ABSTRACT AND KEY WORDS

PHILOSOPHY

N. V. Dovgalenko
THE DISCOVERY OF SUBIECTUM AS A PRINCIPLE OF COMBINING SCIENCE AND TECHNOLOGY

The article is devoted to the problem of the unity of science and technology in the semantic and cultural context, which was formed in the 16–17th centuries. This time discovers the concept of subiectum, which indicates the metamorphosis of the human self, a change in values, attitudes of consciousness, giving rise to rationality and the phenomenon of science. It is the subiectum that becomes a kind of foundation under which both the internal and external experience of a person are brought. Experience presupposes, first of all, an activity that can be both mental in nature and manifest itself in acts, deeds, actions. Technology regulates the order of new activity, its sequence, abstractness, measurability, etc. The author believes that the subiectum becomes the source of the unity of science and technology, revealing itself as the will to change the inner self-understanding, activity, the will to instrumentality.

Keywords: subiectum, science, technology, will, rationality, mathematics.

M. V. Kletskin
ON THE VALUABLE BEING OF SCIENCE

The article is devoted to the consideration of the modern value problems of scientific knowledge and the ontological status of the values-based attitude in the process of cognition. The values-based attitude is realized not only in the relation between the "subject" and the "object" of cognition, but is also a form of realizing the practical treatment of the being that is fundamental for the formation of the individual's present being. It is argued that the becoming being is valuable in its essence and is always cognized as the being of significant things and concepts. The scientific novelty of the research lies in the substantiation of the methodology for a holistic consideration of the problem of the role and place of values-based attitudes in the system of foundations of scientific knowledge.

Keywords: truth, values-based attitude, scientific cognition, significance, utility, value, practice.

G. A. Lanshchikova, T. Yu. Pozdnyakova, A. Sh. Amirzhanova
SYNERGETIC BASES OF SELF-ORGANIZATION OF THE «CHAOS – ORDER» MATERIAL SYSTEM IN DIGITAL FORMATION

The article is devoted to the synergetic context of the system organization "chaos — order" in formation. The positions of the theories of chaos, catastrophes, complexity as the basis of the digital design are revealed. The principles of a new paradigm of formation are described.

Keywords: philosophy, synergetics, form, formation, selforganization, system, chaos, order, fractal, digital architecture.

E. A. Maltseva
RAILWAY IN THE CULTURE OF CHILDHOOD (ON THE EXAMPLE OF NATIONAL CULTURE OF THE 20–21th CENTURIES)

The article is devoted to identifying the place of the railway image in the culture of childhood on the example of the national culture of the 20–21th centuries. The railway, as one of the symbols of modern times, is reflected in various elements of the culture of childhood, becoming a tool for the inculturation and socialization of the child. An analysis of works of art (literary, cinematographic)

related to the railway theme leads to the conclusion about their wide possibilities in the process of a child's development and, more broadly, in the social construction of his world and worldview. The railway has become a part of the gaming culture — moving electric trains have undergone their technical evolution and continue to improve, capturing and broadcasting certain cultural values. The children's railway is mentioned in the article as an important element of the socialization of children.

Keywords: childhood culture, inculturation, socialization, railway, literature, cinema, children's railway

A. A. Morozov
RELIGION AND ESCAPE FROM THE SALVATION OF THE MODERN AVERAGE PERSON

Revealing the peculiarities of the attitude to religion of a modern man is an urgent task of philosophical and anthropological research. For this, in the process of solving the problem, the concept of an average person is used, representing an ideal type that embodies a certain set of philosophical and anthropological characteristics. The average person, as a mass person and a consumer, predominantly turns to religion by virtue of practical interest, protecting himself from real religious experience and maintaining a commitment to his earthly interests and values.

Keywords: religion, average person, attitude to religion, values.

I. V. Nadolinskaya, S. M. Petkova
"BORED MAN": SELF-PRESENTATION IN THE WORLD OF VIRTUAL REALITY

The authors analyse in the article the phenomenon of "bored person", show that for the first time a person finds himself in a state when his being in the modern world changes dramatically, and this entails changes in a person's self-identification. A brief historical and philosophical excursion is given to the change in the place and role of the man from the ancient picture of the world, where man is all outward, to the commoner in the Middle Ages, a crowd man in the 20th century to the appearance of a "bored man" in the 21th century. "Bored person" is defined through the identification of such basic characteristics as the loss of inner meanings and values, the inability to go beyond the crowd, to be different. The constant state of immersion in the media space changes not only the nature of a person's communication with other people, but also with himself.

Keywords: commoner, "bored man", self-presentation, civilization of leisure, likes, hype, self-identification.

L. K. Nefedova
INTENTIONALITY OF NUMINOUS

On the basis of the phenomenological concept of the sacrednuminous R. Otto, the development of the meanings of numinous in modern culture in the context of a pandemic is considered. The specificity of the sacred with its foundation in the numinous, as presented by R. Otto, is studied as a methodology for comprehending the empiricism of a pandemic. An appeal to the empirical cut leads to the identification of transformations in the phenomenological status of the numinous. It is noted that the religious experience of a person at the beginning of the 20th century and the religious experience of the modern man has certain differences associated with the development of secular culture. R. Otto's thought about the reality of the numinous, understood as the Divine expression of the will of an incomprehensible transcendental object, whose intentions largely determine human life, are presented in correlation with the intentionality of the challenge thrown to humanity by the pandemic. At the same time, a certain reduction of the components of the experience of the numinous by the modern man is noted.

Keywords: numinous, the sacred, transcendent, intetionality, pandemic, value, virus, picture of the world.

I. V. Nikolin
TYPES OF AUTHORITY AND MODERNIZATION IN HUMAN FORMATION
The article shows that the Asian (Japanese) modernization turned out to be a challenge for the European one, this challenge gave rise to the diversification of factories, a change in the system of free time, and nowadays — an appeal to the concept of emotional intelligence. It is explained on the basis of an analysis of the differences between societies and modernizations, why Asian innovations are not transferred to European and American soil, and the author also describes the design of new methods of training leaders and active workers.
Keywords: types of modernization, Asian modernization, quality circles, the system of Kanban, network of authority and communication.

A. V. Politov
INFRA-LEVEL IN THE RELATIONSHIP OF PERSONAL AND SOCIAL CHRONOTOPOLOGY
The article examines the dialectics of personal and social forms of the spatiotemporal structure of human existence in the aspect of infra-level phenomena that accompany human existence. The theoretical basis of the work is the concept of the chronotope by A. A. Ukhtomsky and M. M. Bakhtin, the methodological basis is the semantic and hermeneutic analysis of works of Soviet and Russian fiction and journalism of the second half of the 20th century. In the study, human existence is revealed as a multilevel spatiotemporal configuration, the structural elements of which are, in particular, personal chronotopology (axiologically and existentially structured microcosm of human existence) and social chronotopology (supra-individual macrocosm), which are in a complex ambiguous relationship, the negative infra-level manifestations of which deform personal world and life path of a person.
Keywords: chronotope, time, space, personality, human.

M. V. Pyrina
ONTO-GNOSEOLOGICAL SIGNIFICANCE OF LOVE AS ONE OF THE FORMING FOUNDATIONS OF THE SUBJECT OF LAW
The article examines the onto-gnoseological significance of love as the foundation that forms a person in his activities. The legal sphere is taken as an example. A number of modern philosophers discover the ontological and epistemological significance of love as the ability of a person to detect or pay attention to the essence of another, which is expressed in respect and recognition of the other. In addition, modern authors bring to the fore the problem of the subject's responsibility for a conscious and rationally made decision about the subject's action and expression. Responsibility is associated with such human abilities as knowledge and love, which means being able to reflect and evaluate oneself as the author of an act or statement, as well as love and respect, indifference towards another.
Keywords: entity, law, love, cognition, subject of law, subject of utterance, subject of action.

A. G. Stepanov
MYTHOLOGEME OF THE PICTURE OF SOCIO-HISTORICAL REALITY IN THE PARADIGM OF N. HARTMAN'S ONTOLOGICAL EPISTEMOLOGY
The article actualizes the issues related to determining the status of historical knowledge in the paradigm of rational culture. History, involved by a person in the process of organizing a picture of reality, is endowed with other qualities than it has objectively. The mythologeme that arises as a result of the synthesis of the known and the assumed becomes one of the attributes of historical knowledge, the function of which is to combine the images of the past with the cultural paradigm of the present. Mythologeme is defined not as an arbitrary reaction of the subject, caused by an excess of his imagination, but as a consequence of the processes of adaptation of historical information to the corresponding type of culture.

Keywords: picture of socio-historical reality, ontology, epistemology, levels of being, N. Hartman, mythologeme.

E. B. Taskaeva
SPATIAL THINKING IN THE PHILOSOPHY OF LANGUAGE: FROM STRUCTURAL LINGUISTICS TO POSTSTRUCTURALISM

The article analyses the spatial concepts of the nature of the human language, characteristic of linguistics and philosophy of the 20th century. On the example of the creativity of the linguist L.T. Hjelmslev, the philosophers G. Deleuze and U. Eco, it is shown that the spatial way of thinking not only about objects of reality, but also about objects of the symbolic universe of culture, the most important element of which is languages, is a necessary way of forming philosophical ideas about existing meanings and ways of expressing them.
Keywords: philosophy of language, structural linguistics, philosophical concepts, epistemological constructivism.

L. V. Chesnokova
THE SPHERE OF PRIVATE AS A REFUGE FROM THE FEARS AND ANXIETIES OF AN EXTERNAL WORLD IN THE MODERN ERA

The article examines the space of privacy as a sphere that protects a person from the anxieties of the external world, which intensified after the destruction of traditional culture in the era of modern age. It is shown that the process of individualization has brought not only new opportunities, but also the need to make personal choices and be responsible for them. Secularization gave rise to a feeling of loneliness and alienation in a world without divine providence that is why the role of a cozy home space as a refuge from the outside world is so important in the European culture of modernity. However, private space, as a result of its closed nature, becomes even more dangerous than public space.
Keywords: privacy, home, comfort, modern era, fear, European culture.

LINGUISTICS

O. Yu. Vasilyeva, M. V. Komarova
NAMING UNITS OF MEANS OF TRANSPORTATION: LINGUISTIC AND CULTUROLOGICAL ASPECT (Based on Regional Sources of the Late 19th Century — the First Half of the 20th Century)

In the article the naming units denoting means of transportation are considered in the framework of the linguoculturological approach, which allowed to identify the specifics of the formation of both the regional nominative fund and national thinking in a certain epoch in the development of Russian literary language, which is facilitated by the comparative characteristics of an occasional word usage with the data of the National Corpus of the Russian language. Lexical-semantic, historical-etymological, word-forming and functional features of the analysed language units are revealed. The material for the study was texts of different genres, created and published on the territory of the Siberian region in the late 19th century — the first half of the 20th century.
Keywords: secondary lexical category, semantic volume of a word, derivation, etymological reconstruction, semantic transfer, history of existence and sphere of functioning of names.

E. Yu. Vidanov, Yu. Yu. Litvinenko, R. Sano
ASPECTS OF THE SEMANTICS OF CAUSAL PREPOSITIONS IN THE LIGHT OF METALANGUAGE REFLECTION OF A FOREIGN LANGUAGE

In the article, the authors refer to the concept of "active grammar" in the methodology of teaching Russian as a foreign language, substantiating its importance for the implementation of the communicative-activity approach and illustrating this position by a functional description of prepositions with the causative meaning.

E. S. Grishcheva
LINGUISTIC INTERPRETATION OF THE ADVERTISING: BASIC TRENDS OF RESEARCH

Currently, media linguistics is actively studying the functioning of the language in the field of mass communications, including advertising. The article examines the advertising phenomenon in the linguistic aspect through its interpretation in such traditional areas of knowledge as rhetoric, stylistics, speech culture, communication theory, text linguistics. The emphasis is made on the specifics of determining the status of advertising in the framework of the named sciences, basic concepts, categories, properties and problems of advertising, which is significant for each field of knowledge.

Yu. V. Ivanova
TRANSLATION PECULIARITIES OF COGNITIVE FEATURES OF THE SUBCONCEPT "MIDDLE AGE" VERBALIZED IN CH. DICKENS'S NOVELS

The paper describes cognitive features of the subconcept "middle age" as a component of the complex concept "age" in Ch. Dickens's works. Their field structure is presented, and a graphic and verbal model is compiled, which gave basis to Russian equivalents, reflecting the content peculiarities of the subconcept in the original language. The research is based on the semantic-cognitive method of language analysis with the use of such auxiliary methods as text corpus compilation, contextual analysis, concordance compilation method, quantitative analysis, and descriptive method. The translation is carried out by means of lexical transformations. The article presents the results of translation of cases of both direct and indirect nomination of the subconcept "middle age".

N. A. Kalmazova, Yu. A. Kuznetsova
LIMITS OF TRANSLATABILITY OF LEGAL TERMS

The article presents a modern approach to the issue of translatability/untranslatability and the limits of translatability of legal texts. Full translatability of legal texts is hindered by linguistic factors: 1) categorization of reality (discrepancy between the concept of a term in the source language (SL) and the target language (TL); 2) the presence of ethnographic gaps (the absence of both concepts and terms in the TL); 3) differences in the stylistic traditions of the SL and TL (different stylistic components of the texts of SL and TL). Some elements reflecting the content of the legal text also complicate translatability: 1) the alienation of the legal concept to the culture and perception of the recipient of the translation (groundlessness and impossibility of the existence of the concept in the TL); 2) the absence of a linguistic genre in the host culture (the algorithm for presenting textual information is not typical for the TL).

E. V. Maksimyuk
A COMPARATIVE ANALYSIS OF REPRESENTATION OF THE BOUNDARIES OF THE CONCEPT "PERSONAL SPACE" WITH ACCOUNT OF THE RECIPIENT'S AGE FEATURES (Based on the "Dr. House M.d." Series)

The article compares the features of the communicativeverbal behaviour of adults and children within the framework of the concept of "personal space" in the original work and in its translation. It highlights socially and culturally acceptable and unacceptable forms of speech behaviour in relation

to the personal space of an adult friend and a small child, reveals the extralinguistic factors that predetermine the specifics of the boundaries of the concept of "personal space" at different ages. In the article, personal space is presented as a continuum of actions, events and assessments, based on a person's ideas about the world, other people, about himself and his activities. Due to the underdevelopment and subjectivity of the image of the world, the child himself cannot highlight the importance of objects and relationships and needs monitoring, although he himself does not realize it and often does not admit it. In adulthood, personal space and personal integrity are akin to synonyms.

Keywords: personal space, determination by the age, frame, sociolinguistics, modeling function.

T. P. Rogozhnikova
THE 1701 CENSUS BOOK OF TARA REGION AS A SOURCE OF HISTORICAL LEXICOLOGY: TAX (TYAGLO)

A fiscal document important for the history of Siberia is introduced into the linguistic scientific turnover. The terminology of taxation as a fragment of the state language of the Peter's era is studied. The lexeme tax (tyaglo) is analysed in detail as a hyperonym for state taxes and duties. Based on a comprehensive analysis, the structure of the lexical meaning, paradigmatic and syntagmatic relations of the term are described.

Keywords: history of taxation, census book, clerk language, tax (тягло).

M. A. Shutiak
ARTICLES ABOUT THE RUSSIAN LANGUAGE IN MODERN RUSSIAN MEDIA: GAME TACTICS FOR CREATING HEADLINES

The article examines the phenomenon of linguistic creativity in the headlines of the Russian media devoted to the Russian language; it also analyses the typical patterns of manifestation of linguo-creative activity, gives a classification of ways to create a language game in the articles' titles, and describes and analyses the main models associated with the use of precedent texts, lexico-stylistic and word-formation capabilities of the Russian language.

Keywords: Russian language, linguo-creative activity, language game, linguo-creative of media, models for creating a language game.

PEDAGOGICS

O. V. Abramova
SPEECH CULTURE AND THE ART OF RHETORIC OF MODERN STUDENTS IN TECHNICAL EDUCATIONAL INSTITUTIONS (the Case of the Subject "Foreign Language")

The article deals with the problem of speech culture and oratory skills of modern students of technical universities on the example of the discipline "Foreign language". According to the theory of rhetoric, the work identifies four categoriesclassifications of speaking skills that can be attributed to speaking in English: physical, linguistic, cognitive, socialemotional. The author gives recommendations for building a successful speech that will attract the attention of listeners.

Keywords: speech culture, art of rhetoric, foreign language, oral communication skills, students' scientific-practical conference.

Z. A. Aksyutina
ORIENTATIONS FOR RESEARCH OF SOCIAL EDUCATION METHODOLOGY

The article provides guidelines for the study of the methodology of social education. An appeal to the legislative and regulatory framework made it possible to identify the actual goals of education. Some aspects of the categorical-system methodology of the study of social education are revealed.

Keywords: social education, categorical-system methodology, methods, system approach, categorical approach, informationdynamic approach.

A. Yu. Asriev
THE IDEA OF THE EDUCATIONAL ECOSYSTEM IN THE MODERNIZATION OF CADET EDUCATION

Projections of education development in the information society actively use the idea of an educational ecosystem. The educational ecosystem as a theoretical construction is a compilation of the generally accepted tendencies that have preserved their potential methodological approaches of pedagogy with the concepts of a new technological order, projected onto the relations of the information society. The ecosystem, as a construction, quality and requirement for the organizational and technological modernization of cadet education, sets its targets, paths and limitations related to three focuses: educational space; the movement of the subject in the educational space; interaction of subjects of the educational space. The article reveals the fundamental positions in the organizational and technological modernization of cadet education based on the idea of an educational ecosystem.

Keywords: learning ecosystem, cadet education, informatization, modernization, space.

M. P. Danilkova
AXIOLOGICAL APPROACH AS A FACTOR OF INCREASING QUALITY OF EDUCATION AT TECHNICAL UNIVERSITY

In a modern technogenic society, the education system is undergoing significant transformations, determined by global changes in the socio-cultural situation. In these conditions, a demand for education is formed, affecting its most important aspects. Taking into account the nature of social changes, modern education should be focused not only on acquiring professional skills, but also on the development of personal, general cultural competencies. The purpose of the article is to accentuate the introduction of the axiological approach into the educational process to solve the key tasks of modernizing education in higher education.

Keywords: values, education, knowledge, value orientations, training quality.

E. R. Dikikh, L. V. Fedyaeva
THE FIRST TEACHING PRACTICE IN THE REMOTE MODE

The article is devoted to the description of the experience of organizing the practice of fourth-year students in a distance form at Omsk State Pedagogical University. A variant of correcting the content of practice, technologies for organizing the interaction of students, teachers, teachers and schoolchildren in the process of practice in a distance form is proposed. The difficulties and risks are described, the results of the practice are analysed.

Keywords: teaching practice, distance learning.

A. A. Konkin
THE PROBLEM OF DIGITAL COMPETENCE OF THE UNIVERSITY TEACHER IN THE 21th CENTURY

The article examines aspects of a university teacher's digital competence as an urgent problem of modern education. The background is highlighted; the definition of digital competence is given. An analysis of modern processes, accumulated experience is carried out, promising areas for increasing the level of digital literacy among teachers of Russian universities are determined.

Keywords: university teacher, university, educational system, state, digital competence, digital environment.

R. V. Mayer
SOME ASPECTS OF EVALUATING COGNITIVE COMPLEXITY OF MATHEMATICAL CONCEPTS

The article is devoted to the development of a method for assessing the cognitive complexity of mathematical concepts by summing the complexities of the terms included in their definitions. A measure of the concept complexity is the number of words that need to be pronounced to define a

concept using terms included in a fifth-grader's thesaurus. The amount of information contained in an ordinary word is taken as a conventional unit of information. Difficulty equations were compiled for the evaluated concepts. As a result of the analysis of definitions, the complexity of mathematical concepts was estimated and it was found that it varies from 1–3 (add, multiply) to 100–200 (gradient, divergence, rotor). The resulting comparison base can be used to assess the complexity of other mathematical terms.

Keywords: informativeness, mathematics, concepts, information folding, complexity, terms, text.

M. A. Marchenko, D. V. Savelyev, I. L. Skripnik, S. V. Voronin
GENERAL APPROACHES TO THE EDUCATIONAL PROCESS FOR DISTANCE LEARNING IN THE PRESENT CONTEXT (on the Experience of St. Petersburg University of the State Fire Service of the Emercom of Russia)

The advantages and disadvantages of distance learning for students are considered. The main content of the evaluation Fund (FSES), criteria for self-assessment, procedures for defending control work, credit with assessment, features of the work of teachers, students at the University and on remote access.

Keywords: educational technologies, distance education, advantages, test, criterion.

L. Ya. Nikolaeva, T. V. Sabantseva
PEDAGOGICAL CONDITIONS FOR FORMING THE FUTURE CHOREOGRAPHER'S READINESS FOR REHEARSAL ACTIVITIES

The problem and purpose of the research lies in the specifics of substantiating the readiness of students-choreographers for rehearsal activities. The assessment of the elaboration of the proposed research topic in the scientific and methodological literature on the art of choreography and dance pedagogy is carried out. The aim is to identify and substantiate the pedagogical conditions for increasing the efficiency of developing the skills of rehearsal activity among studentschoreographers in the process of mastering choreographic disciplines at the university. The definition of "rehearsal activity or rehearsal component of choreographic activity" has been clarified. There are four main directions for the development of pedagogical conditions. A step-by-step algorithm for rehearsal activities has been developed, which formed the basis of the pedagogical conditions for the professional readiness of a student-choreographer.

Keywords: students-choreographers, pedagogical conditions, rehearsal activities.

T. O. Skriabina
JOHN LOCKE'S PEDAGOGICAL VIEWS

The article reveals the pedagogical views of John Locke, touches on the main issues of pedagogy: the study of the role of education, the definition of goals and educational tasks, the content and methods of teaching, the formation of personality.

Keywords: training, education, system, sensationalism, personality, practicality.

E. I. Smirnova, O. A. Sukhostav
RESULTS OF DISTANCE LEARNING OF PHYSICAL CULTURE AT THE UNIVERSITY

The article reflects the specifics and analyses the results of distance learning of university students in the discipline "Elective courses in physical culture and sports" during the period of self-isolation. Changes in motivation, activity of students, their attitude to physical education, the ability to apply knowledge and skills in independent physical exercises, to adequately assess the level of their physical activity and physical fitness are shown.

Keywords: student's physical culture, self-tuition, distance learning, motivation for physical exercises, physical activity, physical fitness of students.

E. A. Shtekhman, Ju. A. Melnik
APPLICATION OF INNOVATIVE EDUCATIONAL TECHNOLOGIES IN RUSSIAN AS A FOREIGN LANGUAGE CLASSES IN THE TRAINING OF FUTURE LAWYERS

The article discusses the use of innovative educational technologies in Russian as a foreign language classes in the preparatory course. The described technologies allow teachers of RFL, working with the foreign students studying in the field of intellectual property protection, to organize the educational process more effectively. The relevance of using such technologiesis due to the general integration and information processes taking place in the society, as well as the orientation of the modern educational system to enter the world educational space. Currently, one of the main components in educational activities is educational and creative, which reveal the capabilities of the personality of a foreign student, a future lawyer.

Keywords: innovative educational technologies, intellectual property, communication (language) portfolio technology, excursion technology, theatre technology, Russian as a foreign language.

O. V. Yakubenko, T. V. Zaripova, E. G. Ozhogova
FEATURES OF DESTRUCTIVE PROFESSIONAL CHANGES IN TEACHERS AT DIFFERENT STAGES OF PROFESSIONAL DEVELOPMENT

In the article, on the basis of generalization of the results of the ascertaining research, the features of professional deformations in young teachers and teachers with a long work experience were studied. For this purpose, the total sample was divided into two groups. The criteria for destructive professional changes were determined, which were: the age of the teacher, the experience of professional and pedagogical activity, the components of the "mental burnout" syndrome (emotional exhaustion, depersonalization, reduction of personal changes), the general level of professional personality deformation and the level of professional stress. The structural features of the "mental burnout" syndrome, the general level of professional deformation and stress have been established empirically. With the help of correlation analysis, the relationship between various destructive personality changes in each of the groups of teachers under test was established.

Keywords: professional deformation of person, professional development, syndrome of "mental burnout", emotional exhaustion, depersonalization, reduction of personal achievements, professional stress.