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**ABSTRACT AND KEY WORDS**

**PHILOSOPHY**

**Brandt Galina A.**

**CULTURAL LOGICS OF CONTEMPORANEITY: ETHICAL DOMINANT**

*Abstract.* The article examines changing optics of philosophical consideration of the ethical field. The process of moving the traditional ethical discourse from the supracultural metaphysical dimension to the intracultural one is traced. The cognitive strategy of postmodernism is analysed. Ethics is deprived of its metaphysical nature and becomes a cultural phenomenon subject to its logics. The focus is on a new, still emerging, cultural paradigm designated as “meta-modernism”, the adherents of which distinguish three “cultural logics of modernity” — modernity, postmodernity and metamodernism. The article reveals the ethical dominant of each of these logics.

*Keywords:* cultural logics of contemporaneity, ethical dominant, structure of perception, structure of feelings, irony, post-irony.

**Varova Natalya L.**

**CONCEPTUALIZATION OF THE IDEA OF THE HUMAN IN COGNITIVE STRATEGIES OF WESTERN AND RUSSIAN PHILOSOPHY**

*Abstract.* The most heuristic concepts of the human typical for classical and modern Western philosophy are outlined. The importance of the concepts of Kant and Hegel for the formation of the attitude to rational cognition of a person in the context of personal formation and history in Russian philosophy is shown. The main components of the religious and philosophical interpretation of man are revealed. An attempt to realize the potential of metaphysics for the formation of an attitude to the search for stability and self-determination of the individual is made.

*Keywords:* absolute subject, subject, object, human, personality.

**Gornova Galina V.**

**CULTURAL MEANINGS OF THE PRODUCTION-CONSUMPTION CYCLE**

*Abstract.* The article explores the cultural meanings of the classical reproduction cycle ‘production-consumption’. The purpose of the article is to analyse the implicit semantic component of the processes of production and consumption, in which the value symbolism of the joint existence of people objectified. The empirical material for the analysis is classical and modern economic and sociological conceptual ideas that represent the cultural meanings of the reproduction cycle.

*Keywords:* production, consumption, cultural meanings, identity, values.

**Grachev Anatoliy V., Savoskina Alina S.**

**AESTHETIZED IDEOLOGY — THE CONFLICT NODE OF CULTURE**

*Abstract.* The article considers the ideological aspect of cultural integrity. It is shown that ideology is inherently conflictual. The ideological conflict has clearly expressed aesthetic aspects. The mechanisms of using aesthetic means and techniques in political struggle (colors, symbols, slogans) are shown. The manipulative possibilities of aesthetic means are particularly emphasized.

*Keywords:* aesthetics, ideology, politics, conflict, symbol.

**Kordas Olga M.**

**INCOMPREHENSION IN HERMENEUTIC EXPERIENCE**

*Abstract.* The article examines the dialectical relationship between understanding and incomprehension in culture. The positive functions of incomprehension in communication and cognition are determined. Incomprehension is included in the hermeneutic circle as its obligatory component and can be considered as the starting point of philosophizing and hermeneutic experience. The meaning of incomprehension in the cognitive activity of the subject is to ensure the dynamics of cultural development.

*Keywords:* communication, conflict, incomprehension, philosophical hermeneutics, interpretation, mystery.

**Krasnoyarova Natalia G.**

#### PHILOSOPHICAL STATUS OF ARTISTIC AVANT-GARDE

*Abstract.* The article asserts the exhaustion of art criticism and culturological approaches to the artistic avant-garde. The context of the philosophy of culture as an actual section of philosophy makes it possible to reveal the essential moments of culture as a whole in the artistic avant-garde and to manifest the function of the avant-garde as a special “new phenomenon” imparting dynamism to culture in ways of accepting or rejecting cultural values.

*Keywords:* artistic avant-garde, culture, art, philosophy, “new art”.

**Nadolinskaya Irina V., Petkova Svetlana M., Upornikova Irina V.**

#### EVOLUTION OF RIOT FORMS IN DIFFERENT TYPES OF CULTURES (ANTHROPOLOGICAL ASPECT)

*Abstract.* The article considers the relationship of the evolution of forms of riot with the characteristics of a rebellious person. It is shown that riot is inherent in all historical types of cultures. Riot as a form of social protest has its own specifics in various societies. A participant in the revolt in traditional cultures is homo religious (a religious person), for whom power is sacred, and any manifestations of natural and social cataclysms are a consequence of the loss of legitimization by the ruling elites from above. The traditional type of society was characterized by riots caused by the frustration of basic human needs — hungry and plague. The formation of an industrial society is accompanied by revolts against forms of rigid factory discipline. In the modern consumer society, representatives of the precariat become participants in consumerist riots. Reactions to the uncertainty of the situation, restrictive measures during the pandemic caused by the spread of the COVID-19 virus became the so-called “covid riots”.

*Keywords:* hunger riot, pestilence riot, behavioral riot, carnivalization, consumerist riot, “covid riot”.

**Stegniushin Anton A.**

#### TOWARDS EVOLUTION OF THE POWER IDEA IN THE SYSTEM OF CULTURE

*Abstract.* The article is devoted to the foundations of the idea of power in the system of culture. The main stages and sources of transformation of ideas about optimal variants of the organization of political power corresponding to the transformation of culture in the course of its evolution are revealed. The idea of people’s power is considered as the basic political ideal of modern culture.

*Keywords:* culture, ideas of power, power of the people, constituent power, system of culture.

**Chesnokova Lessia V.**

#### COMFORT AS A PHENOMENON OF PRIVATE SPACE

*Abstract.* The article examines the phenomenon of comfort that exists in all modern cultures as a person’s need to have his own space, equipped according to his own taste. The comfort combines the conditions of the external material environment and the internal emotional state of a person. Comfort acquires special importance in the bourgeois culture of the 19th century, which assumed a dichotomy of work and leisure, public and private spheres. Comfort is an important need of a modern person, providing rest and recovery, protection from the anxieties and adversities of the outside world.

*Keywords:* comfort, private sphere, home, bourgeois culture, individualism.

# LINGUISTICS

**Aydanova Yulia F.**

ABSTRACTING IN ENGLISH: FROM THE PROBLEM OF TRANSLATION TO THE PROBLEM OF TEACHING

*Abstract.* The article discusses the development of students' skills in writing research activities in English. The author considers the most popular genre of scientific style — the abstract. The theoretical substantiation of the problem of polysemy of scientific style words is presented. A set of practical tasks aimed at forming abstract writing and translation skills is proposed.

*Keywords:* academic writing, universal competencies, English language, abstract, translation, polysemy, abstract writing, practical task, exercise.

**Gibkij Pavel V., Suprunchuk Nikita V.**

EQUIVALENCE PRESERVATION IN CONVEYING THE MEANING OF THE PASSIVE VOICE CATEGORY FROM RUSSIAN TO CHINESE (A CASE STUDY OF WEBSITES OF MINSK TRACTOR PLANT AND GREAT STONE INDUSTRIAL PARK)

*Abstract.* The article is devoted to the problem of equivalence preservation in translation from Russian into Chinese. In the course of our work, we identified the ways and degree of preservation of translation equivalence at the fourth level according to V. N. Komissarov when conveying voice meanings, comparing the Chinese version of the website of Minsk Tractor Plant with the original version.

*Keywords:* translation equivalence, Russian language, Chinese language, morphological structures, voice.

**Glotova Elena A., Moskvina Veronika A.**

THE BEAR'S IMAGE IN FOLKLORE AND LINGUOCULTURE OF THE OMSK IRTYSH REGION

*Abstract.* The article reveals the features of the bear's image that have developed in the folklore and linguoculture of the Omsk Irtysh region, a region with a mixed population.

*Keywords:* lexeme, semantics, zoonym, zoomorphic characteristic, Russian cultural space, linguistic culture, folklore, image, regional features.

**Lopatkina Svetlana V.**

THE SEMANTIC-STRUCTURAL-FUNCTIONAL ANALYSIS OF THE 'HATE SPEECH' IN MODERN MASS MEDIA

*Abstract.* The article presents a comprehensive analysis of the functioning of the 'hate speech' in the Russian mass media, taking into account linguistic and extralinguistic features describes the criteria for analysing the 'hate speech' in journalistic materials. The semantic-structural-functional analysis of the 'hate speech' in the publications dedicated to the events at Khovanskoye Cemetery in Moscow in April 2016 is conducted.

*Keywords:* 'hate speech', comprehensive analysis, linguistic and extralinguistic features, ethnic information, interethnic relationship.

**Morgun Victoria G.**

LINGUISTIC REPRESENTATION OF THE 'SCIENTIST'S SPIRIT' IMAGE IN CHINESE AND RUSSIAN MEDIA DISCOURSES (EXAMPLIFIED BY NEWS ARTICLES)

*Abstract.* The article provides a comprehensive study of the mechanism of functioning of language tools in the process of text formation, and presents the results of studying the image of the 'scientist's spirit' in modern media discourse on the example of Chinese and Russian news articles. The analysis of empirical material has shown that when representing the spirit of a scientist, general (epithet, metaphor, hyperbole/litotes, lexical repetition, syntactic parallelism, gradation, homogeneous parts of the sentence, parenthetical constructions) and particular for Chinese media

discourse (comparison, inversion, parcellation, question-and-answer form of presentation) linguistic means prevail.

*Keywords:* linguoculturology, media discourse, image, concept, ‘scientist’s spirit’, language tools.

**Rogozhnikova Tatiana P., Meloyan Tamara Kh.**

FEMINITIVES AS AN OBJECT OF DISCUSSION IN SOCIAL NETWORK VKONTAKTE (A CASE STUDY OF GROUPS VK.COM/KNIFE.MEDIA AND VK.COM/SYSBLOK)

*Abstract.* The subject for the study is the vocabulary used by subscribers of groups on the VKontakte social network “System Block” and “Knife Magazine” in posts on the topic of feminism. The article considers the nominations of women by profession and occupation (feminitives), semantically motivated and stylistically marked vocabulary, as well as all violations and deviations from the literary norm. The opposition of groups according to the degree of normalization of the speech behavior of users was recorded, a high degree of normality and deviation towards slang, borrowings or vernacular were revealed.

*Keywords:* speech, vocabulary, literary norm, Internet communication, feminitives.

**Sheveleva Tatiana N., Laukhina Svetlana S.**

STRUCTURAL AND SEMANTIC FEATURES OF OCCASIONALISMS ON THE PAGES OF THE IZVESTIA NEWSPAPER

*Abstract.* The article analyzes the derivational and semantic features of occasionalisms in the headlines of the Internet edition of the newspaper Izvestia, determines the frequency of various methods of word formation and attempts to explain the popularity of each of them. It is concluded that the predominant way of forming occasional words is hybridization, and it is noted that neoplasms, as a rule, have rather transparent semantics and vivid connotations.

*Keywords:* title, occasionalism, conventional and non-conventional ways of word formation, addition, contamination, hybridization.

## **PEDAGOGICS**

**Aksyutina Zulfia A.**

MAGZHAN ZHUMABAEV’S PEDAGOGICAL PATH

*Abstract.* The article is devoted to the famous Kazakh poet and teacher Magzhan Zhumabayev. His pedagogical legacy is carefully studied at home, and in the Russian Federation it is almost unknown. Special attention is paid to his pedagogical activity during the formation of Soviet power. The influence of studying at the Omsk Teachers’ Seminary on the pedagogical ideas of Magzhan Zhumabayev is shown. Lecturers of pedagogical disciplines while teaching history of pedagogy can use the material of this article.

*Keywords:* Magzhan Zhumabayev, biography, pedagogical path, Omsk teacher’s seminary, courses of “Red Teachers”.

**Boiko Elena A.**

MODEL OF FUTURE ENGINEERS’ READINESS FOR INNOVATIVE ECONOMIC AND MANAGEMENT ACTIVITIES

*Abstract.* The article substantiates the need to develop a structural and functional model for the formation of readiness for innovative economic and management activities among future engineers. The structure of the model is presented as the interaction of normative, conceptual-targeted, meaningful, technological and evaluation-efficient blocks. Functionally, the model is aimed at creating an innovative economic and management component of the training of engineering personnel, which is provided using a wide range of active and interactive forms, methods and means of training, including means of information and computer technologies.

*Keywords:* innovative development, engineering personnel, innovative economic and managerial activity, pedagogical modeling, structural and functional model, structural blocks of the model.

**Boldyreva Olga N., Ting He**

#### ANALYSIS OF PROBLEMS RELATED TO PRE-UNIVERSITY EDUCATION OF FOREIGN STUDENTS IN CHINA

*Abstract.* International students who have arrived in China after passing the HSK 4 level as language requirements required for admission face difficulties in studying such disciplines as listening, speaking, reading and writing. On the HSK 4 exam, it is difficult to effectively test the language skills required for vocational training. The vocabulary studied and the number of examination questions do not satisfy the needs of reading professional educational materials. The article suggests measures to improve pre-university training.

*Keywords:* pre-university training in China, Chinese language, HSK exam, qualification of foreign students.

**Derbush Marina V., Skarbich Snezhana N.**

#### TRAINING MATHEMATICS TEACHERS FOR THE IMPLEMENTATION OF BLENDED LEARNING IN GENERAL EDUCATION ORGANIZATION

*Abstract.* Professional training of mathematics teachers presupposes continuous professional development in connection with the introduction of innovative teaching technologies into educational practice, which include blended learning. The article presents the components that determine the training of teachers for the implementation of various models of blended learning in mathematics with a description of the content of each of them. An approximate program of advanced training courses, which has a modular structure, is presented. The criteria for the readiness of mathematics teachers to implement blended learning in accordance with the selected components are indicated.

*Keywords:* training of mathematics teachers, advanced training courses for teachers, blended learning in mathematics, blended learning models, innovative learning technologies, information technologies in teaching.

**Dikikh Elina R., Makarova Natalya S.**

#### METHODOLOGICAL SUPPORT FOR THE DEVELOPMENT OF TEACHERS' READINESS FOR THE FORMATION OF STUDENTS' FUNCTIONAL LITERACY

*Abstract.* Based on the study of teachers' professional deficits in the field of functional literacy of students, the article presents a program of methodological support based on a combination of individual and group forms of work, training sessions and tutor techniques. The authors proceed from the idea that awareness of professional deficits is the starting point in overcoming them. The author's interpretation of the obtained data on teachers' professional deficits is presented, the scenario of methodical training, the plan of individual consultations, the program of tutor support of teachers for the academic year is presented.

*Keywords:* functional literacy, methodological support, professional deficits, quality of general education, tutor support, focus group.

**Knjazkina Natalia H.**

#### PSYCHOLOGICAL PAUSE IN MONOLOGUE

*Abstract.* The article described the semantic meaning of "a psychological pause"; analysed the types of pauses, such as pauses in memory, silence, tension, etc.; investigated the preparatory work of the performer of the monologue. Types of psychological pause are considered. An effective basis for pauses, which contributes to the disclosure of the human essence of the image, was determined. We hope that the material of the article will be useful for professional teachers, regardless of their subject specialization, and not only for future actors.

*Keywords:* psychological pause, “tour pause”, “emotional-semantic pause”, “athought monologue”, “an action monologue”, “eloquent silence”, “second plan”, pause planning.

**Lavrinenko Irina Yu.**

#### EXPERIENCE OF USING GOOGLE FORMS IN THE EDUCATIONAL PROCESS (BASED ON TEACHING FOREIGN LANGUAGE)

*Abstract.* The article describes the experience of using a new testing format in conditions of forced online learning — online testing using Google Forms. The reasons for turning to Google testing and its further use in the learning process are considered. The tools and rules for using Google testing are analysed from the point of view of advantages and disadvantages. Conclusions about the possibility and conditions of using Google testing in the format of full-time training are made.

*Keywords:* online testing, thematic control, Google testing, aspects of learning a foreign language, types of test assignments.

**Nikolenko Olga Yu.**

#### ELEMENTS OF SCHOOLCHILDREN’S COMPETENCE MODEL IN RELATION TO THE COMPONENTS OF FUNCTIONAL LITERACY: CONTENT ANALYSIS OF THE FEDERAL STATE EDUCATIONAL STANDARD

*Abstract.* The article examines the problems of including the concept of “functional literacy” in the Russian educational field, reveals the interrelationships of basic ideas about the formation of functional literacy of a school graduate in the international PISA monitoring and the requirements of the Federal State Educational Standard of basic general education for subject, meta-subject and personal education results.

*Keywords:* Federal State Educational Standard, functional literacy, school graduate’s competence model, assessment of education quality.

**Petrusevich Arkady A.**

#### STUDENTS’ SOCIALLY ACTIVE POSITION AS A CHARACTERISTIC OF VALUE- SEMANTIC SPHERE OF THE PERSONALITY

*Abstract.* The article is devoted to the study of students’ socially significant values. The obtained results of the study substantiate the close relationship between the social position of the individual and his value orientations. The paper presents detailed characteristics of various groups of pedagogical university students with different socially active positions, reflected in its valuesemantic characteristics.

*Keywords:* value-semantic sphere of personality, socially active position, value orientations, priority values of personality.

**Sabantseva Tatyana V.**

#### REFLECTION AS A METHOD OF PROFESSIONAL SELF-ASSESSMENT IN THE SYSTEM OF CHOREOGRAPHIC EDUCATION

*Abstract.* The article defines the concept of reflexive analysis in choreographic education. The classification of reflexive analysis is specified. A step-by-step algorithm of reflexive analysis in the educational process of choreographer students has been developed. The results of its practical application in preparation for intermediate and final certification in the disciplines of the professional block of the educational program confirmed the effectiveness of thoughtful and organized reflection.

*Keywords:* reflexive analysis, students-choreographers, modern educational environment of university, algorithm of reflexive analysis.

**Fedyaeva Lyudmila V.**

#### UPBRINGING IN TEACHING REVISITED

*Abstract.* The relevance of one of the patterns of upbringing is considered, namely, that upbringing takes place in the learning process. The article analyses the correspondence of the Model education program proposed in 2020 to the real state of affairs in the education process.

*Keywords:* education, training, upbringing, patterns of upbringing, socialization, culture, school subject.

**Chukhin Stepan G., Chukhina Elena V.**

#### PROCEDURAL AND TECHNOLOGICAL LEVEL OF DESIGNING THE CONCEPT OF SCHOOLCHILDREN'S RUSSIAN CIVIC IDENTITY FORMATION

*Abstract.* In recent years, there has been an actualization of interest in the formation of a person's civic identity. The problem of identity became aggravated when the society, "breaking away" from the power of nature and traditions, faced the need to make independent decisions. The article shows how exactly commemoration affects the formation of civic identity, what strategies for the formation of civic identity of schoolchildren using commemorative practices exist. How does the formation of civic identity take place, what role do commemoration practices play in this process, can they become a real alternative to other practices of educational activities in civic education — these are the main questions of this article.

*Keywords:* identity, civic identity, commemoration, commemorative practice.

**Shelontsev Vladimir A., Gerasimova Irina V.**

#### REALIZATION OF COGNITIVE FUNCTIONS OF SCIENTIFIC THEORIES IN EDUCATIONAL PROCESS (BASED ON TEACHING CHEMISTRY)

*Abstract.* The authors describe the experience of implementing the structure of theoretical knowledge in the educational process. In different fields of science, theories differ significantly in content, but their structural and functional structure is invariant. The set of tasks reflecting the most characteristic elements of the theory is proposed. The results of an experimental study of the effectiveness of their use in the educational process are described.

*Keywords:* cognitive functions of scientific theory, description, explanation, forecasting, chemical problems.

**Shkurko Olga V., Petrenko Elena E., Melnik Yuliya A.**

#### FORMATION OF COUNTRY-SPECIFIC COMPETENCE IN TRAINING OF FOREIGN MILITARY SPECIALISTS

*Abstract.* The article highlights the issue of the formation of country-specific competence by using text material. Working with the proposed texts contributes to the formation of a positive image of Russia and Omsk in the minds of students, a respectful attitude towards Russians, motivates for further studying the history and culture of Russia.

*Keywords:* Russian as a foreign language, RFL, regional studies, regional competence, country studies, military university.

**Yataeva Evgenia V., Koksharova Arina I.**

#### DIDACTIC POTENTIAL OF INTERNET MEMES AS A MEANS OF DEVELOPING GRAMMATICAL COMPETENCE (BASED ON TEACHING STUDENTS OF LANGUAGE UNIVERSITIES)

*Abstract.* The article argues the possibility of using Internet memes as a grammar teaching means to students of language universities. The relevance of the article is determined by the need to use innovative educational technologies in the learning process that contribute to the development of foreign language communicative competence, and the insufficient development of the methodology for using these tools.

*Keywords:* Internet resources in foreign language teaching, Internet meme as a teaching means, foreign language communicative competence, foreign language grammatical competence.