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ABSTRACT AND KEY WORDS

PHILOSOPHY

Abramov Petr D.

THE SIMULATION HYPOTHESIS: CRITIQUE OF D. CHALMERS' DIGITAL ONTOLOGY OF CONSCIOUSNESS

Abstract. The article, based on D. Chalmers' concept, examines questions about the ontological status of virtual digital objects and the hypothesis of the world as a computer simulation. The world is not fundamentally digital; there are many incomputable processes and phenomena, which means that creating a full-fledged simulation is impossible. The virtual should develop in coordination and interconnection with other types of existence, such as the existence of consciousness and natural objects, without replacing them. The popularity of the simulation hypothesis, which is structurally indistinguishable from artistic fiction, as well as the increased importance of the virtual, is due to socio-psychological reasons, the brightness, and ease of activity in virtual worlds. The relevance of developing an ethically oriented non-reductionist ontology of consciousness is noted.

Keywords: virtual, digitalism, computationalism, cosmopsychism, panpsychism, simulation hypothesis, transhumanism.

Varova Natalya L., Pantaflyuk Kristina A.

REALIZATION OF PERFECTION IN RELATION TO "SELF — WORLD": METAPHYSICAL ASPECT

Abstract. The short duration of existence and the presence of many examples of perfection determine the search for the essence of perfection. In the article, perfection is understood as completeness and complexity of understanding. The mutual dependence of the completeness and depth of understanding of oneself and the world is shown. The relationship between man and the world is revealed in the categories of reality and reality of S. L. Frank. It is demonstrated how the metaphysical tradition helps to find footholds in a changing environment in a state of uncertainty.

Keywords: Self, world, reality, actuality, understanding.

Denisov Yuri P.

REVISITING THE ESSENCE OF THE PHENOMENON OF ALL-RUSSIAN CIVIC IDENTITY: WHO ARE WE AND WHAT UNITES US?

Abstract. The article is devoted to the study of the essence, content and structural content of the phenomenon of all-Russian civic identity. The author explores various approaches to understanding the phenomenon of civic identity that have developed in modern science and in the practice of legal regulation, as well as the relationship between all-Russian civic identity and ethnic and national identities. The article concludes that the essence of all-Russian civic identity lies in the awareness by a citizen of the Russian Fe-deration of his belonging to a single civil community and the presence of common values with it. At the same time, the value basis of the all-Russian civic identity is fixed by the Russian state at the regulatory level. At the same time, all-Russian civic identity is a complexly structured system, historically established and permanently evolving under the influence of external factors, the framework of which is based on four key dominants: a common language, historical memory, culture and natural heritage.

Keywords: Russian identity, values, citizenship, culture, personality.

Lvov Alexander A., Kravchenko Elizaveta Yu.

PHILOSOPHICAL AND ANTHROPOLOGICAL ANALYSIS OF AXIOMATIC ASPECTS OF THE CONCEPT OF WORLDVIEW IN THE RUSSIAN-LANGUAGE DISCOURSE

Abstract. The detection, description and interpretation of the semantic features of the concept of worldview is an urgent task in connection with its established usage in the Russian language. Russian linguoconceptual analysis explores the semantic potencies of the combination of the concepts of "world" and "see" in the conceptual word formation of the Russian language, examines the genesis of the concept of worldview, related and semantically close concepts, analyses their real use in artistic, journalistic and philosophical Russian literature of the 19th–20th centuries. It is demonstrated that the concept of worldview, on the one hand, is a brief formula for observing the world appearing in its unity; on the other hand, it is the desire to think of the diversity of the surrounding reality as a single world. It is the certainty of our attitude as a subject(s) that determines the unity of the world (including in the form of party spirit), which is always our world.

Keywords: worldview, linguoconceptual analysis, world, world perception, world understanding, world outlook, Weltanschauung, axiomatics.

Acknowledgements. The work was supported by the Russian Science Foundation, project No. 23-28-00880 "Natural-Historical Axiomatics of the Cosmological Imperative in the National Consciousness of Russia (A Case Study of Russian Literature of the 19th–20th Centuries)".

Maltseva Svetlana M., Yelgina Tatiana V., Shilovskaya Natalia S.

THE PHENOMENON OF DEVALUATION OF PEOPLE IN SOCIAL NETWORKS

Abstract. With the advent of social networks, globalization accelerated, ideas of tolerance began to spread, access to information increased, and the speed of communication increased. However, the flip side of this phenomenon is that a person's feelings are devalued, he is forced to pretend and go into an imaginary world in order to preserve at least some kind of existence, which is now a speculative image on the Internet. The authors conclude that the devaluation of personality in social networks is associated with a person's unwillingness to perceive other living beings as valuable in themselves and the resulting consumer attitude to the world around them. It is necessary to restructure the architecture of communications in social networks so that they are built on a voluntary response that allows a person to engage in creativity, to realize their own, and not imposed needs.

Keywords: structure, space, postmodernism, responsibility, creativity, power, consumer society.

Nikolin Viktor V., Nikolina Olga I.

DIVERSITY OF UNDERSTANDING OF THE EXISTENTIAL: METHODOLOGICAL ASPECT

Abstract. The article analyses existential in the diversity of its understanding in various concepts of existential philosophy, in particular in the philosophy of J.-P. Sartre, M. Heidegger and N. A. Berdyaev. The relationship between the existential and the concepts of being, existence, essence, etc. is revealed. If M. Heidegger searches for the meaning of a word in etymology and turns to Antiquity, then J.-P. Sartre's search for the existential is directed to the future, expressed in a project. N. A. Berdyaev adopted the eschatological method as a basis, which allows one to look at an object from a temporal distance.

Keywords: existential, existence, being, phenomenon, person.

Nikolina Darya V.

AVATAR: HUMAN TRANSFORMATION IN VIRTUAL REALITY

Abstract. The article examines the avatar as a link between the virtual world and the user immersed in an illusory environment. An avatar not only helps to immerse oneself into virtual reality, but also allows a person to maintain anonymity.

Keywords: virtual reality, avatar, cyberspace, human, information revolution.

Ovchinnikova Tatiana M.

ETHNIC SELF-IDENTIFICATION OF YOUTH: ENVIRONMENTAL AND PERSONAL FACTORS OF TRANSFORMATION

Abstract. The article is devoted to the identification of an individual in a multiethnic environment, including the mechanisms of its transformation. Particular attention is paid to distortions of ethnic self-identification among representatives of the younger generation. It is shown how the external environment influences the formation and development of ethnic identity, and the dependence of the type of ethnic identity on the personal qualities of the individual is noted. A comparative analysis of the results of empirical studies of 2016 and 2023 on the ethnic identification of Omsk youth is presented. A conclusion is made about the need for targeted work with youth audiences to prevent destructive manifestations in culture: ethnofanatism, ethnonihilism, xenophobia, negative ethnic stereotypes.

Keywords: identity, ethnic identity, ethnic affiliation, ethnic stereotypes, transformation of ethnic identity.

Acknowledgements. The research was carried out within the interdisciplinary scientific laboratory of Omsk State Pedagogical University “Philosophy of Education and Philosophy in Education”.

Stegniushin Anton A.

VALUE DIMENSION OF LEGISLATIVE MONUMENTS OF ANCIENT AND APPANAGE RUS

Abstract. The article is devoted to determining the value component of the legislation of Ancient and Appanage Rus, which is one of the structural foundations of the culture of this historical period. The main legal values of the Russian Pravda and the Pskov Judicial Charter are revealed. The author made an attempt to determine the correlation of the value system in legislation with the ideological attitudes of the society.

Keywords: axiology of law, value, equality, freedom, justice, Russian Truth, Pskov Judicial Charter.

Stepanov Alexey G.

EXISTENTIAL FORMAT OF HISTORICAL REALITY

Abstract. The reproduction of the past as history is a form of awareness by the subject of the specifics of his own existence. The formation of the past as history is connected with the transition from the biological type of human evolution to social forms of being. History from a social perspective is primarily a form of the constitution of technologies of optimal existence. The way of human existence bases the development of the past in the present as a specific tool for ensuring the integrity of existence. The specifics of the organization of the past as history, the degree of correspondence of the event parameters and forms of their identification, the level of correlation of sign-symbolic and essential-semantic structures of reflection of social evolution, the effectiveness of methodological procedures for their development inevitably actualizes the issues of the status of historical reality in the system of existential structures.

Keywords: history, historical reality, existence, image, culture, past.

Fedorova Natalya V.

THE PROBLEM OF NORM AND ABNORMAL DURING THE DECLINE OF CIVILIZATION

Abstract. The article deals with the problem of the norm and the abnormal, their transformation during the period of civilizational decline. The norm and the abnormal are transformed in accordance with the peculiarities of this period, which presupposes a kind of imitation of life. There is an imaginary rationalization and variability of the norm. The mechanism of the mutual transition of the norm and the abnormal can be defined as an apparent (imaginary) sentence.

Keywords: norm, abnormal, civilization, simulacrum, transformation.

LINGUISTICS

Beketova Alina O.

MARKERS OF THE NON-VERBAL CODE IN A FICTION TEXT (BASED ON THE DETECTIVE NOVELS OF D. BROWN'S INFERNO AND M. BUSSY'S NYMPHE' AS NOIRS)

Abstract. The article deals with the functioning of markers of non-verbal communication (proxemes, chronemes, takemes, kinemes and sensemes) as a way of conveying the authors' intentions in the fiction of two multilingual thriller novels. As part of deepening the concept of interpretation and modeling of textual cognitive script, the features of the functioning of markers of nonverbal code in the architectonics of cognitive scripts of multilingual novels were revealed. The taxonomic comparative model has been formed based on the frequency scale of non-verbal code markers in the terminal flows of cognitive scripts of novels-thrillers in English and French.

Keywords: fictional text, architectonics, textual cognitive script, non-verbal code markers, frequency scale of markers, novel.

Burenkova Svetlana V., Gruenko Svetlana Ye.

CONGRATULATION AS A SOCIOCULTURAL COMMUNICATIVE PHENOMENON (A CASE STUDY OF GERMAN, FRENCH AND RUSSIAN LANGUAGES)

Abstract. The purpose of the article is the comparative consideration of Congratulation in informal communication in German, French and Russian linguistic cultures. The method used by the authors of comparative analysis of the semantic and syntactic properties of performatives constituting the speech act Congratulations in these languages allows to draw conclusions regarding the use of etiquette formulas in close connection with a holidays certain category. In contrast of the Russian verb поздравлять, the German verb gratulieren is used in congratulations on personal events of the addressee, while the French verb féliciter is used more often in official communication; in everyday speech preference is given to its substantive derivative félicitations. Congratulations on state or church holidays are good wishes, expressed by nominal phrases. The novelty of the research lies also in addressing the issues of stereotyping and modification of the semantic meanings of particular holidays, emerging of new significant occasions under the influence of democratization processes in society, due to the spread of political correctness ideas, which determines the relevance of the corresponding congratulatory phrases.

Keywords: politeness, speech etiquette, speech act Congratulations, performative, a comparative analysis, norm changes.

Buchneva Kristina A.

SCHOOL-LEAVING CERTIFICATE AS AN IMAGE OF CONSCIOUSNESS OF SENIOR PUPILS, STUDENTS AND ADULTS

Abstract. The article considers a fragment of the language consciousness of upper-form pupils, students and adults reconstructed on the basis of the results of a associative experiment conducted by the author in schools, gymnasiums, lyceums, colleges, universities, city enterprises are the material of this study. Reactions to the "school-leaving certificate" stimulus were revealed in the framework of the experiment and the cores of associative fields were determined. To model them, the method of constructing a free associative field with the identification of the core and periphery, and the comparative method for comparing the resulting associative fields with each other were used. We identified basic propositions, on the basis of which reactions were distributed among cognitive layers according to the method of N. I. Kurganova.

Keywords: psycholinguistics, language consciousness, associative experiment, free associative experiment, associative field, stimulus, reaction.

Glushkova Tatiana S.

REPRESENTATION OF THE CONCEPT "ECOLOGY" IN RUSSIAN SOCIAL ADVERTISING

Abstract. The author focuses on the content and functioning of the concept of “Ecology” in the texts of social advertising. The aim of the work was to identify and describe the content components of the concept “Ecology”. Modeling of the above-mentioned concept is carried out by analyzing its verbal and visual representations. The nuclear cognitive layer of the concept “Ecology” was described on the basis of lexicographic sources. The analysis of the texts of social advertising on environmental topics allowed to determine the corpus of linguistic means objectifying the concept of “Ecology”, as well as a set of artifacts visualizing its content. The expediency of using cognitive linguistics methods in the study of advertising discourse, in particular social advertising texts, is substantiated.

Keywords: ecology, concept, cognitive layer, social advertising, language representations, visualization.

Diakova Tatiana A.

THE IDIOLECT OF MIKHAIL MATUSOVSKY: ON THE CHARACTERIZATION OF FIGURATIVE ARTISTIC MEANS OF POETIC TEXTS

Abstract. The article analyses the general theoretical research devoted to the problems of creating figurative artistic means. Various points of view on the concepts of figures of speech, tropes, and the principles of their classification are considered. Special attention is paid to metaphor as the trope most often used by the poet. The research material was the poetic works of M. Matusovsky from different years. The types of metaphor according to its grammatical design were distinguished: nominal (genitive and adjectival) and verbal. Complex metaphors called polystructural were analysed. Personifications as artistic and visual means are differentiated depending on the objects of personification. The detailed personification was considered, on the basis of which the image of the whole picture was constructed. Eight groups of metonymic phrases were studied, including metonymy based on “situational nomination”. Synecdoche, represented by four forms of expression, was analysed as a kind of metonymy.

Keywords: text, figurative artistic means, trope, metaphor, personification, metonymy, synecdoche.

Kartavaya Yulia K.

STRUCTURAL VARIATION IN SYNTACTIC TERMINOLOGY

Abstract. The article analyses structural variation in the syntactic terminology of the Russian language, examines the features of the functioning of terms at the present stage. In the syntactic terminological system, the author identifies pairs (rows) of units that are identical in meaning, which are divided into spelling and derivational variants. Among the spelling variants, phonetic and graphic variants-doublets are distinguished, and the derivational variants of syntactic terms in the article are presented in two varieties: wordformative (affixal) and structural. The author comes to the conclusion that structural variants-doublets in syntactic texts perform the function of substitutes, that is, units that can function in texts without any changes in their semantics.

Keywords: structural variation, syntactic terminology, term, spelling variants, derivational variants, doublet variants, substitute.

Malysheva Elena G., Egoshkina Violetta A.

DIALOGUE AND DIALOGICAL COMMUNICATION AS OBJECTS OF SCIENTIFIC REFLECTION: A REVIEW OF DOMESTIC LINGUISTIC RESEARCH

Abstract. The article presents an overview of the publications of Russian researchers devoted to the theory of dialogue. The fundamental works of Russianists published in the 20th century and laid the foundations of current research areas of dialogic communication are outlined. The key works of modern linguists, represented in such scientific fields as media linguistics, media stylistics, media discourse, linguopragmatics, theory of speech genres, are considered. It is concluded that currently the study of the theory of dialogue and dialogic communication is conducted in line with interdisciplinary research, most scientists interpret media communication as potentially dialogic.

Keywords: dialogue, dialogical communication, media linguistics, media stylistics, media discourse, genre studies.

Acknowledgements. The research was funded by RSF, project No. 22-28-01963 “Dialogic Communication in New Media Practices: Sociocultural, Pragmastylistic and Communicative Features”.

Solovyova Natalia N., Lihacheva Zhanna V.

CLASSIFICATION OF COLLOQUIAL PHRASEOLOGICAL UNITS USING THE EXAMPLE OF ENGLISH VOCABULARY

Abstract. The article is devoted to colloquial phraseological units as part of modern English vocabulary. The article also discusses the classification of phraseological units; each type is given a characteristic and examples are given. The object of the study is the lexical system of the modern English. The purpose of the work is to study colloquial phraseological units in the lexical system of modern English.

Keywords: phraseological unit, colloquial speech, equivalent, metaphor

Khomenko Maria V.

GENRE AND STYLISTIC FEATURES OF A STORY ABOUT A LIFETIME MIRACLE (A CASE STUDY OF RUSSIAN LIVES)

Abstract. The research is carried out on the basis of the lives of Russian saints and holy fools. The purpose of the study is to reveal constant genre and stylistic features that allow identifying the genre “the story of a lifetime miracle” and substantiating its independence. The article uses the following methods and techniques: observation, continuous sampling, description, comparison, linguistic and genre-stylistic analysis. As a result of the study, in addition to the previously revealed genre parameters, such significant features of a story about a lifetime miracle were identified as the presence of typical linguistic representations of the genre parameters, the obligatory grammatical and lexical indicators of time, indicating the suddenness of miraculous events and emphasizing cause-and-effect relationships, as well as the imagery of the narrative, which is created through comparisons and antitheses — figurative artistic techniques that reveal the nature of the miraculous in stories.

Keywords: hagiography, lifetime miracle, genre, style, language.

Khriplia Tatiana S.

CORRELATION OF VISUAL AND VERBAL COMPONENTS IN POLYCODE TEXTS OF CHINESE PUBLIC SERVICE ANNOUNCEMENT

Abstract. The article presents an analysis of the discourse of the Chinese public service announcements, taking into account its national specifics, and analyses the correlation of verbal and visual components of polycode texts of public service announcements. The subject of the research is the national and cultural special features of the Chinese public service announcements discourse. The material was samples of public service announcements dedicated to traditional Chinese values, the basic values of socialism and the “Chinese dream” policy. The research methods were Shi Xu’s culturological discourse analysis method and method of analysis of polycode text proposed by M. B. Voroshilova. The results obtained confirm the validity of Shi Xu’s method, in which special attention is paid to the cultural and historical features of the PRC in the analysis of Chinese discourse, as well as the dominant role of the visual component in most of the polycode texts of the analysed public service announcements.

Keywords: discourse, polycode texts, public service announcements of PRC, historical and cultural archetypes, values, Chinese dream.

Sheptun Natalya N.

CODING OF THE MASS MEDIA DISCURSIVE FORMAT OF KNOWLEDGE (A CASE STUDY OF THE PUBLICATIONS “LE MONDE” AND “ROSSIYSKAYA GAZETA”)

Abstract. The article discusses mass media discourse and provides the author's typology of discursive formats of knowledge. The coding features of the mass media discursive format of knowledge in two multilingual publications, the French newspaper "Le Monde" and the Russian publication "Rossiyskaya Gazeta" are revealed. The author's algorithm for encoding the mass media discursive format of knowledge, consisting of seven stages, is proposed. Projecting the author's coding algorithm onto articles in French and Russian newspapers revealed: 1) the number of articles in the "Culture" heading, the "Art" subheading in the publication "Rossiyskaya Gazeta" is five times greater than the number of articles in the newspaper "Le Monde" in the corresponding heading "Culture", subsection "Art", for the same period; 2) the number of coded components prevails in the titles of articles in a Russianlanguage newspaper; 3) among the coded components, proxemes prevail in the articles of both newspapers.

Keywords: discourse, mass media discursive format of knowledge, coding algorithm, proxemes, linguoculturemes.

PEDAGOGICS

Abramov Vladimir E., Batyrshina Yana A.

DIFFICULTIES IN TRANSLATING TEXTS IN THE TELECOMMUNICATIONS FIELD

Abstract. The article is devoted to the study of the difficulties of technical translation of the telecommunications industry in the training of highly qualified personnel. The purpose of the work is to form a strategy for transmitting adequate content of the English text from the point of view of finding equivalents of practical terms. The teacher creates and transfers mechanisms for comparing similar linguistic and didactic compositions in order to determine the semantic equivalents of another language. The student tries to convey the content of a foreign language text coherently, that results in word by word translation. The configurations of language variation provide for positive interactions permitting the content transfer of semantic sequences. The result of the interaction of language structures can be a logically consistent and adequate translation.

Keywords: technical translation, high-qualified experts training, dictionary equivalents, technical terms, telecommunications field, variable models.

Arshba Tatyana V., Ragulina Marina I.

DEVELOPMENT OF STUDENTS' PROFESSIONAL ORIENTATION IN THE MODERN TECHNOSPHERE OF THE PEDAGOGICAL UNIVERSITY

Abstract. The article discusses the problem of developing students' professional orientation towards teaching. A justification is given for the effectiveness of using components of the technosphere of a pedagogical university, such as interactive panels, a virtual reality equipment system, smart augmented reality glasses (AR glasses) with an intelligent controller, a mobile classroom, 3D printers for the development of professional and pedagogical orientation. The article describes promising methods of career guidance based on a digital footprint, which have a positive impact on the process of developing students' orientation towards the teaching profession.

Keywords: professional orientation, career guidance, digital footprint, digital skills, university technosphere, mobile classroom, smart glasses, interactive panel, 3D printer.

Acknowledgements. The work was carried out within the state assignment for the implementation of applied research work on the topic "Orientation of Students to the Teaching Profession Based on a Digital Footprint" (Additional agreement of the Ministry of Education of Russia and the Federal State Budgetary Educational Institution of Higher Education "Omsk State Pedagogical University" No. 073-03-2023-018/7 dated 09.11.2023).

Gerashchenko Irina P.

FORECASTING THE NEED FOR TEACHING STAFF IN THE EDUCATION SYSTEM USING THE REPUBLIC OF KAZAKHSTAN AS A STUDY CASE

Abstract. Amethodology for forecasting the need for teaching staff in the education system is proposed using the example of the Republic of Kazakhstan based on a combination of statistical and analytical approaches. Analysis of forecast results shows an increase in the total number of students in the Republic of Kazakhstan by 400.9 thousand people by 2030, and by 656.5 thousand people by 2040 compared to 2022. The additional need for secondary schools by 2040, according to the main forecast with an accuracy of 95 %, is estimated at 443 schools. Taking into account the reduction of general education schools, which are engaged in several shifts, by 50 % increases the additional need for urban general education schools, according to the main forecast, by 2.5–3 times — up to 1316 schools. The additional need for teaching staff in secondary schools in Kazakhstan is estimated annually from 4.75 to 5.1 thousand people until 2040. The additional need for teaching staff in urban secondary schools is estimated at 5.2 to 5.3 thousand people.

Keywords: forecasting, need for teaching staff, education system, secondary schools, birth rate, number of students.

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Drobotenko Yulia B., Nazarova Natalia A.

AXIOLOGICAL FOUNDATIONS OF PROFESSION ORIENTED LANGUAGE TRAINING AT THE UNIVERSITY

Abstract. Profession oriented language training is considered as part of the entire professional training at a pedagogical university that aims at mastering the norms, patterns and rules of professional pedagogical activity. The authors substantiate the approach to the selection of the content of the discipline "Foreign language", which is built around a certain range of teacher's vocational tasks, its axiological foundations are revealed. Based on the classification of V. A. Yadov the authors describe the values-ideals, valuesnorms, values-goals and values-means that should be acquired by future teachers at the stage of studying at a university, in particular through teaching a foreign language.

Keywords: profession oriented language training, pedagogical university, future teachers, profession oriented situations, classification of values by V. A. Yadov.

Acknowledgements. The work was carried out within the state assignment for the implementation of applied research work on the topic "Formation of Value Orientations of Future Teachers in the Process of Professional Training" (Additional agreement between the Ministry of Education of Russia and the Federal State Budgetary Educational Institution of Higher Education "Omsk State Pedagogical University" No. 073-03-2023-018/7 dated 09.11.2023).

Zubkov Artyom D.

DEVELOPMENT OF PROFESSIONAL FOREIGN LANGUAGE COMPETENCE OF ECONOMICS STUDENTS USING ONLINE COURSES: PROJECT ACTIVITIES

Abstract. The article explores massive open online courses as a tool for organizing project activities of economics students in order to develop professional foreign language competence. The author proposed a methodological model for working with the materials of online courses in English. The results of the training experiment and the opinion of the students in the experimental group are presented. The conclusion about the effectiveness of the use of massive open online courses for the implementation of projects in English by economics students in the classroom and independently is made.

Keywords: foreign language, project, project method, project technology, massive open online courses, MOOC.

Krasnoukhova Valentina N.

FEATURES OF THE FORMATION OF UNIVERSITY STUDENTS' PROFESSIONAL COMPETENCIES USING THE EXAMPLE OF DISTANCE LEARNING OF PHYSICS

Abstract. The article analyses the problem of developing professional competencies of pedagogical university students studying in the specialty "Physics and Mathematics" in the format of distance learning. The main methods are outlined to ensure a high level of specialist training.

Keywords: professional competencies, educational process, teacher activity, quality of training, distance learning.

Kuznetsova Elena I., Tolkachev Nikita V.

STIMULATING THE INTEREST OF PEDAGOGICAL UNIVERSITY STUDENTS IN MASTERING ENGINEERING DISCIPLINES

Abstract. The article deals with the problem of mastering engineering disciplines by the students of a pedagogical university pursuing in "Robotics and Technology", for whom fundamental knowledge in physics, mathematics, theoretical mechanics is the basis for successful completion of the curriculum. The paper considers a way to stimulate students' interest in the learning process using an activity-based approach. The stimulation is aimed at creating a situation in which the student goes independently from the beginning (virtual design of the object) to the final result (embodiment in the material). The "Maltese Cross" mechanism is proposed as an object of development.

Keywords: cognitive activity, activity approach, stimulation of interest, engineering subjects.

Lanshchikova Galina A., Pozdnyakova Tatiana Yu.

CROWDSOURCING IN PROFESSIONAL EDUCATION

Abstract. The article reveals the educational potential of crowdsourcing and describes the types of crowd activities. The features of communication between participants in the crowdsourcing process in the online environment are considered. Based on an analysis of publications on the use of communicative capabilities of crowdsourcing in school education, the authors provide arguments in favour of the prospects of this technology in relation to university professional education. Forms of cooperation within the framework of micromanagement were described. The possibilities of crowdsourcing platforms were identified.

Keywords: crowdsourcing, interaction, online platform, online learning, vocational education.

Lapchik Elena S., Lapchik Dmitry M.

ORGANIZATIONAL AND PEDAGOGICAL CONDITIONS FOR CAREER GUIDANCE WORK IN A PEDAGOGICAL UNIVERSITY BASED ON A DIGITAL FOOTPRINT

Abstract. The article examines the problem of developing a focus on the teaching profession in the context of the digital transformation of society. The authors analyse the terms "pedagogical conditions", "organizational and pedagogical conditions", identify and justify the organizational and pedagogical conditions for using the collection, processing and analysis of a student's digital footprint to form the personalized development of students' pedagogical orientation.

Keywords: pedagogical orientation, digital footprint, hybrid model of career guidance, digital service.

Acknowledgements. The work was carried out within the state assignment for the implementation of applied research work on the topic "Orientation of Students to the Teaching Profession Based on a Digital Footprint" (Additional agreement of the Ministry of Education of Russia and the Federal State Budgetary Educational Institution of Higher Education "Omsk State Pedagogical University" No. 073-03-2023-018/7 dated 09.11.2023).

Mayer Robert V.

COMPLEXITY OF FORMULAS AND METHODS USED IN SOLVING SCHOOL TASKS (THE CASE OF ELECTRODYNAMICS)

Abstract. The article describes the methodology for assessing the complexity of formulas and methods used in solving school problems in electrodynamics, analyzes the results obtained. Based on the content analysis of standard school textbooks and problem books, 6 topics have been identified, each of which corresponds to its own set of formulas and its own method of solving problems. The formulas were encoded with a verbal code and presented in a text file Formula.txt. For each of the 48 formulas, the number of terms was counted, their complexity was taken into account, which allowed to determine the semantic complexity and the coefficient of information convolution. The distributions of formulas and methods in the spaces "volume — complexity" and "average complexity — average coefficient of information convolution" are analysed. Based on the number of formulas in each method, the uncertainty of the choice of formulas and the corresponding complexity of the choice in the independent solution of problems in electrodynamics are estimated.
Keywords: didactics, method, educational task, semantics, complexity, physics, formula.

Napso Marianna D.

TRENDS IN MODERN EDUCATION: SOME CURRENT ASPECTS

Abstract. In modern conditions, the education system is experiencing the impact of social transformations caused primarily by the expansion of the digitalization space. New teaching practices are considered, their relevance to the requirements of socioeconomic and cultural development is shown. The article examines educational trends aimed at the realization of actual learning goals, including the development of personality-centered education and the formation of human capital.
Keywords: education, trend, digitalization, VR- and AR-training, storytelling, podcasting, coaching, gamification.

Pronina Natalia K., Golovacheva Natalia P.

SPECIFICS OF MASTERING PLEIN AIR PAINTING

Abstract. The article discusses the main aspects of creative practice. The issues of studying natural forms and the features of their depiction on the pictorial plane are emphasized.
Keywords: plein air practice, composition, painting, sketch.

Samartsev Vadim Yu.

CONTENT ANALYSIS OF THE ENTRANCE EXAMINATION RESULTS IN THE "FOREIGN LANGUAGE" DISCIPLINE OF FIRST-YEAR STUDENTS OF NON-LINGUISTIC SPECIALTIES AT THE PEDAGOGICAL UNIVERSITY

Abstract. It is shown that the grades in the certificates received by graduates do not guarantee the knowledge and skills inherent in their description, which subsequently becomes the reason for the expenditure of time and resources on correcting the programs and content of the "Foreign Language" discipline. The importance of entrance examination is discussed, which allows determining the level of student readiness for further learning activities in a university. Some ways to solve the problems identified as a result of the analysis are proposed.
Keywords: university, entrance examination, diagnostics, applicant, first-year student, foreign language, proficiency level.

Samerkhanova Ehl'vira K., Krupoderova Elena P., Moiseenko Andrei V.

SUPPORT FOR TECHNOLOGY TEACHERS IN THE FIELD OF END-TO-END DIGITAL TECHNOLOGIES

Abstract. The article updates the problem of supporting technology teachers as they master end-to-end digital technologies. The experience of one of the large pedagogical universities in the field of conducting advanced training courses, educational intensives, master classes, educational events based on the technology park of universal pedagogical competencies, creating internship sites on the basis of educational organizations, supervising specialized engineering classes is presented.
Keywords: support, end-to-end digital technologies, technology park of universal pedagogical competencies, advanced training, educational intensive.

Acknowledgements. The work was carried out with the financial support of the Ministry of Education of the Russian Federation as part of the implementation of the state task for conducting scientific research No. 073-03-2023-029 dated 27.01.2023 (as amended on 03.11.2023) on the topic "Methodology of Designing a Unified System of Scientific and Methodological Support for Teachers of Technological Profile (Physics, Computer Science, Technology) in Conditions of Continuing Education".

Urusmambetova Laura A.

REGIONAL EXPERIENCE IN DEVELOPING FINANCIAL LITERACY OF TEACHERS (THE CASE OF THE KABARDINO-BALKARIAN REPUBLIC)

Abstract. The article is devoted to the study of the regional experience in developing financial literacy of teachers using the example of the Kabardino-Balkarian Republic. The relevance of the research topic is due to the dynamic changes taking place in society and the need for personal adaptation in a rapidly changing world. A wide range of issues from the strategic theses of the educational strategy of the state to the identification of point deficits of financial competencies of teachers at the level of a particular region is investigated. The results of the study showed the existence of promising areas for improving the financial literacy of the population through strengthening the financial competencies of teachers. Taking into account the identified deficits of financial competencies of teachers, the possibilities of continuing work are considered.

Keywords: financial literacy, financial competencies, Strategy for financial literacy of the population, deficits, individual educational routes, diagnostics, post-course support.

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COMPREHENSIVE ASSESSMENT MODEL OF COMPETENCIES FORMATION OF PEDAGOGICAL UNIVERSITY STUDENTS (THE CASE OF COMMUNICATIVE AND DIGITAL MODULE)

Abstract. The article is devoted to the problem of designing the assessment tools aimed at identifying the competencies formation level. The problem is considered by the example of the assessment tools designing for the competencies of communicative and digital module. Different methodological and methodical approaches to the design of the assessment tools specification are analysed. The comprehensive assessment model of the competencies formation of the communicative and digital module for pedagogical university students is proposed.

Keywords: FSES HE 3++, Pedagogical Education Core, communicative and digital module, universal competencies, general professional competencies, professional competencies, assessment tools, model of comprehensive assessment, case study.

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METHODOLOGY FOR THE FORMATION OF VALUE ORIENTATIONS OF FUTURE TEACHERS AT DIFFERENT STAGES OF VOCATIONAL TRAINING

Abstract. The article solves a research problem related to the substantiation of the methodological foundations for organizing professional pedagogical training in the context of the development of value orientations of future teachers. Based on an analysis of the theoretical concepts of professionalism, professional self-determination, professional guidance, the author substantiates the possibility of building professional pedagogical training at all its stages: from the teaching class to graduation, around professional values. The author has identified pedagogical values that become the center of educational content at different stages of preparation

Keywords: professional pedagogical training, teacher education, teacher training, personal meaning, values, pedagogical values.

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