

**ABSTRACT AND KEY WORDS**

**PHILOSOPHY**

**A.V. Grachyov, A.S. Savoskina**

**THE PROBLEMS OF FORMING ETHNO-ESTHETIC CULTURE OF YOUTH**

The processes of forming ethno-esthetic values of youth are discussed in the article. Ethnoaesthetics is characterized as a model of value orientations. Its categories are able to ensure the natural development of esthetic vision, esthetic comprehending of modern world by a young man. Authors made the conclusion about the importance of developing and strengthening the ethno-esthetic culture of youth, since it contains a huge educational potential.

**Keywords:** ethnoaesthetics, ethno-esthetic culture, tradition, values, youth.

**Yu.V. Gritskov**

**ARCHETYPICAL IMAGES IN THE CONSTRUCTION OF URBAN IDENTITY**

The phenomenon of urban identity in the conception of archetypes of the collective unconscious is considered in the article. The role of the archetype of Selfness in the formation of the archetypal image of the city is studied. The main advantage of referring to this concept in the study of urban identity is that it has a great explanatory power (for example, it convincingly shows why the name Veliky Novgorod denotes more than Nizhny Novgorod, and the lexeme “Rostov-papa” is existentially more expressive than the lexeme “Rostov is the regional administrative center”), but it also provides a reliable methodological basis for the conceptualization of disparate material accumulated in various fields of research. In author’s viewpoint, this approach can serve as a basis for constructing and correcting the existential component of urban identity.

**Keywords:** archetypal image of the city, urban identity, archetype of Selfhood, We-Selfhood.

**L.V. Denisova**

**ONTOLOGICAL FOUNDATIONS OF MODERN ANTI-UTOPIA**

Based on the analysis of literary anti-utopias, the article reveals the ontological bases of this type of artistic works. Eschatologism, ambivalence and attitude to science are identified as ontological grounds. It is concluded that philosophical meanings are present in any anti-utopia.

**Keywords:** ontology, anti-utopia, image of the future, ambivalence, scientism, anti-scientism.

**N.V. Dovgalenko**

**“ZEITGEIST” AND ITS PARADOXAL PRESENCE IN MODERNITY**

The article reveals the concept of “zeitgeist”, which incorporates not only witnessing the era, culture, but the metamorphoses of awareness of the human selfhood. The author believes that “zeitgeist” is determined by the conditions of witnessing. In modern times, they are associated with a cynical attitude towards oneself, contempt for the previous cultural experience.

**Keywords:** “the spirit of times”, zeitgeist, truth, individual, modernity, witnessing.

**N.G. Zenets, O.M. Kordas**

**TEXTUAL WORLD VIEW IN A HERMETIC PHILOSOPHY**

The origins of the formation of the worldview metaphor “world as text” in the philosophy of hermeticism are discussed in the article. In hermetic system of philosophy, the nature of the word is seen as meaningful, active, creative. The world is not only created by the Word, but can

also be “read” as a text in which the highest truth is revealed. An analysis of the texts of the hermetic corpus allows us to distinguish the world-creating, epistemological and magical function of the Word. The conclusion is drawn about the influence of the ideas of hermetic system of philosophy on Christian culture, in particular, on the formation of the concept of “two books” and the symbolic interpretation of nature.

**Keywords:** philosophy of hermeticism, Hermes, text, word, world as a text, symbol.

**N.G. Krasnoyarova**

#### DECONSTRUCTION AS A RESEARCH METHODOLOGY FOR UNDERSTANDING THE TEXT

The article is devoted to the specifics of understanding the text and its interpreting in postmodern philosophy, creative research opportunities of deconstruction as one of the main concepts of postmodernism. It considers the correlation between improvisation and deconstruction on the example of the analysis of a literary text and the special aspects of teaching deconstruction as a research methodological practice on the basis of “construction” technology of parsing and breaking the text as a whole.

**Keywords:** author, text, “death of the author”, meaning, reader, interpretation, deconstruction.

**G.A. Lanshchikova**

#### PHILOSOPHICAL EXPLANATION OF SELF-ORGANIZATION IN MATERIAL SYSTEM “FORM — FUNCTION” IN DESIGN

The article is devoted to the philosophical context of the principle “form follows function” in design. It considers various aspects of the relationship between form and function. Artistic-style trends in form making are presented.

**Keywords:** philosophy, form, function, form, matter, abstraction, design, architecture.

**N.N. Misyurov**

#### CONCERNING ESSENTIAL OPPOSITION OF THE MODERN WORLD TO METAPHYSICAL STRUCTURE OF HISTORIC HUMANITY

The article studies the problem of philosophical estimation of the metaphysical structure of human history. It is argued that its fundamental a priori category is the qualitative (essential) opposition of the “modern” to “historical”. It is proved that the dichotomy of “once actual” and “constantly possible” in the historical process became the ontological basis of the distinction between organic and mechanical impressions of the world specific to the philosophy of life of the 1930s. It is concluded that the antinomy of the formula and system was considered as confirmation of the dualism of civilizations by a new philosophical epistemology.

**Keywords:** spiritual life, civilization, philosophical epistemology, types and categories, institutions and knowledge.

**L.K. Nefedova**

#### EXISTENTIAL CONFLICT IN SHAKESPEARE’S TRAGEDY “HAMLET” AND ITS INTERPRETATION IN TRANSLATION

Based on the author’s precise translation, the article considers the correlation of Hamlet’s reflection and ideas of the predecessors of European existentialism S. Kierkegaard, F. Nietzsche and E. Husserl in order to identify the Renaissance understanding of philosophical and anthropological meanings of existential conflict. It discloses Shakespearean reflection of intentionality and performativity of thought. The author substantiates the approach to translation with preservation of categorically grammatical meaning of words-concepts of the original text, the purpose of which is a philosophical analysis of the position of the translated author. The figurative arrangement of existentialism in the Renaissance period is derived, which emphasizes the relevance of Shakespeare’s inclusion to the course of history of European philosophy.

**Keywords:** existentialism, conflict, essence, existence, choice, translation.

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

#### DECONSTRUCTION OF EUROPEAN PROGRESS IN CONCEPTION OF POSTMODERNITY OF J.-F. LYOTARD: METHODOLOGICAL ASPECT

The conception of postmodernity and the trends of deconstruction of European culture on the basis of understanding the concealed source of this culture are analysed in the article. Based on the material of Heidegger's work, Lyotard shows that Greek aesthetics is used as an offensive weapon to forget Jewish aesthetics, as beautiful versus sublime.

**Keywords:** aesthetics and eisthetics, progress, understatement, technical attitude to a man.

**D.V. Popov**

#### PRACTICAL IDEALIZATION IN BIOPOLITICS

The article deals with the practical idealization as a widespread practice of biopolitical strategy of the power organization of human living space. Embodying the ideal in the forms of the cue, ideal type, sample and standard in the most diverse spheres of social life, practical idealization acts as a driver of development of human mega-machines by biopolitical means. The American dream, Taylorism, Fordism, consumer conveyor production are typical examples of practical idealization. Practical idealization is a technology for the reproduction of civilization, focused on biopolitical expansion of technological progress.

**Keywords:** practical idealization, biopolitics, human being.

**A.A. Syrovezhkin**

#### CULTURAL DIFFUSION AS A FACTOR OF THE EVOLUTION OF SOCIETY

The article studies the role of the phenomenon of cultural diffusion in the evolution of society. The basic concepts of diffusionism are analysed, the methodological prerequisites for the diffusionists' absolutization of the role of cultural diffusion in the development of society are revealed. The causes of the opposition of diffusionism and evolutionism are investigated. The author demonstrates the failure of the attempt to use the phenomenon of cultural diffusion as an argument against the hypothesis of the existence of intrasystemic factors of cultural genesis. He reveals the key methodological error of diffusionists, which consists in replacing the logic of the influence of the evolution of global (universal) culture with the logic of the influence of the evolution of global culture on the evolution of individual peoples. The conclusion is substantiated that cultural diffusion is a natural and most important part of the evolutionary process.

**Keywords:** cultural genesis, diffusionism, cultural diffusion, neo-evolutionism, cultural history of peoples.

**O.F. Filimonova**

#### SECULAR WISDOM AND CULTURE OF THE SOCIAL STATE

The article characterizes institutional changes of the national state from the position of reconsideration of the consequences of global capitalism. The content of the concepts "secular" and "post-secular" is summed up. It is shown that secular and post-secular lines of development of the society in the event of a crisis of the model of "the social state" intersect with each other, which creates a complex set of relations that needs comprehension, reflexive cooperation and culture of public discussion.

**Keywords:** social state, secular society, post-secular society, humanism, Orthodox Christian values.

## LINGUISTICS

**I.A. Astafyeva**

PLAY ON WORDS: PRECEDENT TEXTS ON THE NEWSPAPER PAGES OF “KOMMERSANT”

This article presents the usage of different precedent phenomena in newspaper headlines. The author researches web-based newspaper “Kommersant”. Different ways of language game (lexical-stylistic, phonetic, morphemic) through precedent model are described. Language game is analysed as a typical sign of modern newspaper discourse.

**Keywords:** precedent text, precedent phenomenon, language game, newspaper discourse.

**T.A. Diakova**

NAMING INDIVIDUALS BY THEIR PROFESSION AS REPRESENTATION OF LINGUISTIC WORLD VIEW (a Case Study of Mikhail Matusovsky’s Poem “Four Songs About the Glorious City of Lugansk”)

The poetical text of Mikhail Matusovsky is studied in the article on the basis of correlation of the concepts “world view”, “linguistic world view”, “author’s individual world view”. The author proceeds from the assumption that the names of persons by profession can be considered as signs of the times. The analysis of the nominations testifies to the rapid changes, political, ideological, everyday, etc., that took place in the years that the poet creatively recreated. The observations made in the article also make it possible to consider the development directions of the lexical group “names of individuals by profession”.

**Keywords:** world view, linguistic world view, naming individuals by profession, Mikhail Matusovsky.

**V.A. Egoshkina**

THE SPECIFICITY OF MEDIA TEXTS OF ENTERTAINMENT RADIO PROGRAMS

The article presents approaches to understanding and defining the notions of “media discourse” and “media text”, explains the allocation of entertainment radio discourse in the structure of a media discourse, describes the media texts represented in entertainment radio programs. The empirical base of this work was the release of radio programs “Brigada U”, (“Europe +”), “Podyomniki” (“Nashe Radio”), “Wakeupery” (“Record”), “Yeti-show” (“Radio Sibir”, Omsk), “Sergei Stillavin i ego druzya” (“Mayak”) for 2018.

**Keywords:** media discourse, entertainment radio discourse, media text.

**E.P. Eliseeva**

ABOUT SPECIAL LANGUAGE OF JEWELRY

The article is devoted to the study of one of the modern languages for special purposes — the language of jewelry. General provisions and single observations are considered in parallel with the coverage of the main areas and achievements of terminological work. The article attempts to fill the gap in the study and systematization of special lexical units related to jewelry. The scientific novelty and relevance of the study is due to insufficient knowledge of the lexical units filling this sublanguage.

**Keywords:** special language, professional language, vocabulary, terminology, types of special lexical unit, terms, professionalisms, special concepts.

**L.S. Zinkovskaya**

LINGUISTIC AND LINGUOCULTUROLOGICAL SPECIFICITY OF THE TEXTS SELECTED IN THE REGIONAL CORPUS OF THE MIDDLE IRTYSH REGION

The article considers the dialect text selected in the regional corpus of the Middle Irtysh region from the position of its linguistic (linguistic features of the old-time dialect) and culturological value.

**Keywords:** dialects, regional corpus, dialects of the Middle Irtysh region, thematic marking.

**Yu.G. Kosyakova**

STRUCTURAL-TYPOLOGICAL STUDY OF PHRASEOLOGICAL UNITS SEMANTICS (on the Material of the Russian and French Languages)

The article considers the problem of structural-typological research of phraseological units on the material of the Russian and French languages and selection of inter-language phraseological equivalents, taking into account differences in fixed phrase's structure.

**Keywords:** phraseological unit, comparative phraseology, inter-language phraseological equivalents, the Russian language, the French language

**Yu.V. Krylov**

GENDER-AGE STEREOTYPES REFLECTED IN LANGUAGE (in the Example of the Functioning Forms of Address "Devushka (Girl)" / "Zhenschina (Woman)")

The article analyses the features of functioning of gender address "zhenschina (woman)" / "devushka (girl)" in modern spoken language. The following functions are revealed: address as a compliment; definition of social roles of interlocutors by means of address; the specifics of using the address "woman" in the plural. The author analyses the semantics of these words in terms of differentiation of the object of nomination by age. Based on the material of modern spoken language and sociolinguistic survey, the loss of some of matrimonial status in the meaning of the word "girl" is proved. It shows the mismatch of the age bracket between the "woman" and the "girl" when addressing or nominating.

**Keywords:** address, lexical meaning, gender, colloquial speech, communication.

**L.B. Nikitina, E.V. Geiko**

SEMANTIC POTENTIAL OF THE TERM "IMAGE" IN THE MODERN RUSSIAN LANGUAGE

The semantic potential of the term "image" in modern Russian is determined based on dictionary interpretations, results of psycholinguistic experiment, analysis of statements of different styles and genres, texts representing institutional discourses. There is a mandatory presence in the term "image" of the semantics of the external man, as well as the inclusion into its content structure of characteristics related to the internal man. It is concluded that the semantic area of the term is expanded by including concretizing meanings representing different discursive practices, as well as by its functioning in the contexts of describing objects external to a person.

**Keywords:** image, semantic potential of the term, extension of the semantics, external man, internal man.

**N.A. Rumeus**

PERSONIFICATION OF A CAR: ZOO- AND ANTHROPOMORPHIC IMAGES OF RUSSIAN WORLD VIEW (the Review of Published Papers)

The article presents a review of the published papers of recent years, revealing the features of the concept of "car". The leitmotif of publications is the idea of likening a car to a living creature, which is represented in Russian and other languages by zoo- and anthropomorphic metaphors, as well as gender metaphorization. The author emphasizes that animating the image of the car is evidence of the importance of its position in the linguistic world view, one of the distinguishing features of which is anthropocentrism.

**Keywords:** Russian linguistic world view, anthropocentrism, image of car, zoomorphic metaphor, anthropomorphic metaphor.

**N.N. Solovyova**

**ENGLISH TERMS OF RAILWAY TRANSPORT AS A SAMPLE OF PROPERTIES IN PROFESSIONAL VOCABULARY (on the Background of the Russian Term System)**

The purpose of the article is to consider the features of terms using examples of English railway terminology and to establish whether the English terms of railway transport are subject to the laws of professional terms of other fields of activity. The result of the study was the proof that the rules and characteristics of the terms are universal and applicable to different languages and to terminological units of various fields of knowledge.

**Keywords:** term, railway terminology, professional vocabulary, the Russian language, the English language.

**N.N. Shcherbakova**

**CORRELATION OF A TYPE OF DERIVATION AND NATURE OF CONNOTATION OF A DERIVATIVE WORD IN RUSSIAN COLLOQUIAL LANGUAGE OF THE 18<sup>th</sup> CENTURY**

The article gives a comparative analysis of the semantic and morphemic derivatives of the Russian vernacular of the 18th century. The definition of the substandard stylistic nature of the word for this period is a significant difficulty, since the vocabulary and the actual use of a word in speech do not always coincide, as evidenced by the literary texts of the century, as well as the wording of dictionary entries. In addition, signs of colloquialism are the use of certain methods of word formation. Based on the material of dictionaries, it was found that derivative lexical units demonstrate the dependence of the nature of connotation (negative or positive) on the type of derivation.

**Keywords:** Russian colloquial language of the 18th century, connotation, semantic derivation, morphemic derivation, zoomorphic metaphor.

## **PEDAGOGICS**

**R.Zh. Aubakirova, K.M. Taibolatov**

**TO THE PROBLEM OF PATRIOTIC EDUCATION**

The article deals with the topical issues of patriotic education. The authors make an attempt to develop a model of patriotic educatedness of pupils on the basis of the content of the Kazakh ethnopedagogics, and on the basis of this model to determine the level of formation of Patriotic educatedness of pupils. The article reflects the results of ascertaining experiment, describes the criteria and levels of Patriotic education of pupils.

**Keywords:** national identity, education, patriotic education, traditions, language, religion, ethnopedagogics.

**O.A. Denisova, V.V. Drobyshev, A.P. Denisov, O.A. Kun**

**INFLUENCE OF THE EDUCATIONAL ENVIRONMENT IN THE FORMATION OF EDUCATIONAL AND PROFESSIONAL MOTIVATION OF STUDENTS OF MEDICAL UNIVERSITY**

The article analyses the stimulus for the successful training of students of medical university, the degree of awareness of their future professional activities, the advantages and disadvantages of the chosen profession. The study was conducted with the aim of studying the transformation of motivational attitudes and values of 4–6 year students of the Medical Department under the influence of the educational environment. The authors used the results of a survey of 200 respondents on a self-developed questionnaire with questions of a semi-closed type.

**Keywords:** educational and professional motivation, students of medical university, the educational environment of a university.

**K.I. Eshshkin**

**CONCERNMENT OF COLLEGE STUDENTS IN NON-FORMAL EDUCATION**

The purpose of this work was to identify the degree of concernment of College students in non-formal education, their attitude to this type of education, as well as the need for specialized courses that will not be included in the educational program of the College, but will provide the necessary competences for the future profession. The author used such research methods as inquiry, interview, analysis and synthesis. The result of the study was to determine the degree of involvement of students of secondary professional organizations in non-formal education, value attitude to it, as well as the definition of the most popular forms of non-formal education.

**Keywords:** concernment of students, non-formal education, informal education, continuing education, mass open online courses (MOOC).

**O.N. Ibragimova**

**SCIENTIFIC-PEDAGOGICAL SCHOOL OF I. M. CHEREDOV AS A SYSTEM OBJECT**

The article deals with the conceptual model of the scientific school as an example of the scientific-pedagogical school of the outstanding scientist, teacher and researcher I. M. Cheredov, which turned 29 years old. Characteristics and components of the scientific school are studied on basis of theoretical analysis of the scientific works. Different approaches to the classifications, combinations of functions are considered to describe a scientific school. The article also presents the primary components: characteristics and criteria of the scientific-pedagogical school. A number of characteristics are represented in the table form, criteria are defined in the hierarchical pyramid. Each component is assigned by the examples from the experience of I. M. Cheredov's scientific school. Based on the noted characteristics a traditional scientific school model has been compiled.

**Keywords:** scientific school, scientific-pedagogical school, I. M. Cheredov's scientific-pedagogical school, system approach, humanitarian school, primary components of a scientific school, hierarchical pyramid of criteria, conceptual model of a scientific school.

**N.V. Matyunina**

**NORMATIVE ASPECTS OF PROFESSIONAL TRAINING OF TEACHERS OF PHYSICAL CULTURE IN ACCORDANCE WITH EDUCATIONAL STANDARD 3++**

The article reveals the content of educational standards of higher education of different generations from the viewpoint of implementing a competent approach. It carries out the comparative analysis of the normative documents regulating preparation of bachelors in the following fields: Pedagogical education, Physical culture, Sport. Modern logistical support is considered as an indispensable prerequisite for training a highly qualified teacher of physical culture.

**Keywords:** vocational training of the teacher of physical culture, Federal State Educational Standard for Higher Education, educational activity, sports activity, sports training, program content, school subject Physical culture.

**L.G. Medvedev, K.Zh. Amirgazin, L.N. Antilogova, A.S. Sharov**

**DEVELOPMENT OF AESTHETIC PERCEPTION OF ASPIRING ARTISTS**

The article discusses the possibilities of developing aesthetic perception of aspiring artists in the process of teaching fine art. The most important aspects of aesthetic perception are revealed. The article focuses on forming harmonic perception of works of art to enhance students' creative activities.

**Keywords:** aesthetic perception, artistic creation, emotionality, imagery, design, composition.

**O.V. Tokar, E.Yu. Shpakovskaya, M.R. Arpentieva, N.G. Bazhenova, O.P. Stepanova**  
SYNESTHESIA IN PEDAGOGY AND PSYCHOLOGICAL, PEDAGOGICAL  
COUNSELING

Synesthesia in pedagogy and psychological and pedagogical counseling can be considered as an example of metacognitive process. On the one hand, it is the result of a simultaneous, holistic primary reflection of reality or its fragments. But, on the other hand, the result of unconscious, but highly organized processing of information about the world in which cognizer's values are involved, and the circuits adjusted by these values. Thus, for example, metaphors line up in the educational process and in the processes of its psychological and pedagogical support in the institution of culture and education: the specialist's cognitive schemes are intentionally and unintentionally used by him to understand what is happening in the inner and outer life of a student or a learner, are transmitted to him in the course of education and psychological and pedagogical counseling.

**Keywords:** synesthesia, metacognition, cognitive process, schemes, values, metaphor, psychotherapy, pedagogy, psychological and pedagogical counseling.

**M.K. Tyulyush, A.D. Dartan-ool, S.K. Sat, D.O. Kuular**  
THE USE OF REGIONAL MATERIAL IN TEACHING INFORMATICS AT SCHOOLS  
OF THE REPUBLIC OF TYVA

The article substantiates the use of regional material in teaching Informatics to Tuvan students, which will support nourishing personally significant knowledge. The content of the subject Informatics for national schools of regions is recommended to construct on the basis of tasks related to the culture, history and traditions of the ethnic groups living in the region. Examples of tasks on the basis of regional material and their solutions are given.

**Keywords:** regional material, teaching Informatics, national-regional aspect, tasks of a school course of Informatics.

**S.G. Chukhin, E.V. Chukhina**  
SCIENTIFIC AND PEDAGOGICAL SCHOOL OF N. V. CHEKALEVA

The purpose of the article is a theoretical analysis of the areas of research work of scientific and pedagogical school of N.V. Chekaleva, determination of indicators of its formedness.

**Keywords:** scientific school, scientific and pedagogical school.

**S.V. Scherbakov, Ja.B. Lev, E.G. Ozhogova**  
SPECIAL ASPECTS OF PROFESSIONAL HEALTH OF THE MODERN TEACHER

The article deals with the actual problem of modern education-professional health of the modern teacher. The analysis of risks and threats of violations of professional health is carried out. The authors substantiated the basic components of professional health of a modern teacher: the level of professional productivity and psychological health, resistance to stress, tendency to the development of the syndrome of "mental burnout", the degree of professional deformation and the total psychological resources. An empirical research aimed at studying the features of professional health of a modern teacher. As a result, it was found that the main threat is the syndrome of "mental burnout". The results are summed up and the directions for the prevention of violations of a teacher's professional health are defined.

**Keywords:** professional health, psychological stress, syndrome of "mental burnout", professional deformation of personality, pedagogical activity.