

**REVIEW OF OMSK STATE PEDAGOGICAL UNIVERSITY.  
HUMANITARIAN RESEARCH  
2019 № 3 (24)**

**ABSTRACT AND KEY WORDS**

**PHILOSOPHY**

**N.A. Anashkina, I.G. Pendikova**

**CONCEPTS OF DAILY LIFE CULTURE IN ADVERTISING AND DESIGN  
COMMUNICATION**

The article deals with the main linguistic and cultural concepts of European languages, which recorded time-molded sustainable models of everyday behaviour and attitude to life: “savoir vivre” in France, “dolce far niente” in Italy, “Trankila. Manianapor la maniana” in Spain, “polako-polako” in Serbia and Montenegro, “ordnung muss sein” in Germany, “lagom” in Sweden, “hygge” in Denmark. The paper describes the conceptual significance of mental and behavioural structures of daily life culture for the design and advertising communication, reveals its modeling impact both on certain aspects of a person’s daily life, and on the culture of society as a whole.

**Keywords:** everyday culture, advertising communication, design communication, project conception, creative method.

**T.V. Babikova**

**SPACE “THINKS ITSELF BEING WITHIN US”: ACHIEVING A STATE OF BEING  
IN THE PAINTINGS OF M. USOVA AND E. DOROKHOV**

The author of the article writes that Omsk artists M. Usova and E. Dorokhov are committed to a holistic expression of an expressive and generalized impression of living space. Their paintings reflect immutability and, at the same time, fluidity of being.

**Keywords:** Omsk artists, art form, achieving a state of being.

**G.V. Gornova, S.A. Mityagin**

**COLOURS OF URBANISM**

The article presents a philosophical analysis of colour in relation to urban conceptions and theoretical constructs, in which the cognition of the material, social and existential reality of the city is carried out. Colour associations of professional terms “greenfield”, “brownfield”, “greenfield” are considered. Symbolic and semantic complexes of associations connected with colour representations of Smart City and Garden City are investigated. The emergence of new associative colour meanings generated by the experience of urban life is shown.

**Keywords:** Smart City, Garden City, greenfield, brownfield, greyfield.

**L.I. Zhizhileva**

**HUMAN EXISTENCE AND IDENTITY IN MODERN WORLD**

The article substantiates the need for a new perception of existence and identity and their relationship. The existential philosophy of the 20th century created an idea of forming identity of a free person and co-being with others in response to the strong challenge of the world. A modern person in the face of global challenges should appeal to his personality. The existence formation leads human’s identity to integrity, authenticity.

**Keywords:** identity, existence, existentials, co-being, personality.

**A.A. Morozov**

**ETHICIZATION OF RELIGION IN KNOWLEDGE AND REALITY:  
PHILOSOPHICAL-ANTHROPOLOGICAL CONSEQUENCES**

The author of the article writes that in modern humanitarian knowledge and public consciousness there is an identification of religion and morality. Religion is a transformed form of morality, which is the ethicization of religion. It actually distorts our understanding of reality. Religion and morality are two anthropic forms. In the philosophical and anthropological context, religion and morality characterize different aspects of human existence. They create exclusive options for motivation and goal-setting.

**Keywords:** religion, morality, man, secular discourse, religious consciousness.

**S.P. Nazarov**

#### BASIC APPROACHES TO DETERMINING ASYMMETRY FACTOR IN ARMED CONFLICT

Approaches to the determination of asymmetry in armed conflict are discussed in the article. The foundations for the formation of key strategies for the victory of a “weak” side in the conflict are revealed. The special role of the tactical and strategic approach is noted. The strategy and tactics of “asymmetric warfare” are presented as a change in the format of interstate wars in the context of the impossibility of “a traditional type of war”. The strategy of “asymmetric warfare” is considered as a matrix of a series of new methods of military-political confrontation.

**Keywords:** asymmetric conflict, asymmetric war, political myth.

**L.K. Nefedova**

#### THE CONFLICT MARKERS OF EUROPEAN CULTURE OF THE XVII CENTURY: SENSUALISM — RATIONALISM, COMEDY — TRAGEDY

The author raises the question of the opposition of philosophical methods of reality cognition of sensualism and rationalism and the opposition of literary and theatrical genres of tragedy and comedy in constructing the understanding of the image of European culture of the XVII century. It is put forward that these oppositions played a sense-marking role in the scientific processing of the cultural diversity of this period. The bases of modeling the understanding of cultural epochs, which lie in the unity of sensual and rational principles in the nature of human cognition, are presented. The difference in scientific and philosophical reflection of science and art is noted. The identity and difference of the sensual and rational principles of knowledge in their procedural unity and the tragic and comic worldview of human existence in their indecomposable interrelation — these are the meanings of the paradigms of scientific and artistic knowledge that determined the cultural image of the XVII century. To clarify the understanding of the unity and diversity of culture, the category of conflict is proposed.

**Keywords:** culture, cognition, sensualism, realism, style, method, classicism, tragedy, comedy, conflict.

**A.B. Nikolaeva**

#### NEW ONTOPHILOSOPHICAL PROBLEMS AND TWISTS IN MODERN SCIENTIFIC BIOGRAPHY

This article summarizes the essence of the main changes in the modern genre of scientific biography, due to the specifics of the postmodern period. The process of updating genre patterns involves the biographer’s appeal to the life representation of the hero, to the historical and philosophical reconstruction of facts and events, to psychological reflection and hermeneutic understanding of the features of research and the personality of the scientist. The scientific biography is presented in the article as an ontophilosophical space, the understanding of the dynamics of which can be carried out applying the hermeneutical method used today in a variety of cognitive and cultural fields.

**Keywords:** scientific biography, postmodern, life representation, interpretation, reconstruction, reflection, ontological understanding.

**V.V. Nikolin, O.I. Nikolina, L.I. Chinakova**

#### **TWO METHODOLOGICAL ATTITUDES OF WESTERN CULTURE IN THE ANALYSIS OF J.-F. LYOTARD**

The article reveals the concept of J.-F. Lyotard on two methodological paradigms of European culture: esthetic, based on ancient heritage and strengthened by Western culture, and eisthetic, based on Jewish heritage and forgotten. Both affect culture differently and are represented differently in European consciousness. Understanding this difference will probably allow European spirituality to free itself and develop fully, removing alienation.

**Keywords:** eisthetic, forgotten, esthetic, progress, postmodern, prophetic dimension of the present, rational building of the future.

**I.V. Nikolin, O.I. Nikolina, A.S. Sharov**

#### **TRANSFORMATION OF INTERIORIZATION AS A RESULT OF INFORMATION REVOLUTION**

The article makes an attempt to understand the problems of interiorization in the models of the traditional methodology of philosophy and psychology, as well as the philosophy of postmodernism. The problem of pseudo-knowledge gains a particular relevance due to its connection with information revolution, the transition of society and the educational system to the methodology of knowledge-who, which, unlike knowledge-what and knowledge-how, is aimed at establishing independence of the individual.

**Keywords:** interiorization, border, labyrinth, fold, knowledge-what, knowledge-how, knowledge-who, information revolution.

**E.V. Pastukhova**

#### **COGNITIVE AND EMOTIVE ASPECTS IN THE STUDY OF LANGUAGE AND COMMUNICATION**

Currently, there is a trend of a significant change in communication: the mainstreaming of the emotive aspects of the language, turning to emotional intelligence. The article shows the formation of this trend and raises the problem of how to take this change into account when studying cognitive and emotive communication contexts.

**Keywords:** emotive and cognitive aspects of language, communication contexts, smileyography.

**V.N. Pinchuk**

#### **PHILOSOPHER F. A. STEPUN AND THE SOVIET NOMENCLATURE IN 1917–1922**

The article considers relationship of a prominent Russian community's philosopher Fyodor Avgustovich Stepun (1884–1965) with the Soviet Government. During the Civil war he worked as the head of the State Demonstrative Theatre. The analysis revealed Stepun's refusal of Bolshevism and Leninism. At the same time he was an opponent to the White movement because he realised that if he rebelled against the Bolsheviks he would fight against his own people who largely accepted Marxist ideology in Lenin's interpretation. Wishing to avoid emigration he was still forced to leave his homeland forever aboard the renowned "philosopher's ship".

**Keywords:** worldview, Marxism, Bolshevism, Leninism, "philosopher's ship".

**A.G. Stepanov**

#### **SPECIFICITY OF RATIONAL-ANALYTICAL LEVEL OF THE PATTERN FORMATION OF SOCIO-HISTORICAL REALITY**

The article deals with the problem of forming a pattern of socio-historical reality from the standpoint of its determination by the paradigmatic settings of the thinking style of the subject. The formation of the pattern of social history is carried out within the framework of the cultural

and cognitive system. The subjectivity of the style of thinking appears in the form of conceptual projects of reflection of history.

**Keywords:** rationality, science, style of thinking, subjectivity.

**N.A. Suvorov**

#### PHILOSOPHICAL-ANTROPOLOGICAL INTERPRETATION OF SPIRITUAL PRACTICES

The article analyses philosophical and anthropological views on the nature and essence of spiritual practices as a unique phenomenon of human culture. The analytical review presented by the author allows us to talk about the presence of multidirectional theoretical, methodological and praxeological approaches to the study of spiritual practices that exist within the framework of the philosophy of culture.

**Keywords:** spiritual practices, spirituality, morality, altered states of consciousness.

**N.V. Fedorova**

#### THE PROBLEM OF NORM AND ABNORMAL IN WESTERN PHILOSOPHY

The initial conceptual problematic character of the content of the norm concept accompanies the entire historical and philosophical discourse. The article shows how the understanding of the norm and the abnormal in Western philosophy from Antiquity to the New Age has changed.

**Keywords:** norm, abnormal, naturalness, variability, stability.

### LINGUISTICS

**M.V. Batyushkina**

#### REVISITING THE EVALUATIVE SEMANTICS OF LEGAL CONCEPTS

This article presents the research results of the evaluative semantics of legal concepts and legislative texts. The foundations and means of expressing evaluative semantics, the dichotomy of legal concepts, vocabulary and speech techniques, which are used in legislative texts to express positive and negative connotations, are considered. Attention is focused on the objective and subjective reasons for the uncertainty of understanding the evaluative semantics. Special attention is given to semantic generalization and mechanisms of semantic perception of the legislative text.

**Keywords:** legislative text, evaluation, generalization, uncertainty.

**E.A. Glotova**

#### THE OCCASIONAL DERIVATION IN PHRASEOLOGY AND AUTHOR'S INDIVIDUAL PHRASEOLOGISMS

The article discusses the methods of creating occasional phraseological derivatives and author's individual phraseological units proper. It reveals patterns and relationships with environmental elements: lexical and phraseological surrounding, speech situation, lexical meaning of source words of free usage and the inner form of phraseological units.

**Keywords:** phraseologism, derivation, occasionalism, phrase formation, motivation of meaning, *uzus*, inner form.

**Yu.N. Goryunova**

#### MEANING OF GERMAN VERBS FORMED FROM ANIMAL NAMES

This article is devoted to the linguistic analysis of verbs formed from the animal names in modern German. The relevance of the work is due to the lack of a clear classification of the German verbs by lexical meaning. During the study, the author identified two types of verbs. The first type includes non-metaphorical verbs with the meaning "hunt an animal" and "produce offspring". The verbs, which are used in a figurative, metaphorical meaning, were referred to the second type. The

last group of verbs has undergone a more detailed classification, since zoometaphors are used to determine the evaluative properties of a person and his behaviour.

**Keywords:** zoo verbs, zoonym, evaluative meaning, stylistic features, metaphor, lexical unit.

**N.M. Kiseleva**

THE DIFFICULTIES OF TRANSLATING AUTHOR'S PARALLELISMS INTO RUSSIAN IN PATRICK SUSKIND'S NOVEL "DAS PARFUM. DIE GESCHICHTE EINES MO..RDERS"

The article presents the difficulties faced by the translator in translating literary repetitions of different language levels in the original text. The ways of solving this problem in translation practice are also analyzed.

**Keywords:** parallelism, idiostyle, structural-semantic transformation, connotation, alliteration, anaphora, epiphora.

**M.V. Kutieva**

SITUATIONALLY DETERMINED COMMUNICATIVE BEHAVIOUR OF SPANIARDS (ON THE BACKGROUND OF RUSSIAN COMMUNICATIVE BEHAVIOUR)

This article is devoted to the specific features of the Spanish norms of communicative behaviour towards the Russians. It considers four communicative situations: greeting, complement, refusal of an invitation, farewell. The author reveals the following common communicative features of Spanish everyday discursive usage: general positive style of communication, an ultimate mitigation of situational discomfort, emphatic expression of interest in the position (state, ideas, opinions, suggestions) of the interlocutor, caring for a positive personal image, verbosity, a complete prohibition of direct peremptory denial or rejection.

**Keywords:** communicative situation, discursive behaviour, ethnocultural features, social context, national culture, politeness, social image.

**Yu.A. Lipina**

MEANS OF EXPRESSING DEONTIC MODALITY IN COMMUNICATIVE SITUATIONS OF OBLIGATION, PERMISSION AND PROHIBITION (ON THE MATERIAL OF ENGLISH SUBLANGUAGE OF CUSTOMS ACTIVITY)

This article presents the linguistic research experience of deontic modality based on English customs activity sublanguage. The use of modal verbs as a means of expressing deontic modality is analysed. The paper gives recommendations on translation.

**Keywords:** deontic modality, prohibition, permission, order, directive speech act.

**S.Ch. Lipiridi**

NEOLOGISMS IN TOURIST DISCOURSE (BASED ON THE ENGLISH LANGUAGE)

The article is devoted to the research of the structural-semantic features of English neologisms in tourist discourse. The paper studies the approaches to the concept of "tourist discourse", and also, based on the analysis of the semantics of neologisms, a classification of tourist activities is proposed.

**Keywords:** discourse, tourist discourse, neologism.

**G.V. Makovich**

ANTHROPONYMS AS A TOOL FOR ORGANIZING COGNITIVE-DISCURSIVE SPACE IN THE ORIGINAL TEXT AND TRANSLATION

On the example of Eduardo Mendoza's novel "The Amazing journey of Pomponius Flat" the article considers intertextual meanings of anthroponyms in the game postmodern text, which should be taken into account by the translator for adequate transfer of the author's idea and content, and also the translation strategy in N. Bogomolova's version is revealed. It is shown that an

adequate translation of the novel fully preserves intertextuality and does not lead to the replacement and substitution of intertextual meanings.

**Keywords:** anthroponym, postmodern text, artistic discourse, intertextuality, periphrases, allusive epithet, derivative interjection, commissive.

**E.G. Malysheva**

#### MEDIALINGUAL ANTHROPOLOGY: DETERMINATION OF BASIC CONCEPT, TYPOLOGIZATION OF SUBJECTS, METHODS OF ANALYSIS

The article discusses the key concept of media linguistic personology — the discursive linguistic personality of a journalist — in relation to related concepts of discursive linguistic personality, information and media linguistic personality, and speech portrait of a journalist.

The parameters of typologization of discursive linguistic personalities of a journalist are investigated and a conclusion is made about the prevalence of a communicative approach in distinguishing types of linguistic personalities of subjects of mass media discourse.

The paper defines the methods that serve to identify and describe the specifics of the journalistic discursive linguistic personality: linguistic-cognitive analysis of the subdiscourse of a separate linguistic personality; stylistic analysis of the subdiscourse of the journalist's linguistic personality; speech-genre communicative-pragmatic analysis of the subdiscourse of a linguistic personality.

**Keywords:** mediallynguistics, mediallynguistic personology, discursive linguistic personality, discursive linguistic personality of a journalist.

**T.P. Rogozhnikova**

#### NON-SYSTEMIC PAST TENSE VERB FORMS IN THE OLD RUSSION TEXT

The article discusses the semantic and functional features of the Old Russian textual forms of the past, which do not fit into the traditional historical and grammatical scheme and serve to convey complex combinations of past and present tense, absolute and relative time, terminative and durative action.

**Keywords:** Old Russian text, hagiography, past tense forms, grammatical semantics.

**D.V. Sadiyeva**

#### SEMANTICS OF ABBREVIATIONS IN PERCEPTION OF HIGH SCHOOL STUDENTS (RESULTS OF QUESTIONNAIRE)

This article presents the results of student questionnaire in secondary schools devoted to the study of the perception of abbreviations of the Russian language in a multilingual area. The research represents the difficulties in decoding by the respondents of the studied language units out of context and the reasons for their occurrence, which are caused by the structure of the abbreviation, in particular the number of its components; polysemy, ignorance of the components of complex names; a mixture of paronyms.

**Keywords:** questionnaire, perception and identification of linguistic units, respondents, international and national abbreviations, components of abbreviations.

**N.D. Fedyaeva, S.A. Demchenkov**

#### LANGUAGE IMAGE OF THE MACHINE: METHODOLOGICAL BASES OF THE RESEARCH

The article conceptualizes the image of the machine in the anthropocentric aspect of the linguistic view of the world. The authors hypothesized the isomorphism of the images of man and machine as a factor determining the methodology for studying the latter. The hypostases of the linguistic image of the machine are characterized: objective, quasi-subjective, and subjective proper.

**Keywords:** Russian linguistic view of the world, linguistic image of the machine, anthropocentrism, hypostases of linguistic image, linguoanthropological research.

**M.A. Kharlamova, V.S. Moskalenko**

**AGE STRATIFICATION MARKERS IN DIALECTAL DISCOURSE AND THEMATIC TEXT MARKING-OUT**

The article analyses the age markers found in dialectal statements that represent the age self-identification of the aged dialect speakers. The results of the study revealed the most frequent age markers in the dialectal discourse. The analysis of “speech ideas” of dialect speakers proves the importance of the AGE concept for their self-identification and contributes to the developing the method of thematic marking out of dialect texts to be placed in the regional corpus of the Middle Irtysh region folk speech.

**Keywords:** age stratification, age self-identification, language markers, thematic marking-out of dialectal text.

**M.A. Chepurnaya**

**NEOLOGISMS OF ENGLISH MASS MEDIA DISCOURSE AS A LAYER OF VOCABULARY WITHIN THE CONCEPT “ECOLOGY”**

The article studies new lexical units of the English language appeared as the result of the environmental processes taking place in the modern world. The formation of new lexical units within the concept “Ecology” originates due to already existing word-building patterns which result to brand new units and combination of lexemes fixed in the language resulting to new semantic units. The method of formation of neologism determines its “fate” in the borrowing language.

**Keywords:** neologism, word-building pattern, mass media discourse, translation, ecology.

**PEDAGOGICS**

**R.S. Absalyamov**

**IMPROVING STUDENTS PHYSICAL EDUCATION SYSTEM OF THE ART INSTITUTE**

The article discusses the features of the forming-up the educational process in the discipline “physical culture” for future musicians. The relevance of the paper is determined by the contradictions between the need of modern society for healthy specialists and health deterioration of graduates; between the specific requirements of professional activities for the psychophysical qualities of students of the Art Institute and insufficient satisfaction of these requirements in the process of academic training.

**Keywords:** motivation, qualities of professional significance, physical exercises.

**N.V. Avralev, I.N. Efimova, A.V. Makoveychuk**

**PROFESSIONAL AND AXIOLOGICAL ORIENTATIONS OF APPLICANTS AS AN OBJECT OF PEDAGOGICAL AND MANAGERIAL INFLUENCES**

In this article mechanisms for the realization of new pedagogical and managerial technologies in higher education are considered, which are aimed at a personalized approach to identifying professional and axiological orientations of modern students and applicants.

It has been shown that the created technologies of pedagogical design already from school allow us to identify and popularize promising educational ideas and practices, to increase the authority, status and competitiveness of universities in the context of globalization. The specific stages of work with gifted children, contributing to the development and implementation of their intellectual and personal potential in conjunction with the schools of the University cluster of education, are considered.

**Keywords:** pedagogical design, university competitiveness, new educational technologies, talent developing system, University cluster of education.

**S.R. Afanasyeva, M.M. Olesova**

#### IMPLEMENTATION OF CULTURAL COMPETENCES OF FRESHMEN THROUGH THE WEEK OF THE DEPARTMENT

The article describes the implementation of the general cultural competences of junior courses through an extracurricular event “Week of the Department of General Disciplines”. Its results are presented.

**Keywords:** general cultural competence, educational program of bachelors, extracurricular activities, subject olympiad, week of the department, practice-oriented educational actions, seminar, competition.

**A.M. Borovitsky**

#### RELEVANT ASPECTS OF MASTERING PROFESSIONAL KNOWLEDGE BY FUTURE OFFICERS OF FEDERAL NATIONAL GUARD TROOPS SERVICE

The article discusses the appropriateness of applying theoretical knowledge coupled with practical combat experience of mentor officers transmitted in the process of educational activity. It analyses the selection and application of the most relevant forms, methods, means and techniques for mastering professional knowledge and skills, taking into account the specifics of the forthcoming tasks.

**Keywords:** professional education, techniques and methods, active forms of training, officers of the National guard of the Russian Federation, educational activity.

**N.G. Gubaeva**

#### THE ROLE OF EDUCATIONAL FUNDRAISING IN HIGHER EDUCATION

The article is devoted to identifying the role of educational fundraising in the development of university education. Educational fundraising is defined as an activity of attracting resources to non-commercial projects, providing charitable assistance to educational organizations both to achieve educational goals and for regional development as a whole.

**Keywords:** educational space, educational fundraising, fundraiser, educational services, additional financial contributions, public institutions.

**M.V. Derbush, S.N. Skarbich**

#### FEATURES OF TRAINING FUTURE TEACHERS OF MATHEMATICS BY FORMING UNIVERSAL LEARNING SKILLS OF PUPILS BY USING INNOVATIVE TECHNOLOGY

The issues of professional training of future mathematics teachers include not only psychological, pedagogical and methodological aspects, but also issues related to the introduction of new generation educational standards and innovative technologies used at all stages of the learning process to implement the requirements of the standard. The article comprehends universal learning skills as an invariant basis of the educational and upbringing process, and also considers the special aspects of professional training of students to use innovative technologies in order to form universal learning skills of pupils as a means of developing a person's cognitive sphere.

**Keywords:** pedagogical technologies, innovative learning technologies, universal learning skills, teaching mathematics, training students to use innovative technologies.

**E.R. Dikikh, E.V. Chukhina**

#### ACTIVITY OF PEDAGOGICAL CLASSES: EXPERIENCE OF OMSK STATE PEDAGOGICAL UNIVERSITY

The article describes the domestic experience in the development of pedagogical classes. The significance and features of the organization of career guidance work with high school students in the form of the organization of pedagogical classes are indicated. The experience and the results of Omsk State Pedagogical University on the organization of pre-professional teacher training and the models of work of pedagogical classes are presented.



**Keywords:** pedagogical class, pre-professional training, career guidance, pedagogical university.

**L.V. Kazantseva**

THE PROBLEMS OF TEACHING THE RUSSIAN AND ENGLISH LANGUAGES IN 1992–1999: THE REQUIREMENTS OF THE SPEECH AND LANGUAGE TRAINING OF PEDAGOGICAL COLLEGE AND SENIOR SECONDARY SCHOOL STUDENTS

The article studies the problem of legal regulation of communicative and speech training in the Russian and English languages at upper secondary school and pedagogical college. The key moment in this problem is the introduction of the state educational standards containing the standard requirements for language training of students for all educational establishments. The results of the undertaken historical analysis of the state standards (for the period under review) that regulate the educational process in the given languages demonstrate a concentrated attention to the communicative aspect of education, which is necessary for successful socialization and adaptation of students in society and in the professional sphere.

**Keywords:** types of speech activity, communicative competence, Education Act, educational standard, speech interaction, speech culture, communicative and speech skills, comparative study of the Russian and English languages, intersubject approach.

**N.Kh. Knjazkina**

SPECIFICS OF DEVELOPING A MUSICAL SCENARIO FOR STUDENTS SPECIALIZING IN “THE ACTOR’S ACT”

The article reveals the concept of an associative plot, shows the connection of the basic idea with a musical solution, establishes a system of proofs for the problem posed by various means of literature, and determines the leading role of the hero in the plot. The correlation of episodes with compositional placement is found.

**Keywords:** associative plot, basic idea and musical decision, proof, hero and plot, episodes and composition.

**O.S. Kuzmina, N.V. Chekaleva**

WAYS AND METHODS OF FORMING STUDENTS’ READINESS TO WORK WITH PUPILS WITH SPECIAL EDUCATIONAL NEEDS

The article reveals the problems of training students of non-defectological specialization to work with pupils with special educational needs. Ways and methods of achieving positive results in terms of forming students’ ability to organize joint and individual educational and up-bringing activities of pupils with special educational needs are presented.

**Keywords:** pupils with special educational needs, immersion in a professionally oriented environment, social and educational projects.

**R.V. Mayer**

DEPENDENCE OF PERCEPTION DIFFICULTY OF INFORMATION UNIT ON ITS VOLUME

The author of the article writes that the study of the new educational material can be represented as a consequent retention of information units: words, sentences, paragraphs, mathematical statements, theorem proofs, and formulas derivations. On the example of reading senseless words of various lengths, the mathematical and computer models are analysed, which relate the retention difficulty of the information unit with its volume. A linear model, an exponential model, as well as simulation models without and with return to the beginning of the unit are considered. It was established that: 1) at a high speed of the individual elements perception, the difficulty of mastering the information unit is insignificant and directly proportional to its length; 2) at a low speed of perception with the growth of the unit volume, the understanding difficulty increases exponentially.

**Keywords:** didactics, perception, obliteration, model, word, complexity, difficulty.

**T.V. Nekrasova**

#### PERSONAL ORIENTATION OF THE LANGUAGE EDUCATIONAL ENVIRONMENT OF A MILITARY UNIVERSITY AS AN EFFECTIVE MEANS OF CADETS' PROFESSIONAL COMMUNICATION

The article represents a modern approach of a personal orientation to the language educational environment in the process of learning a foreign language by cadets. Mastering a foreign language is a means of effective communication of military specialists, contributing to the formation of cadets' readiness for professional activities in general.

**Keywords:** language environment, educational environment, personality, military-professional communication, communication subjectivity, cadet, foreign language.

**E.G. Ozhogova, Zh.N. Telnova**

#### PSYCHOLOGICAL AND PEDAGOGICAL PROBLEMS OF MODERN CHILDREN'S TOYS

The article presents the results of the psychological and pedagogical examination of modern children's toys. The basic characteristics of children's toys are investigated. The main aspects of developing, educational and training value of a children's toy are revealed. The basic psychological and pedagogical problems caused by the violation of the basic requirements for the development of children's toys are determined. Examples of toys that have a possible negative impact on children's development and emotional well-being of the child are given.

**Keywords:** children's toy, child, childhood, psychological and pedagogical expertise, "antiigrushka".

**A.E. Podolyaka, O.B. Podolyaka**

#### THE LEVEL OF PHYSICAL HEALTH AND TRAINING OF FEMALE STUDENTS OF PEDAGOGICAL SPECIALTIES

The article selects criteria for assessing the level of physical health and degree of training of female students of pedagogical specialties. According to the proposed evaluation criteria, assessing tables were compiled. It was found that more than 67 % of female students have medium and low levels of physical training and health.

Prospects for further research lie in the necessity of developing special methodological recommendations which will not only take into account the level of physical health, but also increase the level of physical degree of training of students.

**Keywords:** physical health, physical degree of training, student, pedagogical specialties.

**M.K. Tyulyush**

#### SPECIFICS OF PERCEPTION OF EDUCATIONAL INFORMATION BY TUVINIAN STUDENTS

The article discusses the perception of educational information by students as a personality quality, including the psychophysiological, motivational, cognitive components. The results of the pedagogical experiment to identify the specifics of perception of educational information by Tuvinian students are presented.

**Keywords:** perception of educational information, specifics of Tuvinian students.

**H.V. Tsoupikova, M.V. Tsyguleva**

#### EXPERIMENTAL VERIFICATION OF SELF-REFLECTION SKILLS FORMATION MODEL OF THE STUDENTS SCIENTIFIC RESEARCH WORK ORGANIZATION BASED ON INFORMATIVE AND COGNITIVE APPROACHES

The article is devoted to the issue of constructing and experimental verification of a self-reflection skills formation model in the organization of research work, taking into account modern

features of the process of mastering knowledge in the context of a quantitative increase and qualitative complication of educational information. The authors come to the conclusion that the proposed model for the formation of self-reflection skills will optimize the process of student inclusion in the scientific environment, and will educate him as a thoughtful, competent researcher.

**Keywords:** self-reflection, information, creative thinking, scientific research work of students, cognitive activity.

**N.V. Chekaleva, E.R. Dikikh, T.O. Soloveva, L.V. Fedyaeva**

#### PSYCHOLOGICAL AND PEDAGOGICAL CONTEST OF OMSK STATE PEDAGOGICAL UNIVERSITY: A SEARCH FOR ANALOGOUS CONTESTS

The tradition of academic festivals is described in the paper. The psychological and pedagogical contest among students, annually held by the Omsk State Pedagogical University, is characterized in hindsight. It is shown that such events as the psychological and pedagogical contest improve general professional and professional competencies of students and contribute to the popularization of science.

**Keywords:** academic festival, psychological and pedagogical contest, the popularization of science, professional excellence.

**N.I. Churkina**

#### FORMATION OF SCIENTIFIC AND PEDAGOGICAL SCHOOLS OF OMSK STATE PEDAGOGICAL UNIVERSITY (LATE 20<sup>TH</sup> AND THE EARLY 21<sup>ST</sup> CENTURY)

The article discusses the history of the formation of scientific and pedagogical schools of Omsk State Pedagogical University (OSPU) late 20th and the early 21st century. Based on a theoretical analysis, approaches to the phenomenon of “scientific and pedagogical school” are defined, quantitative and qualitative criteria and features of scientific and pedagogical schools are identified, which allowed to substantiate the stages of development of scientific and pedagogical schools of OSPU. The study provides a brief overview of the genesis of the leading scientific and pedagogical schools of OSPU. The areas of cooperation with regional education and the risks of the current stage of development of scientific and pedagogical schools of OSPU are determined.

**Keywords:** scientific school, scientific and pedagogical school, pedagogical community, regional education, professional training, pedagogical education.

**E.V. Shulga**

#### MATHEMATICAL ACTIVITY AS A MEANS OF CONTINUITY IN TEACHING MATHEMATICS

The article is devoted to issues of continuity in teaching mathematics, the integration of educational and vocational training. As a means of continuity, mathematical activity is considered, which is initially understood as a mental activity that uses general logical methods of thinking, and only then as a cognitive activity with specific for mathematics knowledge content and ways to acquire them. A detailed analysis of domestic literature on the given topic is carried out. A possible direction in solving the problem is shown.

**Keywords:** mathematical education, activity, mathematical activity, teaching mathematics, continuity of learning.