

**NEWSLETTER OF OMSK STATE PEDAGOGICAL UNIVERSITY.
HUMANITARIAN RESEARCH
2015 № 1 (5)**

ABSTRACT AND KEY WORDS

PHILOSOPHY

O.A. Adibekian

SITUATIONAL REASONS FOR ETHNIC DIASPORAS' FORMATION

The reasons for ethnic Diasporas' formation are numerous. They influenced upon joining of members of the association, their relationship with their home country and the attitude of the government of the state of their location them. Their knowledge is important not only for theoretical research, but also policy against them.

Keywords: multi-ethnicity, Diaspora, Diasporas' reasons, diasporization of the world, globalization.

N.G. Zenets, L.A. Maksimenko, T.V. Mironenko

IS THE STARRY SKY ABOVE YOUR HEAD? (REVISITING THE MEANING OF I. KANT'S FAMOUS STATEMENT)

The authors of the article refer to I. Kant's famous statement about the starry sky, which completes the philosopher's "The Critique of Practical Reason." The article seeks to show how and why the attitude to the idea contained in the Kantian aphorism was changed. The article is aimed at clarifying the meanings that the phenomenon of the starry sky brings to the human life-world and culture being.

It is shown that the philosophical image-percept of the starry sky is stable subject reference which visually involves limiting abstraction of the whole. Starry sky turns our thoughts to the ontological, philosophical-anthropological, ethical and aesthetic limits. It puts our mind at the level of the universal. Despite the specific contexts of the historical eras, "space of culture" and "moral space" of a person are based on the constant reference to these limits, even though it is expressed in different symbolic forms.

Keywords: starry sky, metaphysics, life-world, the Absolute, meaning, symbol.

Yu.S. Lobanov

NATURAL-GEOGRAPHIC FACTORS OF SPIRITUAL LIFE LIMITATION IN RUSSIA

This article discusses the influence of natural-geographic factors on images of cognition and creation in Russian spiritual culture. The author considers that such adverse natural-geographic conditions in Russia as frigid climate, low crop yield, openness to irregular external aggression, monotone landscapes etc. form the negation of 'project' way of thinking and systematic land arrangement. This negation indirectly restricts the freedom of spiritual life. Extreme unpredictability of geopolitical and nature's challenges cut off by immense space of communications, lack of cultural rivalry and body-rootedness form a unique mentality, which might be termed "nuanced" or "limited".

Keywords: Russian culture, limitation, spirituality, nature, climate, landscape, cognition, creation, corporeity.

L.K. Nefedova, E.B. Novikova

THE SACRED AND THE PROFANE IN THE OPERA INTERPRETATION OF CULTURAL CONFLICT

In modern cultural process not only mass but also an elitist culture that, in particular, finds expression in the development of the performing component of the opera are actualized. The

elitism of the opera is associated with the canonization of its form which contributes to the preservation of cultural traditions and ideals of the culture. As a symbiosis of different types of art, opera has an internal conflict that facilitates the identification of its hidden opportunities. The article considers aspects of the symbiosis of music and words in the opera: the influence of the literary text on the birth of music and the role of music in the literary text presentation. The authors referred to the classic Italian, French and Russian opera.

Keywords: culture, sacred, profane, conflict, opera, music, word, vocals.

N.V. Fedorova

OBJECTIFICATION OF THE SUBJECT'S CARNAL DEVIATION IN PHILOSOPHY

The philosophical and religious (biblical) aspect of carnal deviation of development is considered in the article. The books of the New and Old Testaments are analyzed. The reasons and sense of diseases, according to the disposition of God, are highlighted.

Keywords: illness, sin, punishment, derelict, ordeal, correction.

PHILOLOGY

S.V. Burenkova

DYNAMICS IN THE CONTENT OF THE CONCEPT SICHERHEIT IN THE MODERN SOCIOCULTURAL CONTEXT

The article is devoted to the studying of dynamics in the content of one of the most important German concepts. The analysis of the modern ideographical dictionaries reveals semantic changes of the concept Sicherheit, that reflect social and cultural transformations in German society.

Keywords: semantic dynamics of concept, Sicherheit, social and cultural changes.

Z.A. Gordeeva

RESEARCH OF ZOONYM ASSOCIATIVE FIELD BY EXAMPLE OF DIRECTIONAL ASSOCIATIVE EXPERIMENT 'CAT IS WHAT?'

Zoonyms are complex language units which have great information potential. The aim of this research is to reveal the metaphorical potential of 'cat' concept in the Russian language picture of the world. The main task is description of fragment of the associative field "cat" based on the analysis of attributive component of semantic-syntactic model "cat is what". The topicality of this article is stipulated by linguistic and culturological orientation in analysis of traditional language material.

Keywords: concept, zoonym, associative field, associative experiment.

O.V. Tokar

ASSESSMENT OF THE READER'S PERCEPTION OF A. ALEXIN'S WORKS

The article reviews the reader's perception of the works of children's literature through identifying the attitude of today's young readers to literary characters. The selected objects of the study are four stories of the Soviet writer A. Абип («Meanwhile Somewhere», «My Brother Plays the Clarinet», «Crazy Evdokia», «Division of Property»). The semantic differential and methods of factor analysis are used as research methods. The hidden factors that explain the reader's perception of these works are revealed.

Keywords: literature for children, A. Aleksin, reader, perception, relevance, semantic differential.

A.I. Uskova

THE DEVELOPMENT OF THE ARGOT USAGE IN FICTION

The article is devoted to the description of the development of the argot usage in detective fiction of English and American fiction. The author comes to the conclusion that with increase in

quantity of the used argotic lexemes in the XXI century this type of lexicon is more often used in characters' speech.

Keywords: English argot, detective fiction, characters' speech, author's speech.

I.V. Frolova

THE ASPECTS OF STUDYING GERMAN HIGH SCHOOL PUPIL'S LANGUAGE PERSONALITY

The article considers the first and the second levels of the German pupil's language personality of the high school. School slang, phonetic and grammatical features of pupils' speech are studied on the verbal-semantic level. The resources of the high school German pupil's worldview are analyzed on the thesaurus level.

Keywords: language personality, levels of language personality, school slang, German high school pupils' hobbies.

E.A. Shtekhman

SELF-ESTEEM OF A PERSON IN SPEECH GENRES (THROUGH THE EXAMPLE OF THE ARTICLES FROM THE MAGAZINE "CARAVAN OF STORIES")

The article is devoted to consideration of the self-esteem of a person in speech genres through the example of the articles from the magazine "Caravan of Stories". The author notes that self-esteem is manifested in such speech genres as description and reasoning. The researcher also draws attention to the semantic models, which are characteristic of each speech genre.

Keywords: assessment, self-assessment, speech genre, description, reasoning, semantic model.

HISTORY

N.V. Akhmadieva

PEASANTS IN BASHKIRIA DURING THE GREAT PATRIOTIC WAR: LESSONS OF PATRIOTISM

The article discusses the development of the patriotic movement among collective farmers of Bashkiria during the Great Patriotic War. The contribution of peasantry of the Republic to the defense fund of the country, including the enormous financial, material resources, labor heroism of the Soviet people, is represented. It is noted that mass-campaigning, advocacy and application of strict administrative methods of implementing these measures played a major role in raising funds for the front line. However, understanding the urgency of the victims at the expense of personal interests was massive, and not a single phenomenon. Patriotism of the peasantry was based on the mental attitudes formed over centuries and related to the cultural and historical memory of the people, for whom the protection of the Fatherland was considered one of the top priorities. Patriotism was an integral part of the value system of the Soviet society.

Keywords: patriotic movement, the defense fund, government loans, collective farmers.

E.P. Ermachkova

TRANSITION TO THE SOVIET SYSTEM OF LOCAL GOVERNMENT DURING THE CIVIL WAR AND SOCIAL AND ECONOMIC CRISIS (THROUGH THE EXAMPLE OF PRIISHIMYE)

On the basis of the analysis of archival sources, the process of origin of the Soviet system of the government and local self-government of Zauralye at the example of considerable part of Tobolsk, and since 1918 - the Tyumen province - Priishimye, is considered. The three periods of formation of the new governing bodies connected with establishment and restoration of the power of Bolsheviks in the years of the Civil War (1918-1922) and the West Siberian peasant revolt are allocated. The data on social composition of voters and village councils of the Ishimsky district

characterizing stratification of the Siberian village according to social class, party membership, education level are provided.

Keywords: local government, village and volost Councils, Red army, Priishimye, peasants.

I.V. Nikitina

BAKLAVA: 1921 YEAR IN ARCHIVAL DOCUMENTS

The article discusses a number of issues related to the peculiarities of formation of the first half of 1921 the Soviet government in the territory of modern Balaklava district of Sevastopol. The main purpose of the article is introduction to the scientific turn of unknown documents of the State Archive of Sevastopol on the theme. The basic problems of life in the region in the first half of 1921 are traced. The material is important for understanding the processes of Balaklava district development in the 1920s.

Keywords: Balaklava, region, the Soviet government, "military communism", document.

M. K. Churkin

"MAN-MIGRATORY": THE CONCEPT OF "EXODUS-WAY-FINDING" IN THE PEASANT MOVEMENTS OF THE SECOND HALF OF XIX -EARLY XX CENTURIES

The article evaluates the possibilities of using new approaches to understanding the content of the resettlement process, as well as the formation and implementation of the migration mobility of the peasantry. The assumption, according to which the proposed research model of the confessional migration may become universal in discovering the logic of peasant movements, is discussed. The study found that the concept of "Exodus-Way-Finding place" in the old resettlement was characterized by internal unity and germinated on eschatological soil. In the Russian orthodox migrant segment this unity was replaced by the utilitarian justifications. However, the desire to preserve the class identity among the Russian orthodox peasants, with amendments, may contribute to the inclusion of this social category in the proposed scheme.

Keywords: confessional migration, migration movement, the old believers, Russian orthodox peasants.

PSYCHOLOGY

E.E. Klymenko

PSYCHOLOGICAL DIMENSIONS OF LIFE PERSPECTIVE IN THE SITUATION OF DISABLED PEOPLE

The article describes the features of the formation of life perspective in a group of people with special needs. Life perspective is considered as a dynamic construct, as a set of events and living conditions and subjective attitude to these actions. Using situational approach to the definition of life perspective, disability is represented as the situation of limiting physical capabilities. The special emphasis is placed on qualitative methods of data processing, the biographical approach and content analysis are used in the research. The special attention in understanding of formation of life perspective is paid to subjective assessment of the health and attitude towards traumatic situation. In addition to qualitative methods of data processing, the features of the formation of life perspective according to type and nosology of the functional limitations are compared.

Keywords: life perspective, situation, psychological autobiography, content-analysis, disabilities.

CULTUROLOGY

M.B. Aytmagambetova

THE ROLE OF THE WEBSITE IN THE IMAGE FORMATION OF AN EDUCATIONAL INSTITUTION (THROUGH THE EXAMPLE OF THE WEBSITE OF THE INNOVATIVE UNIVERSITY OF EURASIA OF THE CITY OF PAVLODAR)

The article covers the problem of constructing intangible assets of educational institutions. The author discusses the mechanism of intangible assets formation and defines efficient communication instruments. The structure of the website of the Innovative University of Eurasia is analyzed and the content communicative functions that influence the formation of communication connections and eventually the image of the educational institution are defined.

Keywords: intangible assets, image, educational institution image, communication instruments, website.

G.G. Guryanova

"LIEBKNECHT STREET FRIENDS" – THE EXPERIENCE OF ART CONSTRUCTION OF THE CITY ENVIRONMENT

The article covers the problem of the heritage preservation and city environment renovation by means of creating art atmosphere and organizing art events. The author underlines, that the method of reconstruction of the city environment is also relevant for the Russian territories as it implies the social initiative technology and involvement of the citizens in the renovation of the city.

Keywords: art event, contemporary art, city environment transformation, street renovation, involvement of the citizens, communication, city-person-art.

V.Yu. Matveev

THE HERMITAGE CENTRE AS A STRATEGIC POINT OF CROSS-CULTURAL ENVIRONMENT DEVELOPMENT

The article gives a detailed analysis of the experience of the Hermitage activities on organizing exhibition projects in the Russian museums. The experience of the implemented exhibition events became the foundation for the organization of the Cultural-Educational Centre "Hermitage-Siberia" in the Omsk Regional Museum of Fine Arts named after M. A. Vrubel. The author considers that the content and the forms of activities of the "Hermitage- Siberia" Centre are defined by the accumulated experience of the educational activities, peculiarities of the audiences and character of museums interaction with the education institutions.

Keywords: "Hermitage-Siberia" Centre, cultural-educational project, the Omsk Regional Museum of Fine Arts named after M.A. Vrubel, museum brand, activities attracting tourists.

S.M. Mushkalov

MUSEUM-COMMUNICATION

The key point of the article is the activities of the Kungur Historical-Architectural and Art Open Air Museum. The author describes in detail the communication work, as well as instruments and technologies used in the museum.

Keywords: Kungur Historical-Architectural and Art Open Air Museum, tourist flow, exhibition projects, exhibitions, museum communications, events.

A.S. Startseva

PROSPECTS FOR "CULTURAL BRAND" CONSTRUCTION AND PROMOTION IN THE OMSK REGION

The author connects the territory branding process and cultural identity search. Thus, branding is considered as sense of values search, not only the platform of economic development of the region. The author analyses the broad range of the territory branding research and covers the cultural branding experience of the Omsk region.

Keywords: culture, cultural sphere, cultural branding, self-identification, cultural projects.

PEDAGOGICS

L.V. Almyashova, L.D. Ovcheruk

FORMATION OF LINGUISTIC AND CULTURAL COMPETENCES OF THE STUDENTS IN NON-LINGUISTIC HIGHER EDUCATION INSTITUTIONS

The article refers to linguodidactic sphere and is devoted to the issue of the foreign language role in formation of linguoculturological competence of the students in non-linguistic higher education institutions. The development of linguocul-turology is reflected in formation of the competence conception of study in the higher education institutions. The author considers the term "linguoculturological competence", which can be formed by studying paremiology.

Keywords: linguistic and cultural studies, linguoculturological competence, paroemia, proverbs.

M.M. Dudina, E.E. Glotova

EMPLOYERS REQUIREMENTS FOR GRADUATES: RUSSIAN AND FOREIGN EXPERIENCE

This article discusses issues related to the modern requirements of Russian and foreign employers for graduates. The main purpose of the study is to identify priority competences demanded by the labor market and develop a model of effective employment of graduates based on this information.

Keywords: higher education, graduates, competencies, employers, labor market, employment, employers' requirements.

N.N. Kolosova

THE HUMANISTIC ORIENTATION OF PROFESSIONAL TRAINING OF FUTURE TEACHERS OF PRE-SCHOOL EDUCATIONAL INSTITUTIONS

The forms and methods of work on the formation of the humanistic approach of future teachers of pre-school educational institutions in the process of their professional training have been considered.

Keywords: humanistic orientation, future teachers, professional training.

V.N. Kukyan, A.V. Khovanskaya

TRADITIONAL AND NEW COMMUNICATION METHODS IN THE EDUCATIONAL PROCESS (THROUGH THE EXAMPLE OF TEACHING HUMANITIES IN THE PERM STATE AGRICULTURAL ACADEMY)

The modern educational process provides an opportunity for the learner to build their own educational strategies and models of cognition.

Within the paradigm of the "activity approach" the student uses the whole set of tools and operations of activity. This is facilitated by active and interactive educational methods, which involve the use of various communicative practices, information systems and media technologies.

Keywords: media philosophy, media pedagogy, interactive methods, author's action, co-creation.

V.I. Safonov

TRAINING OF BACHELORS OF THE PEDAGOGICAL EDUCATION DIRECTION FOR USE OF METHODS OF INFORMATICS AND ICT IN STUDYING MATHEMATICS

The methodical purposes of use of methods of informatics and ICT in studying mathematics are presented in the article. It is shown that the bachelor in "Pedagogical Education" direction of the combined programs of Mathematics and Informatics needs to be trained for application of methods of informatics and ICT when teaching mathematics at school.

Keywords: bachelor, combined preparation, mathematics, training in mathematics, informatics, method.

V.I. Fadeyev

THE EVOLUTION OF GOVERNANCE OF THE SYSTEM OF HIGHER EDUCATION IN FRANCE

The article describes the features of the development of higher education management in France. The three stages of the development of the management of higher education are analyzed: pre-state, state and public-state. It is proved that the stages of evolution of the management system of higher education in France coincide with the global stages, which correspond to the agricultural, industrial and postindustrial «waves» of human civilization, according to A. Toffler's theory.

Keywords: evolution, system, management, higher education, France.

L.A. Shipilina, Zh.A. Starovoytova

THE DESIGN OF CRITERIA FOR THE ASSESSMENT OF COMPETENCES OF FUTURE TEACHERS OF VOCATIONAL TRAINING AT THE STATE EXAM

The article is devoted to theoretical and methodological substantiation of experience in the design of criteria and indicators for assessment of the competences of bachelors on the state exam. The system of pedagogical principles of design, which has the practical implementation in the framework of the methodological work in the Department of professional pedagogy, psychology and management at the Omsk State Pedagogical University, is represented.

Keywords: criteria of competencies assessment, taxonomy, valuation tools, principles of pedagogical design.

T.A. Yudina

THE DEVELOPMENT OF LISTENING SKILLS AT THE LESSONS OF RUSSIAN AS A FOREIGN LANGUAGE (THROUGH THE EXAMPLE OF THE THEME "LET'S GO TO THE THEATER")

The author provides exercises that are aimed at developing listening skills and are built on the linguistic material of the theme 'Let's Go to the Theater' in the article.

Keywords: listening, listening skills, speech activity, speech perception, phonemic hearing, auditory memory, comprehension of oral speech.

LET THE YOUTH SAY

A.I. Ivanova

Research supervisor: PhD of Philology T.V. Ioffe

CHALLENGES IN TEACHING LISTENING (CHINESE LANGUAGE)

Listening as one of the "four skills" of language learning is a key element in attainment of practical, developmental, educational and pedagogical goals. It is also an effective means of teaching a foreign language. Teaching of the perception and comprehension of the foreign speech is one of the crucial problems in modern foreign language teaching methods.

Keywords: Chinese language, audiovisual method, foreign language teaching methods, listening, innovative techniques in education, modern education techniques, pedagogical education.

E.A. Malko

Research supervisor: Doctor of Philosophical Science G. V. Gornova

CORRECTIONAL WORK WITH BEHAVIORAL PATTERNS

This article is devoted to the phenomenon of behavioral pattern. Its structure and main components are considered. Some options of working with patterns are given. The main purpose is to explore the origin of patterns and to establish the link between them and the person's behavior.

Keywords: pattern, behavior, correction of the patterns.

V.S. Savchenko, E.S. Smolina

Research supervisor: PhD in Economics I. D. Kotlyarov

THE GREAT SILK ROAD: HISTORY AND ECONOMICS

This article is an attempt of the analysis of the Great Silk Road performing the role of the main Trans-Eurasian road for several centuries, from the point of view of the network economy. The current work involves the history of the road and reasons that led to the appearance of its name, the covered area, features of the goods transportation, the reasons for the termination of its existence and the need for developing its counterpart.

Keywords: the Great Silk Road, East, West, history, economics.

MEMORY PAGES

Nikitina L. B.

SIMPLY LIFE