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ABSTRACT AND KEY WORDS

PHILOSOPHY

O. Yu. Vasilyeva, A. V. Lyapina

**TRADITIONS OF THE HUNTING SUBCULTURE OF THE PEOPLES OF SIBERIA AND
THE FAR NORTH IN JOURNAL ESSAYS OF THE LATE 19th CENTURY**

The hunting ritual, which has a long tradition of studying, is for the first time considered from the standpoint of the value-oriented system of values of the world by the authors of Russian journal essays of the late 19th century. The distinctive features of the ritual of hunting as a cultural and ethnic specificity of a particular nation are separately represented, an orientalist approach to assessing the hunting traditions of the peoples of Siberia and the Far North in the capital's journals of nature and hunting is revealed.

Keywords: axiological component of rite, ritual symbolism, mythological and religious traditions, the cult of the sacred animal.

K. O. Dobronravov

NATURAL AND CULTURAL IN CINEMA BASED ON REAL EVENTS

The article examines the paradox of feature films based on historical events. Such a movie is forced to hide its subjectivity. The historical requires an artistic form, however, it acquires it only by deforming its content or distorting the positions of the creative subject inherent in staged cinema, since desubjectivized or pseudo-subjectivized forms of expression are attributed to it. The author of the article puts forward a hypothesis about the conditionality of this paradox by the very nature of cinema. Turning to the films based on real events, the author demonstrates the contradiction between natural and historical-cultural, which lies at the heart of cinema.

Keywords: philosophy of cinema, historical event, subject of cinema-utterance, paradox of cinema.

M. O. Izotov

ON TRANSHUMANISM AS A WORLDVIEW

The article offers an analysis of the idea proposed in transhumanism of the need to use advanced scientific and technological achievements in order to improve the biological nature of man and thus overcome the global problems and threats hanging over humanity. It is concluded that the optimistic predictions of transhumanists are insufficiently substantiated in relation to achieving the state of immortality, since the possibility of using modern technologies for human "improvement" collides with and gives rise to complex technical and ethical problems. In addition to this criticism, a critical consideration of the worldview aspect is proposed regarding the possible consequences of such a technological change in human nature.

Keywords: transhumanism, immortality, death, biotechnologies, artificial intelligence.

E. V. Kirichenko

**MUSEUM SPACE IN CHINA: CLONING OR BREAKTHROUGH INTO A NEW
AESTHETIC SPACE?**

The article examines the phenomenon of Chinese replication. An attempt is made to identify the causes and consequences of such a large-scale replication as one of the leading areas of development of modern cultural industries with the support of the state policy of the PRC. Reproduction is considered as the initial stage of creativity in a new space, where originality and novelty are opposed to completeness.

Keywords: originality, replication, unique, copy, replica, Chinese art, Museum of forgeries.

N. I. Martishina

THE PHENOMENON “BETWEEN”: PARA-SCIENTIFIC KNOWLEDGE AS A TRANSITIONAL TYPE OF KNOWLEDGE

The article considers the phenomenon of the transitional type of knowledge arising at the junction of the main types of cognition. It is shown that forms of knowledge naturally arise in the cognitive space, in which, on the one hand, the level of compliance with the standards of the basic type of cognition for them is reduced and, on the other hand, signs of a different type of cognition are shown. This is an intermediate, hybrid type of knowledge, belonging to which the concepts form a kind of transitional zones between all fields of knowledge. The composition and features of this transitional type of knowledge are considered on the example of para-scientific knowledge.

Keywords: typology of cognition, types of cognition, para-scientific knowledge, parascience, pseudoscience, pre-science, deviant science.

N. N. Misyurov

ON THE “POSITIVITY” OF THE ROMANTIC PHILOSOPHY OF REVELATION AS AN ELEMENT OF A SUPREME KNOWLEDGE

The article examines the problem of the potential possibilities of the “positive” philosophy of cognition of the “original content” of being — in connection with the romantic thesis about the need for self-determination of the individual. It is argued that this is a methodological question of the dialectic of the “opposition” of objective knowledge to subjective religious consciousness, which is fundamental for the whole of classical German philosophy. It is proved that the key aspects of the philosophy of religion are conditioned by the paradigm of “classical rationality”.

Keywords: true philosophy and positive religion, ability of judgment, individual, revelation.

L. K. Nefedova

REPRESENTATION OF THE ARCHETYPE OF THE CHILD IN ANCIENT MYTH

The article examines the relationship of archetype, myth and representation, reveals the methodological potential of the conceptual relationship for philosophical understanding of the phenomena of childhood and the child. The appeal to Antiquity is due to the specifics of the modern culture of the transgressive period, which is conflict in its essence, which correlates with the objectification of the child archetype in conflict periods of being.

Keywords: child archetype, myth, representation, stability.

O. I. Nikolina

THE PROBABILITY OF AUTHENTIC IN THE GAME OF POSTMODERN (THE CASE OF THE PHENOMENON OF LOVE)

The article analyses the playful character of postmodern culture, raises the question of a fundamentally new understanding of the probability of the authentic. The example of the phenomenon of love shows the possibility of preserving the authentic at the level of experience. The emergence of transformed forms of the phenomenon of love clearly demonstrates the mechanism of alienation of the phenomenon in postmodern culture.

Keywords: game, love, postmodern, temptation, virtuality

D. V. Popov

DEVELOPMENT OF TOOLS FOR BIOPOLITICAL REGULATION OF THE POPULATION AS THE BASIS OF THE BIOPOLITICAL CRISIS

The article is devoted to the study of biopolitical tools for population regulation and its influence on the transformation of biopolitics. Having formed in the 18th century, the biopolitical state created an arsenal of means of population regulation aimed at changing the qualitative and quantitative characteristics of the population in the interests of the state. The great biopolitical game

involved the population in social processes, burdening them with hardships, but also providing advantages. Developed social institutions of caring for the population have reached values that meet human interests. Investments in human capital have acquired the character of a generally recognized necessity, having formed a confirmantropic biopolitical strategy. However, having become the norm, human-affirming biopolitics led to a crisis in biopolitics. The growing demands on the authorities by the population give rise to the risks of state default in relation to the programs being implemented.

Keywords: human, biopolitics, norm, ideal, crisis.

D. M. Fedyaev, A. S. Sharov

ON SOME VARIANTS OF "APPLICATION" OF DIALECTICS

The article is devoted to the methodological aspect of dialectics, the application of dialectical ideas in three essentially different areas: in revolutionary ideology, everyday life and military affairs. It is shown that the principles of universal connection and development are implemented in each of them, but the attitude to the idea of contradiction is different.

Keywords: Hegel, system, method, contradiction, Marxism, anarchism, Ancient China, military theory.

V. V. Shlyapnikov

CYBERPHILOSOPHY AS A PHILOSOPHY OF A DIGITAL SOCIETY

The article analyzes the subject area of one of the modern lines of philosophical thought — cyberphilosophy. Ontological, epistemological, ethical and other problems of classical philosophy are considered from a cyberphilosophical position.

Keywords: cyberphilosophy, robots, artificial intelligence, artificial life.

LINGUISTICS

Yu. F. Aydanova

THE STRATEGY OF DECONSTRUCTION OF THE SOVIET PROTOTEXT IN V. PELEVIN'S PROSE

The article deals with the problem of reconstruction of the Soviet picture of the world in V. Pelevin's prose. The researcher focuses on the author's strategy for the deconstruction of the Soviet prototext, defined as destruction of the conventional linguistic structures of the ideological language of the Soviet era and stereotypes of their perception, which is characteristic of postmodernism and V. Pelevin's idiosyncrasy. The author proposes an original methodology for describing the strategy of deconstruction of the Soviet prototext, systematizes the methods used by the writer for de-stereotyping the signs of Soviet discourse.

Keywords: Soviet prototext, deconstruction strategy, language game, ideologeme, interdiscursiveness, desacralization, style of ideological elaboration.

E. Yu. Vidanov, I. L. Mul

"PANDEMIC" CONTENT OF TRADITIONAL FOLKLORE FORMS IN THE CONDITIONS OF MODERN GAME COMMUNICATION

The article is devoted to the new linguistic content of the tongue twisters, ditties and proverbs genres related to small folklore forms, in the aspect of game communication, which was stimulated by the pandemic of the new coronavirus infection (COVID-19). The authors come to the conclusion that the speech space of the Internet, combined with the linguistic and creative abilities of native speakers, serve as a source of both irony in everyday life and self-irony in being in the new pandemic conditions. Filling traditional folklore forms with new content in this regard also emphasizes their relevance and resilience in modern communication.

Keywords: language game, linguistic creativity, coronavirus, tongue twister, ditty, proverb, transform.

A. Gritsenko

SPEECH AGGRESSION IN A CONFLICT SITUATION IN VIRTUAL COMMUNICATION (ON THE EXAMPLE OF COMMENTS IN THE NETWORK “INSTAGRAM”)

The purpose of the article is to consider the types of speech aggression and methods of its implementation in a situation of virtual conflict in the social network “Instagram”. The study was carried out using the methods of linguistic and linguistic-culturological analysis. The material is linguistic units that verbalize aggression, extracted from 500 comments by the method of targeted sampling. In the course of the study, it was revealed that a sign of conflict communication in a virtual environment is implicit aggression, expressed by specific linguistic means, such as various types of language games, the aggressive nature of which is manifested in the context. The results can be used in subsequent research on Speech Culture and Communication Theory, dedicated to the features of virtual language communication.

Keywords: virtual environment, virtual communication, conflict, speech aggression, comment.

Yu. K. Kartavaya

LEXICAL-SEMANTIC POTENTIAL OF THE TOPONYMY OF THE SOUTH COAST OF THE CRIMEA

The article examines the lexical and semantic potential of toponymy of the South Coast of the Crimea, identifies thematic groups of Crimean toponyms, among which the author distinguishes the lexical and semantic fields of toponyms that reflect in their meaning anthroponyms, topos, flora and fauna, human activity; the article substantiates the rationality of this approach to the semantic division of the toponymy of the South Coast of the Crimea. The functional aspect of Crimean toponyms is also revealed, since geographical names are a unique source of information about the Crimea, as they reveal its history, culture, traditions and customs of natives.

Keywords: lexical-semantic potential, the South coast of the Crimea, toponym, toponymy, thematic group, lexically-semantic field, functional aspect.

E. G. Malysheva, O. S. Rogaleva

JOURNALISTIC RESEARCH IN REGIONAL PRINT MEDIA: STRUCTURAL-SUBSTANTIVE AND STYLISTIC IDIOCRASY (ON THE EXAMPLE OF THE TEXTS OF MARAT ISANGAZIN)

The article examines the idiostyle features of the journalist M. F. Isangazin, the editor-in-chief of the regional Omsk print media — the newspaper “Commercial News”, moreover, the idiostyle of the journalist is analysed through the prism of the basic genre in which M. F. Isangazin works, — journalistic investigation. The article states that the journalistic investigations of the studied author can be classified as economic, since the focus of the journalist’s attention is economic problems and crimes committed in the Omsk region. The purpose of this study was to identify thematic, substantive, structural and pragmatic specificity of the journalistic investigation of M. F. Isangazin. Analysis, systematization and generalization of the empirical material (more than 180 articles in the studied genre) made it possible to draw conclusions about the idiostyle features of M. F. Isangazin and about the specifics of the implementation of the genre of “journalistic investigation” in a high-quality regional publication.

Keywords: regional media, genre, method, journalistic investigation.

E. Yu. Nekrasova

IMPLEMENTATION OF COMMUNICATIVE STRATEGIES OF PEDAGOGICAL DISCOURSE IN SPEECH BEHAVIOR OF THE TEACHER OF RFL/RSL IN TRAINING STUDENTS OF THE PREPARATORY COURSE

The article substantiates the use of a discursive approach to the analysis of the speech behaviour of a teacher of Russian as a foreign / non-native language. The linguistic features of the

organization of explaining, evaluating, controlling, facilitating and organizing communicative strategies in the training methods of RFL/RKN in teaching students of the preparatory department have been determined. Each strategy is reasoned and illustrated by the teacher's speech actions.

Keywords: Russian as a foreign language, discourse, pedagogical discourse, communicative strategy, speech behaviour, speech action, intention.

O. Yu. Nikolenko, N. D. Fedyaeva, N. L. Varova

HISTORICAL MEMORY AND BEING OF THE TEXT: DISCOURSIVE PRACTICES OF ACTUALIZATION OF WAR LETTERS

The article examines the practices of institutional discourses aimed at preserving the text in the actual memory of new generations. Based on the material of the projects of 2020, arranged to coincide with the celebration of the 75th anniversary of Victory, it is shown how keeping military letters becomes a creative process of realizing the value attitudes of the society.

Keywords: military writing, discursive practice, scientific discourse, pedagogical discourse, museum discourse.

S.M. Pometelina

LINGUO-COGNITIVE ANALYSIS OF THE PHENOMENA OF SEMANTIC DIFFUSION IN COMPLEX CONSTRUCTIONS WITH THE CONJUNCTION (CONNECTIVE WORD) WHEN: GENERAL REMARKS

The article presents the results of linguo-cognitive analysis of syncretic complex constructions with the conjunction (connective word) when: the reasons for semantic diffusion resulting in syncretic sentences are described; revealed the meanings that can be combined with the semantics of time in constructions with the conjunction (connective word) when; the status of temporary semantics in syncretic constructions (original/penetrating, main/additional) was determined; it was found that the contamination of meanings in all sentences of diffuse semantics with the conjunction (connective word) when reflects the use of a syncretic mental image of time, fixed in the minds of Russian speakers.

Keywords: linguo-cognitive analysis, semantic diffusion, syncretic constructions, diffuse semantics sentences, semantically contaminated constructions.

T. P. Rogozhnikova, M. V. Khomenko

ANTHROPONYMIC SYSTEM OF THE 1701 CENSUS BOOK OF TARA REGION

The material for the study is a historical regional source of a fiscal nature. The system of naming Siberian taxpayers at the turn of the 20th–21st centuries is considered. Anthroponymic structures, socio-cultural determinism of structures and models, word-formation features of anthroponyms are revealed.

Keywords: anthroponymy, anthroponymical structure, patronym, census book.

E. A. Chelak, K. R. Russu

MODELING OF LANGUAGE CONSCIOUSNESS THROUGH AN ASSOCIATIVE EXPERIMENT (THE CASE OF THE PHRASE-STIMULUS “CROW’S DAY”)

The article is devoted to the analysis of associative reactions to the phrase-stimulus “crow’s day”, obtained in the framework of a free associative experiment conducted from 23 April to 30 April, 2020 on 133 subjects. The material for the study was 665 associative reactions from native speakers of the Russian language to the stimulus phrase “crow’s day”. Nuclear and peripheral meanings in the short and long term are presented, semantic groups ranked first and second in frequency of use among all associative reactions. The method of a free associative experiment made it possible to obtain data that led to the formulation of the conclusions: in the minds of Russian speakers familiar with the culture of the Ob Ugrians, the concept of “crow’s day” is fixed.

Keywords: free associative experiment, associative field, stimulus, association, reaction, «crow’s day», Ob Ugrians, Khanty-Mansi Autonomous Okrug — Yugra.

N. N. Shcherbakova, T. N. Sheveleva

PHRASEOLOGICAL UNITS IN THE NEWSPAPER HEADLINE: TRANSFORMATION OF LANGUAGE STEREOTYPE

The article analyses newspaper headlines, which include both conventional and transformed phraseological units. Based on the study, it was concluded that the structural and semantic features change as an impact of different linguistic antinomies: the transformation of meaning leads to the activation of the antinomy of the code and text, and the transformation of the structure demonstrates the action of the antinomy of the information and expressive functions of the language.

Keywords: headline, phraseological unit, internal form of phraseological unit, language game.

PEDAGOGICS

I. P. Gerashchenko, N. S. Makarova, I. I. Krot

FREE EDUCATION FORMAT IN THE PRACTICE OF RUSSIAN HIGHER SCHOOL: FEATURES AND PROSPECTS OF IMPLEMENTATION

The article discusses two fundamental components of the academic revolution in modern higher education: mass education and the global knowledge economy — from the point of view of the formation of a new structure of higher education: mass and research universities. The formats of higher education are analysed: “linear conveyor” and “free education”, their advantages and disadvantages within the framework of the academic revolution, compliance with modern and future requirements of the labor market. The possibilities of introducing the formats of “free education” into the practice of Russian higher education are discussed.

Keywords: academic revolution, mass higher education, research universities, “linear conveyor”, formats of “free education”.

T.S. Glushkova

LINGUODIDACTIC POTENTIAL OF THE CONCEPT OF “CITY” IN TEACHING RUSSIAN AS A FOREIGN LANGUAGE

The article is devoted to the study of a fragment of the Russian linguistic picture of the world associated with the phenomenon of “city”, as well as the problem of the formation of ideas about modern Russian cities in the minds of foreigners studying Russian. The aim of the work is to reconstruct the frame model of the concept “city”, as well as to identify the linguocultural, lexical and grammatical resources of this concept. The use of cognitive structures in creating the image of a city demonstrates the possibility of applying the methods of cognitive linguistics in didactics. The author focuses on knowledge and ideas related to the concept of “city”, which are reflected in the texts of textbooks on Russian as a foreign language. The study of fragments of the Russian linguistic picture of the world contributes to the formation of linguisticultural and socio-cultural competencies of students.

Keywords: city, concept, frame, slot, picture of the world, Russian as a foreign language, competences.

I. M. Kolyshkina, N. P. Kremneva, A. V. Rodionova

DISTANCE LEARNING: HISTORICAL AND PRAGMATIC ASPECTS (FROM THE EXPERIENCE OF WORKING WITH FOREIGN STUDENTS AT THE PRE-UNIVERSITY STAGE OF TRAINING)

The article is devoted to the history of distance learning abroad and in Russia, as well as to the practical description of the process of organizing the study of Russian as a foreign language in the remote form of classes. The authors consider various options for organizing the educational process in an online format, identify the main difficulties that arise in the process of distance learning, and show solutions using various online resources: the social network Vkontakte, the Skype application, and Google tools. Special attention is paid to the positive and negative aspects associated

with the use of this form of training when organizing work with foreign students at the pre-University stage of training.

Keywords: Russian as a foreign language, distance education, online learning, social network V Kontakte, Google tools, Skype.

N. S. Makarova, E. V. Chernenko

THE STRATEGY FOR THE PRACTICAL TRAINING OF STUDENTS IN EDUCATIONAL PROCESS OF A PEDAGOGICAL UNIVERSITY

The article substantiates the strategy of practical training of students of a pedagogical University, the purpose of which is to justify the key priorities of practical training and directions of its development. The authors define the tasks of practical training, which consist in ensuring students' readiness to solve professional problems in conditions of uncertainty, developing the ability to apply knowledge and experience in educational practice, and forming the ability to choose solutions based on their own professional position.

Keywords: practical training, pedagogical education, higher education, main professional educational program.

U. S. Pertseva, A. A. Chernova

REFLECTING THE PROBLEM OF DESTRUCTIVE SOCIALIZATION OF PERSONALITY IN THE INTERNET ENVIRONMENT

The article examines the destructive socialization of the individual from the point of view of the synthesis of philosophical and pedagogical approaches. The first considers it as a phenomenon that arises in the programs of propaganda of destructive cults, implemented through the use of modern information and communication technologies; the second approach is aimed at finding possible ways to solve the indicated problem, which is investigated within the framework of media pedagogical science, which closely correlates with the processes of interaction between the subject of information and its media agent. The work focuses on the formation of a new vector in the development of media pedagogy by rethinking its target content.

Keywords: internet environment, socialization, destructive cult, destructive socialization, mediapedagogy

I.G. Pchelintseva, N.I. Speranskaya

POSTGRADUATE EXAMS IN THE REMOTE FORMAT: CHALLENGE OF THE COVID-PANDEMIC

The article presents the author's experience of organizing and conducting a postgraduate exam in a foreign language in a remote format, and describes its procedure. Criteria for the formation of information competence in postgraduate students, expressed in the ability to structure the information presented, the ability to accurately process it into a secondary document, as well as language competence, demonstrated through the ability to read a foreign language text with the extraction of the required information and clearly, logically, fully express their thoughts, are systematized. Indicators for evaluating a written abstract translation of a scientific article in a foreign language are specified, the results of the examiners' work are analysed. This material can be useful for teachers who implement training programs for highly qualified personnel in the competence paradigm.

Keywords: postgraduate studies, language competence, information competence, assessment criteria, abstract translation, distance learning.

N. F. Khilko, O. A. Ozerova

IMAGES OF HISTORICAL MEMORY IN PERCEPTION OF THE YOUTH ON THE EXAMPLE OF THE CELEBRATION OF VICTORY DAY

The article examines the essential characteristics of historical memory. The state of the historical memory of Russian youth is investigated on the basis of the most acute and lively topic —

the Great Patriotic War and the celebration of its final — Victory Day. The conclusions of the authors (generally positive) are supported by the material of the questionnaire that was offered to the students.

Keywords: images of historical memory, patriotic content, figurative ideas, social ideals, heroism, patriotic consciousness of youth, historical and cultural heritage, the Great Patriotic War, Victory Day.

V.A. Tsymbalyuk

THE PROBLEM OF ASSESSING THE QUALITY OF EDUCATIONAL INNOVATIONS IN THE PROCESS OF THEIR INSTITUTIONALIZATION

The article presents an analysis of the theoretical ideas of the development of innovative activity in a modern school. The main attention is paid to the substantiation of criteria and indicators for assessing educational innovations as products of the innovative activities of teachers.

Keywords: innovation activity, risks of innovation activity, quality of educational innovations, criteria and indicators of innovation activity.

N. I. Churkina

REPRESENTATIONS OF SCHOOL CHILDHOOD IN THE COLLECTIVE MEMORY OF GENERATIONS

The article is devoted to the identification of representations of school childhood in the collective memory of representatives of three socially active generations of modern society (baby boomers, X and Y). In the course of the research it was found that the school period of childhood can be considered as a factor of generational identity. Despite the identified similarities in the representations of the Soviet school of all three generations, each generation differed in the description of school practices, memories of significant components of school culture. This work poses the problem of the participation of the collective memory of generations in the formation of the myth of the Soviet school and its reverse influence on the influence on individual memories. It is concluded that in order to free oneself from an enthusiastic assessment of the Soviet school, the quality of school education, it is necessary to turn to the study of these practices not only in order to demonstrate the best experience, but also for a scientifically balanced assessment of mythological plots.

Keywords: collective memory, generation, school, Soviet school, school culture.

A.S. Sharov

VOCATIONAL EDUCATION AS GAINING EXPERIENCE

The article explores the importance of gaining experience in vocational education. The problem of transformation of the knowledge component in the traditional and competencebased approaches is outlined. The level model of the student's movement in the subject is described, which unites the abovementioned approaches, in which the logic of the formation and development of experience will act as an onto-reflexive mechanism of self-organization and transformation of the knowledge component. Whereas intelligence is a form of organizing mental experience.

Keywords: knowledge, experience, studying, ontological reflection, self-organization, intelligence.

V. A. Shelontsev, I. V. Gerasimova

USING TASKS TO FORM STUDENTS' SYSTEMIC KNOWLEDGE IN GENERAL CHEMISTRY

The paper deals with the use of tasks as one of the important means of forming students' systemic knowledge in general chemistry. The influence of the use of chemical tasks in teaching on the ability of students to establish various types of relationships that underlie the system of inter-conceptual connections is studied.

Keywords: consistency of knowledge, logical relationships between chemical concepts, the ability to establish logical connections between chemical concepts, chemical tasks for the formation of the ability to establish inter-conceptual connections.

L.S. Shkurat

ON THE FORMATION OF FOREIGN STUDENTS' LINGUOCULTUROLOGICAL COMPETENCE IN TEACHING RUSSIAN PRONUNCIATION

The article gives the concept of linguoculturological competence. It is emphasized that the full participation of foreign students in intercultural communication is possible only if they master a certain linguoculturological base. The emphasis is made on the need to form linguoculturological competence in teaching foreigners all aspects of the Russian language and types of speech activity. Based on the experience of the author of the article on teaching Russian pronunciation to foreign students from different countries of the world, examples of materials for phonetic exercises that have high linguoculturological potential are given, some methodological recommendations for their use in teaching Russian as a foreign language are offered.

Keywords: Russian as a foreign language, linguoculturological competence, pronunciation, phonetic exercises, foreign student.

I. R. Yusupov, F. Kh. Galimov, V. A. Ivanov

FORMATION OF PROFESSIONAL THINKING AMONG MEDICAL STUDENTS AS A STRUCTURAL COMPONENT OF THEIR SUBJECT POSITION

The article deals with the problem of the formation of professional thinking of medical students. It describes and substantiates the possibility of the combined use of modern educational technologies — the method of cases and edutainment in the framework of physical education in order to form the subject position of students and improve the quality of the educational process.

Keywords: formation of professional thinking, the role of the teacher in the learning process, modern pedagogical technologies, method of cases, edutainment.