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**ABSTRACT AND KEY WORDS**

**PHILOSOPHY**

**D. A. Bestolkov**

LET OUR VOICE NOT BE HEARD, -YOU MUST KNOW IT» (The moral imperative in the A. T. Tvardovsky's creative mind)

The key ideas of the philosophy of existentialism are presented not only in "professional" philosophy, but also in fiction. Moreover, the poetic form gives them a strong and organic expression.

The article presents the experience of interpreting A. T. Tvardovsky's poem "I was killed near Rzhev" (1945-1946), which, in the author's opinion, is the quintessence of existential philosophy. The analytical emphasis is placed on the poetic aspects of the text, which relate it to Russian and Belarusian literary traditions. The aesthetic evaluation of the poet's creative task is formulated, his attitude to the eternal problem of life and death, which defined the moral imperative of A. T. Tvardovsky -an artist who managed to express the moral imperative of the people who had gone through the war, is shown.

**Keywords:** Tvardovsky, Kuleshov, Mayakovsky, Surnachev, poet, lyrical hero, life, death.

**A. S. Gagarin**

THE EXISTENTIAL OF DEATH IN ANCIENT PHILOSOPHY (from pre-socratics before Aristotle)

The article examines the ancient roots of the philosophical attitude toward death (in the period from the philosophers of pre-Socratic schools to Plato and Aristotle).

In antiquity, three characteristics of the «people's sense of death» can be noted: regret about life, acceptance of death as a «remedy», and the recognition of the totality of death. Antique attitude to the death was based on the understanding of death as a phenomenon that is unknown for living, and therefore should not frighten them, as well as on the Dionysian views of the salvation of the human soul after death, coming from the belief in the independence of the soul, divine by nature and enclosed in the body as in prison, that the soul leaves after death and passes into another body.

For Socrates, the death is the transition of the soul to the afterlife, «recovery» of the soul from the inauthentic earthly life. Therefore, the life of the philosopher as a person, striving for the ideal, is preparation for death as for separation of the soul from the body, it is the inner dying of the soul, which has nothing to do with suicide, which, according to Plato, is a violation of public duty.

Attitude to death, transmitted by Aristotle, implies a distancing from death. Its meaning is that: everyone knows that death is inevitable, but as it is not close, then nobody thinks about it. Aristotle calls mortals not to submit to perishable things, but to rise in thoughts and deeds to immortality and to live according to what is the best in us.

Special attention of ancient thinkers was paid to the connection of immortality and memory. Both Plato and Aristotle believed that personal Eidos lives on as long as the living remember the deceased as a man, worthy of earthly glory - the hero or the sage.

**Keywords:** death, phenomenological topic, existential of human being, ancient philosophy, Hesiod, Thales, Anaximander, Pythagoras, Heraclitus, Empedocles, Socrates, Plato, Aristotle.

**V. V. Gopko**

GLOBALIZATION: MOVEMENT TO THE PRIMITIVE

The article examines the factors that impede formation of positive results of globalization process, the position according to which the restoration of the military-power polarity of the world can contribute to its stability, is reasoned.

**Keywords:** globalization, Western democracy, negative elite selection, genetic predisposition to aggression, polarity of the world, reality absurdization of reality.

**N. S. Guseva**

CONTRIBUTION OF RUSSIAN SCIENTISTS TO THE DEVELOPMENT OF THEORETICAL AND METHODOLOGICAL PROBLEMS OF APPLICATION OF MATHEMATICAL METHODS IN HISTORICAL RESEARCH (1960s - the end of the 1980s)

One of the actual areas of scientific research in the second half of the XX century was the problem of application of mathematical methods in history. It should be noted that Russian scientists have accumulated a rich experience of theoretical justification of this process, made significant conclusions, in general the importance, scientific necessity and objectivity of the application of "new methods" in historical science is proved.

Meanwhile, the key problems of theoretical and methodological plan are noted: the assumptions and limitations of the application of mathematical methods in historical research, the need to synthesize qualitative and quantitative analysis, the problem of measurement in history, and the modeling of historical phenomena and processes.

**Keywords:** interdisciplinary synthesis, mathematical methods, problem of measurement in history, modeling of historical phenomena and processes, idea of alternativeness of historical development.

**L. M. Karpova**

PHILOSOPHICAL ANALYSIS OF THE DREAM STATE BEYOND THE PSYCHOANALYSE

The article is devoted to the problem of the methodology of philosophical investigation of the state of dream and dream interpretations. The author refers to the statements of N. Malcolm's conception, containing considerable heuristic possibilities to overcome the methodological crisis in solving the problem of the ontological status of dream: revealing the incompleteness of the language description of the phenomenon of dream, the subjective nature of the dream reality, the problem of the boundaries of dream and reality, criticism of the coherence principle.

**Keywords:** dream, dream state, mental phenomenon, coherence principal, subjective, objective, verification, psychoanalysis.

**Y. L. Krolevets**

THEORETICAL BASIS OF THE MULTIDIMENSIONALITY OF SOCIAL BEHAVIOR

The article considers theoretical aspects of social behavior. The problematic question is how the behavior reproduces the sociality, life positions and how systematically and deeply it reflects social being. The subject of the facilitated understanding of behavioral orientations, correlation of concepts «activity» and «behavior» is touched. The act is considered as a behavioral unit.

**Keywords:** social behavior, activity, action, goal setting, life positions, behavioral orientations.

**L. K. Nefedova**

METHODOLOGICAL ASPECTS OF THE TRAGEDY GENRE AND THE CATEGORY OF TRAGIC IN REPRESENTATION OF CULTURAL CONFLICT IN EUROPEAN DRAMA OF THE XVII CENTURY

The fusion of the tragedy genre and the category of tragic in the history of culture is revealed. Their implicit differentiation is explored, it is emphasized that it is necessary to

comprehend the cultural conflict of the era represented in the Western European drama of the XVII century. The context of the formation of the aesthetic category of tragic is the ancient, medieval, revival, modern theatrical-literary and philosophical theory and practice of drama.

**Keywords:** tragedy, category of tragic, cultural conflict, theatre, classicism.

**E. A. Filimonova**

#### THE PROBLEM OF HUMAN IN CULTURE AS A SYSTEM OF IDEAL-CREATING PROCESS

Culture as a system of ideal-creating process based on the traditions as important elements of culture, which determine its evolution. Human as the carrier of traditions is one of the system-forming ideals of culture. The article discusses the changing attitudes to the human in the aspect of the role of tradition in the history of culture from the archaic culture of non-reflexive traditionalism, through the antique and medieval culture of reflective traditionalism and reflexive progress of the New time to modern culture of non-reflexive progress, and analyzes the transformation of systems of values occurs in a peak state of culture - transition periods, characterized by the discrepancy of the ideal person and the idea of the future, during which the «eternal» strategic issues come to the fore, «decision» which, in accordance with the prevailing at this stage attitude to tradition, causes a gradual or critical development of culture.

**Keywords:** culture as a system of ideal-creating process, the system of values, the peak state of culture, ideal, cultural dominant, tradition.

**V. V. Shlyapnikov**

#### SOCIAL THEORY OF ANTIGLOBALISM

The article considers the essence of antiglobalism as a social movement. Analyzed the basic concepts of social theory of antiglobalism.

**Keywords:** globalism, transnational corporations, antiglobalism.

### LINGUISTICS

**C. B. Begalieva, A. T. Onalbaeva, T. G. Toktarova**

#### GENDER STEREOTYPES IN THE KAZAKH COMMUNICATIVE CULTURE

This article is devoted to the study of the concept of gender. In Kazakh culture gender differences manifest themselves in all types of kinemes. Thus, in a homogeneous cultural environment, men and women use different welcoming gestures in the informal communication.

**Keywords:** gender, semantics, the social model of women and men, communication, culture, tradition.

**A. V. Goncharova**

#### DISCURSIVE FEATURES OF THE GENERAL EVALUATION

The article examines the pragmatic layer of the concept of «general evaluation»). The article shows speech acts in which it is realized. The discursive features of the general evaluation based on the material of the literary text (on the material of Anton Chekhov's short story "Marriage of convenience") are described.

**Keywords:** general evaluation, pragmatic aspect, text representation of the evaluation, polyphony.

**T. I. Gusakova**

#### EMOTIVE VOCABULARY OF POLITICAL STRUGGLE (on the materials of pre-election debates in the USA)

This article develops the theme related to lexical filling of the public institutional discourse of politics and the nominative vocabulary of journalistic materials, commenting the relevant statements of candidates for the post of American president. The relevance and importance of the subject is due to the following circumstance: vocabulary used by press that reflects the image of

the political leader, and the vocabulary of journalistic materials, quoting the statements of leading politicians, form a kind of associative-figurative series, and thus, in the end, creates a cognitive code of the symbolic linguistic personality, that is recognized by this code and that personifies, in a certain period of time, the country and the state, as well as affects the ideology and culture of the nation. This code is further included as an integral part of the concept of «national-cultural linguistic picture of the world».

**Keywords:** politician, press, negative connotation, derogative vocabulary, pragmatics.

**A. I. Mikhaylova**

#### IMPLICIT SPEECH AGGRESSION IN THE RUSSIAN ROCK TEXT

The article briefly describes the phenomenon of implicit verbal aggression, considers the features of the division of speech aggression into explicit and implicit ones in the context of various discourses, including fiction literature. Specific examples of aggressive texts are analyzed in close connection with the style and genre specificity of the vocal-musical compositions and the expressive capabilities of the language.

**Keywords:** verbal aggression, rock text, implicit verbal aggression, semantics of destructiveness.

**Zh. N. Sarangaeva**

#### SYMBOLIZATION OF THE TEA IN KALMYK, RUSSIAN AND ENGLISH LITERARY DISCOURSE

This article describes the symbolic characteristics of the concept of «tea» on the material of literary texts of Kalmyk, Russian and English languages. The artistic reinterpretation of the concept of «tea» allows to reveal its various associative characteristics in the collective and individual consciousness.

**Keywords:** tea, symbol, concept, discourse, literary text.

**E. A. Fedina**

#### SEMANTIC RELATIONS IN MEDICAL TERMINOLOGY AS AN ASPECT OF FOREIGN LANGUAGE TEACHING IN MEDICAL HIGHER EDUCATIONAL INSTITUTION

Semantic relations that are inherent in medical terms are an important aspect of teaching medical terminology at the foreign language lessons. The terms contain certain information about the special scientific concept, therefore, during the study of new terms at the foreign language lessons it is necessary to consider the relationship between the form of the term and the content of the scientific knowledge embedded in it.

**Keywords:** term, terminology, semantics, synonymy, antonymy, polysemy.

**A. A. Shestova**

#### REFLECTION OF THE PHENOMENON «SOCIAL NETWORK» IN RUSSIAN AND ENGLISH LINGUISTIC CULTURE

The article is devoted to the study of the phenomenon of «social network» in Russian and English linguistic culture. In this connection, the semantic relation between the components of the phrase "social network" in Russian and English languages is established. Common for both Russian and English are lexemes, reflecting a system, organization, control, communication, information, emotions, and mental sphere. In the English linguistic culture there are contradictory attitudes to the social networks: on the one hand, the identified lexeme reflects the complexity and the hierarchy in communication, on the other hand, communication for pleasure. In the Russian language, attention is focused on the personality, as well as on such problems of communication in social networks, as disease, instinct, restriction of freedom.

**Keywords:** semantic connection, social network, system, organization, control, communication.

## LITERATURE. LITERATURE STUDIES. FOLKLORE

**D. A. Bestolkov**

### PRINCIPLES OF ARTISTIC ACTUALIZATION OF PSYCHOLOGISM IN THE STORIES OF IVAN MELEZH

The article deals with the typology of the forms of artistic expression of psychologism in the stories of Belarusian writer I. P. Melezh. Research attention is drawn to the aesthetic correlation between the Russian literary tradition and the principles of the transfer of author's psychologism which can be traced at the following levels: portrait characteristics of literary characters, landscape and plot development.

**Keywords:** Melezh, psychologism, reader, text, character.

**E. V. Kirichuk, O. A. Mihailova**

### SYMBOLISM OF SPACE IN THE MAURICE MAETERLINCK'S PLAY "THE INTRUDER"

The article examines the role of the space symbolism in the internal organization of the Maurice Maeterlinck's early plays on the example of the play «The Intruder».

Maeterlinck considers the death from a philosophical point of view. Dual dialog helps him to reflect his ideas: the death in his dramas is endowed with metaphysical characteristics. It causes anxiety, makes you notice something that no one could see before, it changes both external and internal, filling the space. Maurice Maeterlinck managed to skillfully reflect in his plays the inner state of people who anticipate the approach of death. This article is devoted to the study of the symbols of death in the inner space of the play «The Intruder».

**Keywords:** dramaturgy, static drama, Maurice Maeterlinck, space symbols, symbolism of death, dual dialog, theater of silence.

**V. A. Moskvina**

### FOLKLORE MATERIALS IN CH. CH. VALIKHANOV'S OEUVRE

Two issues related to the study of the creative heritage of Ch.Ch. Valikhanov are considered in the article. Firstly, the problems of his works on the analysis of collected folklore material are revealed. The scientist paid special attention to epic songs and historical legends. Certain works are devoted to the analysis of folk beliefs and their reflection in folklore (spells, prohibitions, mythological stories). Secondly, the specificity of his field folklore studies, reflected in travel notes, ethnographic essays and selections of texts of certain genres, for example, proverbs, laments, epic songs is revealed.

**Keywords:** epic songs, shamanism, mythological stories, spells.

**N. V. Prodanik**

### F.I. TYUTCHEV'S LYRICS: EXISTENTIAL POSITION OF THE LYRIC HERO AND AUTHOR'S DIALOGUE WITH THE POETS OF PUSHKIN'S ERA

The article is devoted to the creative dialogue of F.I. Tyutchev with the poets-predecessors -V.A. Zhukovsky, K.N. Batyushkov and A.S. Pushkin. In the center of the analysis are poetic and ideological problems: poets' judgments about creativity and tasks of poetry; about life, death and immortality; the originality of the ontological position of lyrical heroes is examined. At the end, the author comes to conclusions about the binary world-view of the F.I. Tyutchev's lyric hero, who knows Pushkin's joy of being, feeling of peace, pacification and, at the same time, total loneliness, a tragic innocence to the world and life.

**Keywords:** F.I. Tyutchev, A.S. Pushkin, V.A. Zhukovsky, K.N. Batiushkov, Russian lyrics of the Golden Age, Russian literature of the XIX century.

## PEDAGOGICS

**D. A. Alieva**

## HERITAGE OF THE LATE MIDDLE AGES SCIENTIST MUHAMMAD HAIDAR DUGHLAT IN THE SYSTEM OF EASTERN PEDAGOGICAL DOCTRINES

The article examines the significance of the work of an outstanding scientist, military and statesman of the Late Middle Ages Muhammad Haidar Dughlat in development of pedagogical thought of the East. As a result of the analysis of his historical work «Tarih-i Rashidi», the author shows that the work of the thinker is rather multifaceted and ambiguous: philosophical aspects concerning questions of a universe, a parity of belief and reason are mentioned in it; remarkable ideas about family education, pedagogical ideas about importance of education and relationship between a teacher and a student are expressed. Traditional aspects of oriental pedagogical thought are considered. In particular, the influence of Sufism on the theory of education of the «perfect personality» is shown.

**Keywords:** pedagogical heritage, Late Middle Ages, upbringing of the perfect personality.

### **Zh. B. Beisbekova**

#### BASIC LAWS OF TEACHING FOREIGN LANGUAGES

The article highlights the most actual problems of modern theory and practice of teaching foreign languages, as well as the basic methodological categories in the context of the new educational policy in this field.

**Keywords:** general didactic principles, subject, person-centered orientation.

### **M. A. Glazova**

#### DIFFERENT ASPECTS OF TEACHING CHESS TO YOUNG SCHOOL-AGE CHILDREN

The article deals with different methods of teaching chess to young school-age children. The sports and cultural aspects of the game are considered. The author tells about the tasks that are most interesting for children and contribute to successful learning.

**Keywords:** chess game, intellectual development, sports competition.

### **O. V. Nefyodov**

#### THE EXPERIENCE OF IMPLEMENTATION OF THE TWO-LEVEL MULTIMEDIA ENGLISH LANGUAGE TEXTBOOK AND PRACTICAL PROCEDURE OF WORKING WITH IT

The article discusses the structure and practice of implementation of the two-level multimedia textbook of English for students of non-linguistic faculties and higher educational institutions. The textbook was created by the author with the corporate support of the department of intercultural communication, linguodidactics and pedagogical technologies of teaching and education of the Pyatigorsk State University.

**Keywords:** two-level multimedia textbook, rational methodology of teaching foreign languages, non-linguistic higher educational institution.

### **S. V. Pankov**

#### DEVELOPMENT TREND OF OFFICERS' TRAINING FOR MANAGEMENT ACTIVITIES IN MODERN CONDITIONS

The questions of the scientific justification of the content, methods, organizational forms and means of training officers for management activities in the army are considered. The requirements to the level of their competence and professionalism, as leaders in the military sphere, are discovered.

**Keywords:** officer-manager, professionalism, competence, military skill, military education.

### **A. A. Filimonov**

#### NETWORKING ORGANIZATION OF THE EDUCATIONAL PROCESS

Relevance of the work is due to the need of finding the ways to improve the efficiency of learning process in the conditions of the educational system transformation in post-non-classical outlook. The aim of the article is to develop approaches to the organization of networking educational process for ensure the consideration of students' individual needs in conditions of limited educational resources in offline mode. The conceptual basics of the networking approach in education are represented in the work. It is shown that networking education is a process of educational potentials' actualization of students and teachers' professional ambitions, leading to the formation of the networking communicative educational space, characterized by a synergistic mechanism for adjusting the consistency of two subsystems (teachers and students), ensuring their complimentary interaction. There is described a three-modal networking model of the educational process on the basis of strong ties in the educational community. Combination of factors of specific networking educational process is identified and described in the article. The results will be useful for the implementation of training systems, built on individual learning plans with limited educational resources.

**Keywords:** networking education, organization of networking educational process, complementarity (structural coupling), actors and artifacts of network, network class, networking profile education.

### **L. A. Shipilina**

IMPROVEMENT OF STAFF POLICY IN EDUCATIONAL INSTITUTIONS OF HIGHER EDUCATION AND PROFESSIONAL TRAINING UNDER CONDITIONS OF INTRODUCING THE PROFESSIONAL STANDARD «TEACHER OF VOCATIONAL TRAINING, PROFESSIONAL EDUCATION, ADDITIONAL PROFESSIONAL EDUCATION»

The article is devoted to the problem of the staff policy improvement in educational organizations under conditions of introducing the Professional Standard «Teacher of vocational training, professional education, and additional professional education».

Methods of transferring the demands of the Professional Standard into the practice of personnel management of an educational organization, improvement of technologies, regulating labour relations between managers and professional pedagogical employees, recruitment, selection, evaluation, certification, training and professional development of professional pedagogical staff are represented in the article as the components of the staff policy in a professional organization. The questions of methodology and substantial aspects of applying the Professional Standards to the system of the personnel management in a professional organization are considered.

**Keywords:** Professional Standard, educational organization, professional pedagogical staff, staff policy, personnel management, technology of personnel management.

### **E. V. Shulga, V. I. Shulga**

STUDENTS' ATTITUDES TOWARD STUDIES: MAIN REASONS OF ACADEMIC ACHIEVEMENT AND UNDERACHIEVEMENT

The article contains the results of the research, carried out among the students and dedicated to collect and analyze the data about the main reasons of the students' academic achievement and underachievement.

**Keywords:** attitudes to studies, success in learning activity, self-development, improving academic achievement.

## **LET THE YOUTH SAY**

### **M. I. Veselov**

PHENOMENON OF SUBCULTURES IN MODERN WORLD

The article raises the problem of the existence of subcultures in the modern world. Subculture is considered as an important component of modern society, which helps the socialization and development of adolescents.

**Keywords:** subculture, informal communities, «culture in culture».

**A. A. Vidershpan**

THE ORPHIC MYTH IN PHILOSOPHICAL CONSCIOUSNESS OF THE XX CENTURY

In article the analysis of a mythological figure of Orpheus is carried out, the characteristic of the main attributes of the myth about Orpheus is given, the review of key postulates of mystical school of orfik is carried out, the question of dialectic unity of "Apollonian-dionisian" Orpheus in image is investigated. Special attention is paid to synthetic character of the orphic myth uniting in itself various cultural and temporary layers.

**Keywords:** myth, Orpheus, music, soul, god-victim, orfizm.

**O. I. Knyazeva**

TO THE QUESTION OF THE FORMATION OF MASTER'S STUDENTS PROFESSIONAL MOBILITY

The article deals with the master's student professional mobility as an important component of the characteristic of the modern graduate, with the necessity and possibility of its formation during studying at master's program «Pedagogical Educations

**Keywords:** students of a master degree, professional mobility, master's professional mobility, federal state educational standard, professional competences, types of professional activity.

**A. E. Cherednichenko**

PRAGMATICON OF THE NARRATOR'S LINGUISTIC PERSONALITY AND THE MAIN HERO'S LINGUISTIC PERSONALITY IN S. MAUGHAMS NOVEL «THE MOON AND SIXPENCE»

The article analyzes the pragmatic level of the two linguistic personalities of the novel «The Moon and Sixpence». The basic objective of the study is to reveal the main features of the pragmaticon of each of the named personalities.

**Keywords:** linguistic personality, pragmaticon, convergence of stylistic devices, ecphrasis.

## MEMORY PAGES

**Karpova L. M.**

Philosophy: study, teaching, life