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ABSTRACT AND KEY WORDS

PHILOSOPHY

M.R. Arpentieva

THE PROBLEM OF SIMULACRA IN MODERN SCIENCE

The article discusses the problem of simulacra of scientific research, its moral and other grounds. The stages of the existence of scientific schools and the violations of their life at each stage are revealed. The main groups of the problems arising from the violation of the rules of scientific research, including issues of incorrect borrowing, scientific advertising and “publicity” of scientific research, are analyzed. The relationship among problems of research culture and moral culture of scientists, as well as development of science and society is observed.

Keywords: science, simulacrum, citation index, quality of research, pseudoscience.

A.A. Kovalevsky

NEGATIVE NATURE OF FREEDOM

The totality of being implies that all of its elements are subordinated to the general principles. In this case, the matter of human freedom is problematic and freedom becomes possible only as a subjective negation of the totality of being by introducing nothingness into it.

Keywords: freedom, negation, nothingness, suicide, risk, possibility, activity.

P.V. Kuchkovsky

PARADOXES OF CHAN BUDDHISM AND ITS CONNECTION WITH CYNICISM

The article compares the most radical philosophical systems of East and West. The author suggests that Cynicism being cynical most clearly expresses the paradoxes of Western civilization, and Chan Buddhism as a mixture of Buddhism and Taoism – of Eastern one. The author also hypothesizes that the koans of Zen masters and statements of mentors of Cynicism are the paradoxes of action in their essence.

Keywords: paradoxes of action, Chan Buddhism, Zen, Gong-An, Cynicism.

N.I. Martishina

THEORY OF KNOWLEDGE DIVERSITY: SOME IMPLICATIONS OF PARADIGM

The article considers the theory of knowledge diversity. This theory is presented as a paradigm of modern epistemology. The article describes the content of the theoretical core of this paradigm and demonstrates its implications: ideas about the dating of the science emergence and status of the scientific criteria. The article reveals a gap between the declared acceptance of this paradigm and the real adherence to it in the epistemological case studies. An explanation for this gap is offered. According to the author of the article, it is caused by the contradiction between scientism in the immanent organization of technological civilization and social need for support of different types of knowledge. The theory of knowledge diversity is considered as a purely extreme view point. Its value lies in the change of philosophical visions of knowledge in the direction of epistemological pluralism.

Keywords: types of knowledge, science and non-scientific knowledge, non-classical epistemology.

L.K. Nefedova

**IMMANENT AND CONTINUOUS AS THE PHILOSOPHICAL FOUNDATION OF
CONSTRUCTING IMAGES OF CHILDHOOD IN FICTION**

The article reveals the representative capacity of fiction to reflect the ontology of childhood in the Humanities. A possible approach to philosophical reflection on literary representation of childhood is defined. The author considers the categories of immanent and continuous as the basis of design of the phenomenon of childhood. Based on the ideas of F. Schelling of constructing art as the universe, the application of these categories also clarifies the existential empirics of the phenomenon of childhood. Thus, literature is determined as the non-specific form of philosophizing. The author's position is based on the analysis of the works of a number of Russian and Western philosophers.

Keywords: childhood, fiction, immanent, continuous, representation, forms of philosophizing.

D.V. Pivovarov

ABOUT ETERNITY

The author briefly discusses different aspects of the religious and philosophical concept of eternity and compares alternative views on the nature of eternity. The article considers the main doctrines of eternal life and eternal death. The author also analyzes two competing concepts (pantheistic and monotheistic) of relationship between eternity and time. Finally, he lists the different types of eschatology.

Keywords: eternity, time, eternal being, eternal life, eternal death, eschatology.

PHILOLOGY

O.I. Akifi

THE MOTIVE OF THE GAME AND ITS FUNCTIONS IN A. F. VELTMAN'S SCIENCE FICTION NOVELS

This article shows that the motive of the game in Russian science fiction novels and A.F. Veltman's novels in particular functions not only as a plot element, but also as an artistic device, which is a reflection of Romanticism's ambivalence.

Keywords: game motive, two-worldness, Romanticism, fantastic fiction, poetics.

M.V. Batyushkina

SPELLING COMPOUND WORDS WITH HYPHENS OR AS ONE WORD: SEMANTIC PRINCIPLE

The article is devoted to the analysis of spelling of compound words with hyphens or as one word which is represented as a model of reflection of semantics of the words. The author demonstrates the fundamental difference of coordination and subordination between the components of the compound words through the specific examples of spelling of compound words. The conditions of use of the semantic principle of spelling of compound words during spelling lessons are formulated.

Keywords: semantics, word formation, compound word, spelling of compound words.

Yu.N. Goryunova, V.I. Kurakov

LEXICAL MEANING OF RELATIVE FORMS OF GERMAN ARTICLES AS THE QUANTITATIVE INFORMATION ABOUT THE SPEECH CONTENT OF THE SUBSTANTIVE-CODED DENOTATION

The article is devoted to the study of the lexical meaning of German articles. It is revealed that the traditional meanings of "definiteness" and "indefiniteness" in the substantive semantic, which are attributed to its relative forms, are quite conventional, because they are based on the subjective-psychological criterion. The authors offer such an interpretation of the lexical meaning of the articles that is based on the principle of the quantitative characteristic of the information of the speech content of the substantive-coded denotation.

Keywords: article, lexical meaning, category of definiteness/indefiniteness, category of correlation, quantitative information, speech content, denotation.

E.S. Kozlenko

METRICS AND RHYTHMICS OF ENGLISH VERSE OF THE 20th CENTURY

The article is devoted to the analyses of the metrics and rhythemics of English verse of the 20th century. The author proves that the national form of the free verse and new forms of the non-classical verse were worked out in the English poetry of the 20th century. Iambic pentameter lost its predominant position and the rhythemics of the accentual-syllabic verse became more complicated.

Keywords: metre, rhythm, iambus, accentual verse, anisometric verse, free verse, ictus.

E.A. Lapteva

MEDICAL VOCABULARY IN “THE EXPLANATORY DICTIONARY OF THE GREAT RUSSIAN LANGUAGE” BY V. I. DAL

The article represents the results of the study of the Russian vocabulary in the field of medicine, based on “The Explanatory Dictionary” by V.I. Dal. The subject classification of the vocabulary according to the clinical terminology, anatomical terminology and the terminology of General Medicine is given. The medical terms are also represented due to their spread in different regions of Russia.

Keywords: “The Explanatory Dictionary”, lexical unit, medical term, clinical terminology, anatomical terminology, term of General Medicine.

A.I. Mikhaylova

LINGUISTIC AND EXTRALINGUISTIC FEATURES OF THE MODERN ROCK TEXT

The article introduces the prerequisites for the formation of modern rock culture and its changes in recent decades, reflecting the essential characteristics of the rock text as a part of the culture of the 21st century and one of the unique varieties of modern poetry. The author discusses factors of opposition between rock and pop music, gives examples demonstrating the originality of the rock text and principles on which it is based and provides a brief cultural analysis of the conceptual foundations of the structure of the text.

Keywords: rock music, rock text, intertext, counter-culture, Russian rock.

L.B. Nikitina

THE WRONG CITY? (Negative image of Omsk according to the newspaper “Vash OREOL”)

Semantic dominants of the language image of Omsk are revealed according to the publication of the newspaper “Vash OREOL” containing information about Omsk realities, their analysis and evaluation. Prevalence of a negative image of the city is noted due to extralinguistic factors. A correlation between the negative image of the city and negative image of Omsk officials is determined.

Keywords: journalism, linguistic image, semantic dominant.

N.A. Petrenko

PECULIARITIES OF DEPICTING THE IMAGE OF THE MAIN HEROINE IN P. D. BOBORYKIN’S NOVEL “THE EVENING VICTIM”

The article analyzes the artistic devices of depicting the image of the main heroine in P.D. Boborykin’s novel “The Evening Victim”. It is noted that the novel of the writer is an innovative product. Its content is the inner life and spiritual rebirth of Maria Mikhailovna. That is why a writer chooses the appropriate form – the heroine’s diary. This form determines the character of the pictorial means.

Keywords: novel, naturalism, realism, psychologism, female image, heroine.

L.G. Prosvirnina

SOCIOLINGUISTIC STUDY ON HISTORY OF CERTAIN ENGLISH ABBREVIATED ECONOMIC TERMS

The article is devoted to the history of the establishment and functioning of certain English abbreviated terms of the sublanguage of economics. The application of sociolinguistic approach enables us to identify the non-linguistic causes of formation of the discussed terms, explain their impact on processes of the terms origin and changing their graphical forms, as well as identify the main trends in the formation, development and formation of the meaning of the studied lexical group.

Keywords: English abbreviated economic terms, sociolinguistics, formation of the term, deciphering of the term, history of the establishment of the term.

A.V. Ulanov

METAPHOR AS A LANGUAGE PHENOMENON OF THE RUSSIAN LANGUAGE

This article analyzes the approaches to the concept of “metaphor” in modern linguistics and its application to the discursive practices of the Russian language. The productivity of the semantic model, both within the individual institutional discourses and on the platform of their interaction with each other, makes possible to call a metaphor a transdiscursive phenomenon, unifying language and communication elements of the individual discourses.

Keywords: metaphor, discourse, professional metaphor, military metaphor.

A.A. Shestova

SEMANTIC PECULIARITIES OF THE WORD-COMBIINATION “DESTRUCTIVE PERSON” IN RUSSIAN AND ENGLISH

The article is devoted to the analysis of the semantics of the phenomenon “destructive person” in Russian and English. In this respect the semes, reflecting the attitude to this phenomenon in Russian and English, are found in the definitions of the components of the word-combination “destructive person” in the explanatory dictionaries. The author shows that the views on the “destructive person” in Russian and English are different.

Keywords: semantic analysis, destructive person, aggression, society, communication, emotions.

HISTORY

E.A. Kostina

FACTORS OF CREATION AND PERFORMANCE OF THE SECOND-CLASS SCHOOLS IN WESTERN SIBERIA IN THE LATE 19TH – EARLY 20TH CENTURIES

The article analyzes the geographical, material, socio-economic and cultural factors that influenced the formation of the regional network of the teacher training church schools and summarizes characteristics of the educational process in the second-class schools on the basis of published and archival sources.

Keywords: second-class school, educational process, Western Siberia.

M.K. Churkin

FOREIGN POLICY OF THE MOSCOW CENTRALIZED STATE OF THE 16th CENTURY IN THE CONTEXT OF THE LEGITIMACY OF ROYAL POWER

The article, based on published materials of personal sources and official records, reveals the dependence of the principles and models of the foreign policy of the Moscow centralized state on the legitimacy of royal power in the continuation of the “long” sixteenth century. It is determined that the inclusion of Moscovia in the system of international relations was provided by the recognition of the validity and legitimacy of royal power in the domestic arena, represented in foreign policy and diplomatic discourse. The study established that the full legitimacy of the Moscow tsars, supported by legendary tradition, was transmitted into the external political sphere,

forming the expansionist model of international relations. Lack of legitimacy, on the contrary, initiated a policy of peace and contributed to the emergence of practices of compromise diplomacy.

Keywords: legitimacy, foreign policy, domestic policy, discourse, royal power.

M.N. Shevchenko

AT THE ORIGINS OF FORMATION OF THE OLD RUSSIAN DOCTRINE OF ROYAL POWER (THE LATE 14TH AND 15th CENTURIES)

The formation of ideas of Russian scholars about the nature and character of royal power in the late 14th and 15th centuries is showed. The evolution of the idea of royal power and the spread of the use of the royal title towards Princes of Moscow in the sources of religious and religious-political nature are discussed. The author investigates the extension of meaning and the change of nature of the use of the royal title of Princes of Moscow.

Keywords: idea of royal power, journalism, representation of the image of royal power, Orthodox Byzantine traditions.

PEDAGOGICS

K.I. Atamanskaya

COMPETENCE COMPONENT OF THE PROFESSIONAL IMAGE OF THE SOCIAL TEACHER

The article is devoted to the competence component of the social teacher's professional image. The author emphasizes the fact that the success of all professional activities directly depends on the formation of this component of the professional image. According to the author, the competence component of the social teacher's professional image includes teaching abilities, general and professional knowledge and skills, professional qualities.

Keywords: image, professional image, professional image of the social teacher, component, competence, competence component of the professional image.

N.V. Davkush

FEATURES OF DEVELOPMENT OF PRESCHOOL CHILDREN'S INDIVIDUAL EDUCATIONAL ROUTES

The article explains the significance of developing individual educational routes of preschool children. The route development principles, such as support to the learning of the child, respect for the interests of the child, multidisciplinary, continuity, non-average valuation, relying on children's subculture are chosen. The basis for differentiation among children as well as the main stages and mechanisms of development of the routes are revealed.

Keywords: individual educational route, individual, individualization, education, route.

S.V. Doletskaya

RELEVANCE OF MUSEUM PEDAGOGY FOR FUTURE TEACHERS OF HISTORY

The article is devoted to methods of Museum Pedagogy as a means of training future teachers of history. The Museum has great educational potential and a number of advantages in the field of formation of value orientations, such as informality, democratic character, clarity, communicative and emotional characteristics. Museum Pedagogy at the modern stage of society development can be considered as one of the activities of the Museum and a qualitatively new field of educational activity. Museum education is able to raise history students' preparation for practical activities to a qualitatively new level. To solve this problem it is necessary to put the relationship between the Museum and the University on a more solid legal and practical basis.

Keywords: higher education, professional training, training of history students, Museum Pedagogy, pedagogical practice.

I.I. Dombrovskaya

LINGUISTIC COMPETENCE AS A PART OF THE LINGUISTIC CONSCIOUSNESS
AND METHODS FOR EVALUATING THE LEVEL OF ITS FORMATION

The role of the linguistic competence in the process of formation of the communicative competence is discussed in this article. The common mistakes made in the process of formation of the competences are revealed.

Keywords: linguistic competence, process of formation of the communicative competence, communicative tasks, language concepts, common mistakes.

T.A. Zaglodina

THE ROLE OF COPING STRATEGIES IN PREVENTING PROFESSIONAL
DEFORMATION OF SOCIAL WORK SPECIALISTS

Today, the complexity of correlation between theoretical and practical knowledge as well as adaptation of foreign methods of preventing professional deformations and creating new ones with regard to the specific features of the Russian society remain the least developed issues in social work. The complex methods aimed not only at removal of voltage stress, but also at eliminating the causes of deformations are required.

Keywords: labor efficiency, emotional burnout, coping strategies, professional deformations, social work, occupational risk factors, depersonalization, socio-demographic characteristics, social sphere.

N.S. Makarova

DESIGNING BASIC PROFESSIONAL EDUCATIONAL PROGRAMMES OF
HIGHER EDUCATION ON THE GROUND OF PROFESSIONAL STANDARDS*

The article deals with the problem of alignment between professional and Federal State Educational Standards in higher education while designing basic professional educational programmes. The author explains the sociocultural factors, normative and procedural foundations for implementing professional standards into the process of designing educational programmes of higher education. Based on the analysis of publications and summary of expert opinions, the author shows the issue and risks that the developers of educational programmes of higher education face while designing these programmes in accordance with related professional standards requirements. The characteristics of algorithm for designing basic professional educational programmes of higher education in accordance with educational and professional standards are given in the article.

Keywords: higher education, professional standard, Federal State Educational Standard, basic professional educational programme, basic chair.

D.S. Matsko

EXPERIMENTAL WORK AS PART OF MASTER PAPERS IN METHODOLOGY OF
TEACHING FOREIGN LANGUAGES

The article deals with the problem of conducting experimental work as an integral part of Master papers in methodology of teaching foreign languages. Personal experience of scientific supervision and that of reviewing help the author to reveal the rules of conducting experimental work in the process of preparation of Master research in methodology of teaching foreign languages. Moreover, the typical mistakes made by Master students of philological specialties at the experimental stage are revealed.

Keywords: foreign language, Master paper, methodology of teaching, rule, typical mistakes, experimental work.

T.V. Nekrasova

COMMUNICATIVE LINGUISTIC PROFESSIONAL MOBILITY OF MILITARY
SPECIALISTS AS THE CONDITION FOR SUCCESS OF THEIR COMPETENCE

The article deals with some modern approaches to the formation of professional mobility of the future military specialist in teaching a foreign language at non-linguistic universities to provide the quality training of a new specialist as a foreign language user. The process of the personal language development is indirectly connected with the special subject area, which conceptually represents a subjective idea of the possibility of communicating with another person on the content of professional activities. Specificity of the formed communicative competence is specially marked. The technological support of the educational process is described.

Keywords: professional mobility, communicative competence, technological support, educational process.

V.M. Fedorov

FEATURES OF INTERACTIVE FORMS OF TRAINING IN ECONOMIC DISCIPLINES AT INSTITUTIONS OF SECONDARY VOCATIONAL EDUCATION

The article discusses actual issues of improving professional training of students of economic specialties at institutions of secondary vocational education, through the implementation and use of interactive forms of training required by the new educational situation.

Keywords: teaching activities, interactive forms, educational process, efficiency, training.

L.V. Fedyaeva, N.A. Ducka, E.R. Dikikh

ON THE CHANGING FORM PEDAGOGICAL PRACTICE

The article reveals the topics connected with the inclusion into the profession of students during the period of their educational practice. The main purpose of the article is to propose a new form of educational practice which will supplement with the existing ones.

Keywords: 'inclusion into the profession', practice, functions of a form-master, competence, module.

CULTUROLOGY

Z.A. Gordeeva

«CAT» IMAGE IN THE MODERN CULTURE

The topicality of this article is in the definition of 'cat' image in the modern culture through the analysis of books, cartoons, websites (including social networks).

Keywords: Internet, 'cat' image, mass culture, social networks, Internet meme.

E.B. Novikova

AGONAL ASPECTS OF POP-JAZZ VOCAL COMPETITIONS

The article discusses the agonal aspects of pop-jazz vocal competitions from the point of view of their manifestation in the context of the continuum of specific competitive environment. The qualities of a participant needed for achieving high results are revealed. In particular, such physical characteristics as timbre, voice power and range, the level of education of participants, their ability to use their voices, the ability to compete and the will to win are analyzed. The author addresses agonal issues relating to the work of the jury. The playful nature of the contests as well as philosophical and anthropological meaning of agonality, which includes improving skills and developing personal traits of the participant, is revealed.

Keywords: agonality, competition, vocal, pop-jazz performer.

O.V. Shefer

PR DISCOURSE IN CORPORATE NEWSMAKING

The article studies newsmaking as the public relations tool for informing mass media and public groups. PR discourse is viewed as the major means of corporate newsmaking, it reflects corporate culture and promotes a positive image of an organization.

Keywords: PR communication, newsmaking, corporate culture, PR discourse, news release, image.

LET THE YOUTH SAY

O.G. Borisova

Research supervisor: candidate philology, associate professor N. A. Petrenko

NATIONAL PECULIARITIES OF PHRASEOLOGICAL UNITS LABELING

The linguistic and cultural approach to phraseology is implemented and the value of the phraseological units as a source of information about the language picture of the world is proved in the article. On the basis of the idioms, lexical element of which is represented by names of the realia of the culture and everyday life of the Russian people, the national and cultural peculiarities of the idioms are considered as well as the features of expression of the people's mentality and cultural meanings in idioms are defined.

Keywords: phraseological unit, labeling, mentality, character, language picture of the world.

A.V. Botova

Research supervisor: candidate in history, associate professor S. P. Volokhov

USE OF HISTORIC AND CULTURAL HERITAGE OF BARNAUL IN REALIZATION OF THE ACADEMIC MODULE "BASICS OF ORTHODOX CHRISTIAN CULTURE"

The article deals with analysis of necessity and ways of using historic and cultural heritage of a certain locality in teaching school disciplines of the humanities, especially the academic module "Basics of Orthodox Christian Culture" of the subject "Basics of Religious Cultures and Secular Ethics".

Keywords: historic and cultural heritage, Barnaul, BRCandSE, church, regional study, excursion.

K.V. Svotina

Research supervisor: candidate of pedagogics, associate professor Yu. K. Kartavaya

THE NEWEST ASPECTS OF STUDYING ONOMASTIC SPACE OF MODERN RUSSIAN

Relevance of the article is caused by the constant interest in meaning of personal names and the insufficient study of issues of motivations for naming as one of the universals inherent to any cultural and language space.

Keywords: anthroponym, onym, appellative, multifunctional formant, onomastics.

MEMORY PAGES

Z.V. Vorobyova

WE ARE FROM 60TH: DEDICATED TO 80 YEARS FROM THE BIRTH OF YU. V. VOROBYOV

D.M. Fedyaev

IN MEMORY OF D. V. PIVOVAROV