment or with its individual elements. The following directions of increasing the interactivity of lecture classes are considered: independent development of theoretical material with the help of an electronic lecture; automated factual and terminological control and self-control of knowledge of lecture material; collective work of students on the creation of electronic educational content on the theoretical material of the lecture; conducting of educational discussions at the lecture in the form of forum, chat, commenting. For each direction there is a list of software tools and Internet services.

Keywords: e-learning, interactivity in teaching, interactive lecture, electronic educational resources, Internet services web 2.0.

M. V. Derbush, S. N. Skarbich
FORMATION OF SENSE READING TECHNIQUES IN TEACHING MATHEMATICS

The article deals with the formation of semantic reading techniques in the context of the activity approach in the process of teaching mathematics. Key skills of students in working with mathematical text are singled out. The correspondence of the stages of semantic reading with the stages of solving mathematical problems is given.

Keywords: activity approach, semantic reading, teaching mathematics, techniques of semantic reading.

L. A. Ivahnova
THEORY AND PRACTICE OF DESIGNING THE CONTENT AND TECHNOLOGY IN ART EDUCATION

The article presents the actual aspect of the professional activity of the teacher – designing the content of the subject. Theoretical bases of content development and modern teaching technologies are presented. Methods of designing technologies for teaching fine arts – multimedia and art – and pedagogical technologies are offered.

Keywords: development of the content of the academic subject, designing of the pedagogical technology, the learning process, educational activities, art education, the educational field "art", art-pedagogy.

O. P. Kovaleva, V. A. Kovalev
FORMATION OF THE COMPETITIVE EDUCATIONAL CLUSTER IN THE CONDITIONS OF THE EDUCATIONAL SYSTEM OPTIMIZATION

The main problems touched upon by the authors of the article concern the increase of the competitiveness of universities by creating regional educational clusters. In the course of the research, the following results were achieved: functional groups of clusters were identified; the main stages of the formation of the educational cluster were defined; directions of increasing competitiveness were formulated on the basis of forming a combination of competition and coordination; a comprehensive methodology for evaluation of the educational cluster's competitiveness was adopted.

Keywords: cluster, clusterization, competitiveness evaluation, cooperation and competition.

D. O. Kuular
EVALUATION OF METHODOLOGICAL TRAINING OF BACHELORS OF EDUCATIONAL PROFILE «INFORMATICS» TO WORK WITH IT-CAPABLE STUDENTS OF TUVA

The article considers methods of evaluating the results of pedagogical experiment, analyzes the conditions for the formation of methodical readiness for work with IT-capable schoolchildren. The main research methods are formulated and the components of methodical readiness of the bachelors of education of the "Informatics" profile are selected for work with IT-capable schoolchildren of Tuva. Taking into account the component composition of methodical readiness and content, criteria and indicators of methodical readiness for work with IT-capable students are proposed. Based on the comparative pedagogical experiment, the effectiveness of the developed methodology for the preparation of future bachelors is shown.

Keywords: bachelor of education, methodical readiness, components of methodical readiness, levels of methodical readiness.

S. Sh. Muhamedzhanova
THE DEVELOPMENT OF MILITARY HISTORY AND MILITARY -HISTORICAL EDUCATION IN KAZAKHSTAN

The article is devoted to the development of military science and military-historical education in the Republic of Kazakhstan. The origins of the formation of the military-historical science of Kazakhstan are traced from the middle of the XIX century. Much attention is paid to the Soviet period. The main part of the article is devoted to the process of formation during 25 years of the independent Republic of Kazakhstan of military education system and military science, in particular, military history and military-historical education. For a short time professional cadres of military historians have been trained in Kazakhstan, the process of teaching military-historical disciplines in all military universities has been established. The Department of Military History was opened at the National Defense University, and the scientific and pedagogical staff is training in Doctoral Studies in the specialty «Military History». This indicates the formation and prospects for the further development of military history as a science and a discipline in the scientific and educational processes of the Republic of Kazakhstan.

Keywords: military science, military-historical education, military history, training of military scientists, the Armed Forces of the Republic of Kazakhstan, adjuncture, doctoral studies.

V. B. Pomelov
ENLIGHTENER IVAN YAKOVLEVICH YAKOVLEV

The article contains biographical data of the outstanding educator of the Chuvash people Ivan Yakovlevich Yakovlev (1848–1930). The characteristic of his contribution to the development of culture and enlightenment of the Chuvash people is given. I.Ya. Yakovlev created

the Chuvash alphabet opened the Simbirsk Central Chuvash School. Friendly relations of I. Ya. Yakovlev with I.N. Ulyanov are shown.

Keywords: I.Ya. Yakovlev, Chuvashia, Simbirsk, I.N. Ulyanov, A.V. Rekeev.

N. I. Popov, A. V. Kalimova, N. S. Shasheva
ABOUT THE LEVEL OF SPECIAL ABILITIES OF FUTURE TEACHERS
The article describes the results of experimental work to determine the special abilities of students in the pedagogical areas of the training of the FSBEU HE «Syktyvkar State University». With the purpose of further building of the students' abilities profile, their knowledge and skills were checked in carrying out computational operations, logically correct reasoning, and analyzing information.

Keywords: experimental work, testing, students' special abilities.

I. V. Slyshalov
ACTUAL PROBLEMS OF IMPLEMENTATION OF PROFESSIONAL TRAINING PROGRAMS FOR VEHICLE DRIVERS
Some aspects of the implementation of the Professional Training Program for Drivers of vehicles of category «B», equipped with devices for the supply of special light and sound signals, are considered. There are made proposals to increase the effectiveness of professional training of this type.

Keywords: safety, traffic, vehicle, special signals, professional training.

N. P. Tabachuk, V. V. Melnikova
DEVELOPMENT OF INFORMATION COMPETENCE OF STUDENTS BY MEANS OF INTERACTIVE MODULAR COURSE "COMPUTER NETWORKS"
The article presents the experience of creating an interactive modular course "Computer Networks" for students in the training direction of "Pedagogical Education" on the basis of LearningApps.org training applications, which contributes to the development of the students' professional competences, one of which is information competence. The development of information competence of students within the framework of this course is carried out not only in the direction of professional growth, mastering of educational content and development of subject experience, but also in the direction of mastering the ways of creating interactive modules for professional activity with the help of learning applications LearningApps.org.

Keywords: information competence of the student's personality, interactive module course, LearningApps.org.

A.V. Terskova
DEVELOPMENT OF CREATIVE ABILITIES AT THE COMPOSITION LESSONS THROUGH PASTY PAINTING
The article considers the process of forming creative abilities of learners in conditions of additional art education in process of mastering the subject "Composition". The technique of development of artistic and creative abilities in the process of creating compositions by students of secondary school age is presented. The stages of the development of compositional and creative abilities are singled out, the method of developing creative abilities is described.

Keywords: creative abilities, composition and creative activity, formation of compositional abilities, abilities of learners in children's art school, composition in painting, pasty painting.

N. V. Chekaleva
EFFECTS OF MODERNIZATION OF TEACHER EDUCATION
Results of the modernization of teacher education are given in the article. The stages of modernization are singled out from 1992 to the present day. The substantive changes in teacher

education are pointed out. The paper contains objectives and the results of modernization teacher education in the Russian Federation. The focus of the article is on effects of Omsk State Pedagogical University's teachers participating in the comprehensive project of modernization of teacher education.

Keywords: teacher education, effects, modernization, basic professional educational programs.

N. I. Churkina, A. M.Churkina
PROFESSIONAL EXAMINATION IN PEDAGOGICAL AND MEDICAL SPHERES: FIRST EXPERIENCE AND PROSPECTS

The article deals with theoretical and normative bases of conducting professional examinations for teachers and doctors. Based on the study of historical experience and analysis of modern practices of professional accreditation abroad, there was made an attempt to disclose the reasons and factors that make it necessary to introduce this form of state attestation into professional areas. The comparative analysis of the principles and provisions of the theoretical and normative bases of the professional examination, the practice of primary accreditation for graduates of medical schools of the current year, allowed the authors to draw conclusions about its problems and perspectives that can be used to organize similar procedures for teachers.

Keywords: professional examination, accreditation, primary accreditation, higher education, professional standard, professional activity.

A. A. Shestova
EXPERIENCE OF GUIDING OF FINAL QUALIFICATION WORK ON PHILOLOGY ON THE BASIS OF THE STEP-BY-STEP INSTRUCTION

The article is devoted to studying the experience of writing final qualification work on philology on the basis of step-bystep instructions. The need for detailed instructions in the implementation of the study is due to the large amount of information, as well as the speed of changes in the modern scientific paradigm. In the process of writing the final qualification work, bachelors could make additions to the proposed option.

Keywords: scientific paradigm, final qualification work, instruction, research.

L. A. Shipilina
DESIGNING OF THE CONTENT OF PROFESSIONAL AND PEDAGOGICAL EDUCATION BASED ON THE CONNECTION OF EDUCATIONAL AND PROFESSIONAL STANDARDS: THE METHODOLOGICAL ASPECT

The article is devoted to the substantiation of the integrativedeveloping approach as a methodological guideline for designing the content of professional and pedagogical education, which allows to correlate the requirements of educational andprofessional standards in the course of the project activity. The essence, the basic principles of the developed approach, such as system, integrity, development and integration in relation to the problem of conjugation of educational and professional standards in the design of the content of professional and pedagogical education are revealed. A generalized algorithm for designing the content of education on the basis of the integrative-developing approach is presented.

Keywords: professional and pedagogical education, basic educational program, educational content, educational standard, professional standard, integrative-developing approach.

LET THE YOUTH SAY

N. A. Romanov
Research supervisor: Doctor of Philosophical Sciences, Professor E. G. Sokolov
SOME ASPECTS OF THE ARCHITECTONICS OF MODERN MEDIA SPACE

The article examines the compositional features of modern digital media space. The role of the digital foundation of media space in the representation of culture's artifacts is analyzed. Examples of the manipulative work of the subject of culture with the content of the media space are given. The architectonics of modern media space is examined as a structure that is mobile to transformations.

Keywords: modern media space, architectonics, digital content, clip culture, media culture.

MEMORY PAGES

Chinakova L. I.
PRE-WAR CHILD AT HOME AND "WAR CHILD" IN THE EVACUATION (memories of the evacuated child)