

ABSTRACT AND KEYWORDS

PHILOSOPHY

A.M. Belgibaeva

FROM THE MYTH OF ALCHEMY TO THE NEWTON SCIENCE

The article is devoted to the development history of the phenomenon of alchemy and to the transformation of the alchemical knowledge into the scientific discoveries of Isaac Newton. The text characterizes the main types of alchemy, provides evidence that links I. Newton to the occult science. The objective of the research is to consider the influence of the philosophical concept of alchemy on the development of the bases and principles of the Newtonian science.

Keywords: alchemy, transmutation, Newton, Newtonian science.

T.P. Berseneva

ANTINOMICAL CHARACTER OF THE RUSSIAN CULTURE AS A
MANIFESTATION OF SYNERGETIC INTERACTION

The article is devoted to one of the problems of the Russian culture, namely, its contradictory and antinomical character. Admitting that today there are many theories, differently revealing the characteristics and regularities of the evolution of the Russian culture, the author proposes to examine the binary structure of the Russian culture by introducing the concept of synergy, one of the main characteristics of which is the coherent interaction of contrasts. Accordingly, the objective of this paper was to reveal the signs of the synergetic interaction in the Russian culture. In the article the idea is set that almost all of the antinomies of the Russian culture are the result of the contradictory influence of the West and the East, arisen as a result of the borderline geopolitical position of Russia. These are the contradictions between Christianity and paganism, sedentary and roving life, secular and spiritual culture, and others. The introduction of the category of synergetic interaction allowed to look at the inconsistency of the Russian culture as a natural phenomenon that determines its specificity and uniqueness.

Keywords: antinomy, synergy, synergetic interaction, the Russian culture, contradiction, West-East.

N.L. Varova

IDEATIONAL FIGURES OF THOUGHT AND THINKING IN PHILOSOPHIZING OF
M. HEIDEGGER

The article is devoted to the ideational figures with which Heidegger gives an answer to the question: 'What is called thinking?' The ideational figures reflect the presence of the Being, the human involvement in the disclosure and openness of the Being, and the standing of a person in the Being. Man determines his place in history on the basis of the prevailing interpretation. Man defines his place in the Being only by an individual effort by thought. As the thought is not possible without the presence of the Being, ideational figures are a condition of the thinking and the understanding.

Keywords: the openness of being, to stand in being, the task of thinking, the original disclosure of Being through think.

A.V. Gidlevsky, TA. Zdrikovskaya, RA. Zotov

THE NECESSITY OF ALTRUISM

The article is devoted to the problem of altruism. It considers the role of altruism in the development of the civilisation. The authors establish the connection between altruism and

individual intellectual abilities as well as the conditions of establishment of the fair society. The article shows that while the grounds of altruism philosophy are clearly expounded in the works of V. Solo-viev, the biological and the contemporary ethical points of view are not sufficiently formulated in spite of numerous attempts to develop particular models of altruism. Development of a relevant general model of altruism is still to be done.

Keywords: altruism, morality, selection, conscience, compassion, fairness, ethics

G.V. Gornova

THE CONCEPT "CITY" IN THE ASPECT OF THE PHILOSOPHY OF CULTURE

This article attempts to give a definition of the concept "city" in the philosophical and cultural aspect through the realization of the possibility to describe a city through the "human dimension" and the search of its coordinates in the world of culture.

Keywords: city, culture, urban culture, antinomy.

S.F. Denisov, L.V. Denisova

TYPES OF ATTITUDE OF THE SCIENTISTS TO THE WOULD-BE SCIENTIFIC KNOWLEDGE

In this article the specific character of different attitudes to the would-be scientific knowledge is considered. Three types of attitudes of scientists to the would-be scientific knowledge are distinguished. They are tolerant, intolerant and ironic. The article demonstrates that at the basis of these attitudes lies the idea of different degrees of danger presented by the would-be scientific knowledge.

Keywords: science, would-be scientific knowledge, pseudo-science, danger, tolerance, irony.

U.V. Zhilina

HUMILITY AND PROTEST IN CHRISTIANITY

In this article the Christian ethical projects of humility and protest are considered. The author reveals their dialectical unity and synthesis in self-sacrifice for the man's negotiation of the limitation and finiteness of his being, the salvation of his soul and the attainment of perfectness.

Keywords: humility, protest, Christianity, self-sacrifice.

N.G. Zenec

THE SUBJECT OF PHILOSOPHIZING: SELF-DETERMINATION IN MODERN CONDITIONS

The article is dedicated to the problem of the self-determination of the philosophizing subject in conditions of the modern cultural crisis. In the present period when frontiers between sciences vanish the philosopher has to play different social roles: on the one hand, these are various forms of manifestation, and, on the other hand, there is a great risk to lose his true purpose.

Keywords: thinker, philosopher, act of philosophizing, subject of philosophizing.

N.G. Krasnoyarova

THE PHILOSOPHY OF CULTURE AS METHODOLOGY: HISTORIC-PHILOSOPHICAL POTENTIAL

The article considers the methodological possibilities of the philosophy of culture in the history of philosophy. The main objective of the research is to identify the main forms of existence of philosophy in the culture on the basis of the cultural philosophical approach (on the example of ancient philosophy).

Keywords: culture, ancient philosophy, form of thought, metaphor, myth-making.

L.A. Maksimenko

ARCHETYPES IN SCIENCE: COSMOLOGEMES OF PRESOCRATICS

This article addresses the continuity of some ideas of the early Greek philosophy and the content of the modern cosmology at the heart of which lies the archetypical mythologema of chaos and order. It is shown that the cosmologemes of Presocratics act as a binding element between the myth and cosmological science act.

Keywords: science, cosmology, cosmologeme, archetype, chaos, order.

T.V. Mironenko

APOLOGIA OF ANOTHER

In the article the author takes under consideration the modern situation that makes true human existence difficult and often even impossible. It is stated that a sense of true existence may be returned by the relation between "ME" and "ANOTHER". This meeting may return the lost dimension of Being as a unity.

Keywords: self-actualization, Me, Another, true existence, experience of meeting, unity.

L.K. Nefiodova, E.B. Novikova

CHILDISHNESS AND IMPROVISATION AS THE CHARACTERISTICS OF THE SUBJECT OF CULTURE

Comprehension of the essential characteristics of the subject of culture is of particular relevance in the post-modern culture project. While people of the mass are consumers of culture, the true subject of culture provides a guarantee of existence of culture as cultivation, preservation and inheritance. The subject of culture is a doer overcoming his own borders in the activity of creating new cultural products. We believe that the existence of culture is due to the two essential characteristics of the subject of culture: improvisation and childishness, which are the subject matter of this article.

Keywords: culture, a subject, improvisation, childishness, child.

O.I. Nikolina

«EROTICISM» AS A TRANSFORMED FORM OF THE ANTHROPIC PHENOMENON OF LOVE (IN THE PHILOSOPHY OF G. BATAILLE)

In the contemporary French philosophy the understanding of the phenomenon of love acquires a new context. G. Bataille sees love as a phenomenon based on the transgression in its confrontation, on the other hand, with the animal order and, on the other hand, with the cultural taboo. Eroticism is a form of the explosive transgression. The article describes specificity of eroticism as a form of existence of love in the modern culture.

Keywords: the phenomenon of love, eroticism, sovereignty, transgression.

D.M. Fedyaev, E.Y. Navoychik

SPIRIT AND SPIRITUALITY IN THE CONTEXT OF TIME

The authors of this article examine the possibilities of changing the category of "spirituality" in the context of contemporary culture and education. Defining spirituality as a quality that expresses the exposure to the world and its values, they admit the possibility of a change in their hierarchy. The integrity of the individual and the world today can be achieved primarily in the education, the value of which now can be determined largely within the "possible" rather than "limited". However, the authors note that the meaning of a number of values, e.g. faith, has a super-temporal character.

Keywords: the spirit, spirituality, education, values, faith.

PHILOLOGY

A.V. Alekseeva

THE GENRE CANON IN FORMAL SPEECH (the case of citizens appeals in official institutions)

The article is devoted to the structure of citizens' appeals to competent authorities (complaints, applications, petitions) from the point of view of the genre canon. The study reveals that the author of the documents has a choice either destroy the genre canon or stay within the genre. In most cases, the authors do not make a choice in favour of the genre canon, even though it is treated as an absolute norm by officials. Also, with the help of examples the article shows how to resolve a conflict between the private and the official to create the text.

Keywords: genre canon, formal business speech, document, genre, citizens' appeals, complaints, applications, petitions, requests.

T.V. Barantseva

THEMATIC GROUP "BEEKEEPING" IN THE OLD RUSSIAN LANGUAGE.
SPECIFICITY OF THE SYSTEMIC RELATIONS

This article is devoted to the theme group "beekeeping" in Old Russian language. The internal and external systemic relations of lexical items are analyzed: the ways of connotations formation are revealed, synonymic ranks are constructed, hy-po-hyperonymic connections between words are described. The Old Russian words related to beekeeping branch of economy are distributed by thematic groups. The classification of the words according to the frequency and the field of use is given.

Keywords: thematic group, polysemy, monosemy, synonymy, hypo-hyperonym relations.

T.S. Boreiko, E.A. Shpak

INFORMAL TOPONYMY OF THE MODERN CITY (on the example of Omsk)

This article is devoted to the analysis of the informal names of the city realities which represent the special nominal layer of colloquial lexis created out of official city state onomastics by the citizens. The ways of the nomination of informal toponyms and the reasons of their appearance in the citizens' speech are described in this article. The main ways of the informal toponyms formation are analyzed.

Keywords: informal toponyms, city realities, ways of the nomination.

K.R. Vaganova

THE TEXT CATEGORIES OF BUSINESS EPISTOLARY IN THE LETTERS-PRESCRIPTION OF 1820S

This article is devoted to the dominant text categories of business epistolary in the letters-prescription of 1820s: the category of informational content, the category of dialogue, the category of time, the category of space etc. The basic objective of this research is to represent a set of text parameters on the materials of the investigation documents.

Keywords: text categories, business epistolary, investigation letters-prescription, informational content, dialogue.

E.A. Glotova, E.A. Primak

CONCEPT OF DEATH IN RUSSIAN PHRASEOLOGY AND PARAMIOLOGY

This article is devoted to the linguo-culturological aspect of studying Russian phraseological units and paroemia as the signs of the language that represent the reflection of the ethnic cultural values. The main aim of this research is to describe the Russian people's naive understanding of death shown in the phraseological units and paroemia. Besides, there is a variety of explanatory dictionaries describing both the key lexical item death and the concept of death in different scientific traditions.

Keywords: phraseological unit, phraseology, paroemia, paramiology, concept, archetype, culture code.

Z.A. Gordeeva

METHODOLOGY OF STUDYING THE WORDS WHICH NAME ANIMALS IN MODELLING RUSSIAN LANGUAGE PICTURE OF THE WORLD (by way of example of the word 'cat')

The article is about methodology of the work with the words which give names to animals ('zoonyms' in Russian). This work is directed to identification of national and cultural specificity of these words. The topicality of this subject is stipulated of appeal to language picture of the world range of problems. The main research purpose is the description of methodology of work with 'zoonyms' in studying Russian vocabulary and Russian language picture of the world. 'Zoonyms' as nouns which give names to animals must be studied in linguistic and cultural aspects for identification of the same name concepts peculiarities of the language picture of the world.

Keywords: language picture of the word, methodology, concept, plan of analysis.

E.P. Eliseeva, L.S. Prikhna

REVISITING FUNCTIONAL DIFFERENTIATION OF MEDICAL SUBLANGUAGE LEXIS

This article is devoted to the codified and un-codified medical lexis within functioning of the special medical sublanguage. The main objective of research consists of the study of different aspects of typological characteristic of the special sublanguage lexical units on the basis of the developed concept of a modern terms maintaining.

Keywords: terminology, professional terms, medical social dialect, professional jargons, medical nomenclature.

L.A. Esaulenko

UTOPIAN AND DYSTOPIAN ELEMENTS IN THE NOVEL "THE ELEMENTARY PARTICLES" BY MICHEL HOUELLEBECQ

This article is devoted to the novel "The elementary particles" by contemporary French writer Michel Houellebecq and certain aspects of his work. The main objective of research is to consider the relationship between Utopian and dystopian elements in the novel, basing on a number of factors: choice of characters, author's asides, a way of narrative construction, narrative techniques. The analysis of the contemporary Western society in the novel by M. Houellebecq is compared to J. Bo-driar's postmodern theories about "lack of reality. The main issues of the work such as loneliness, communication gap, interaction between generations, the appraisal of scientific achievements are analyzed in the context of the novel "The elementary particles" and in M. Houellebecq's works in general.

Keywords: dystopia, utopia, author's asides, composition, caution-novel.

L.G. Efanova

THE NORM OF QUANTITY OF STATIC OR DYNAMIC CHARACTERISTIC OF THE PERSON AS A FRAGMENT OF FUNCTIONAL-SEMANTIC NORM FIELD

The article is devoted to investigation of one segment of the functional-semantic field of norm in the aspect of structural peculiarities of its constituent and the means of the categorical semantic expression. The ideas of the usual intensity of the human qualities and abilities and regular actions are the main content element of the norm of quantity of static or dynamic characteristic of the person. This norm semantics is mainly expressed by substantives with suffixes that include estimative connotations in their meaning. In this article the peculiarities of the meaning expression of the norm of quantity of static or dynamic characteristic of the person are examined in connection with its belonging to axiological or parametric norm.

Keywords: semantic category, functional-semantic field, parametric norm, axiological norm.

Y.V. Krylov

ANGLICISMS IN THE ADVERTISING CATEGORY

The paper presents an analysis of the characteristics of semantics and basic functions of the pseudo-loanwords (Anglicisms) in advertising discourse of the last decade.

Keywords: Anglicism, advertising discourse, proper names, advertising nomination, barbarism.

K.U. Malyshkin

ON RELATION OF POLITENESS AND CATEGORICALNESS

Culturally conditioned interconnection between English politeness and mitigation of categorical statements is revealed. The basic language means of politeness strategies in English are considered.

Keywords: politeness, categoricalness, statement, strategy of distancing.

M.N. Nikonova

DETERMINOLOGIZATION OF TECHNICAL WORDS IN THE MODERN RUSSIAN LANGUAGE

The article is devoted to the functioning of determinologized lexis in the modern Russian language. On the example of the words and word-combinations of «technical» semantics (technical words), which are the means of expressive characteristic of the man by creating his image in Russian language world picture, such dynamic process as the secondary anthropologization, that is the influence on the language of different world pictures, including technical, is considered.

Keywords: determinologization, technical word, expressive, secondary anthropologization, Russian language world picture.

A.A. Paley

"AN OUTPOST OF PROGRESS" AS A MANIFESTATION OF JOSEPH CONRAD'S OUTLOOK

In this article the plot, the system of character presentation, the message of the short story "An Outpost of Progress" are considered. The basic objective of the analyses is to reveal the peculiarities of Joseph Conrad's outlook.

Keywords: civilizing mission, degradation, treachery.

I.V. Salimyanova

INTERDISCIPLINARY ASPECT OF ELDERLY MAN IMAGE STUDY IN THE RUSSIAN LANGUAGE PICTURE OF THE WORLD

In this article the achievements of the humanities and sciences which study elderly man, old age and ageing process are classified. The variety of scientific interpretations of ageing process and old age bounds is described. Also the article is devoted to the problem of different assessments of physiological, emotional and psychological elderly man description which are caused with social and individual factors.

Keywords: man, age, old age, language picture of the world.

T.V. Ustinova

THE LINGUISTIC STUDY OF 'LANGUAGE POETRY' IN THE ASPECT OF THE LINGUISTIC CREATIVITY PROBLEM

The article highlights important trends in the research of linguistic creativity, which is treated as a complex activity of the dual (cognitive and linguistic) competency. The main objective of the paper is to identify the research area in linguistic analysis of American 'Language poetry' in terms of 'Creative Linguistics'. The author focuses on the necessity of scientific description of the Language poets' intentionality, the interaction of their linguistic creativity with metalinguistic reflection, the peculiar properties of individual creative styles of different Language poets.

Keywords: linguistic creativity, Creative Linguistics, linguistic research, 'Language poetry', the poet's language experiment.

E.A. Shtekhman

MANIFESTATION OF THE PECULIARITIES OF THE LANGUAGE CONSCIOUSNESS IN DIALECT TEXT

The article considers the peculiarities of the language consciousness of the Old Russian dialects holders of the Middle Irtysh area. The author mentions that the word by which a fragment of the event is built at different stages of communication process is important. The researcher also draws attention to the modus category "speech genre".

Keywords: linguistic consciousness, dialect text, word, evaluation, speech genre.

HISTORY

Y.V. Makovski

SYMBOLISM OF THE NAZI MOVEMENT IN GERMANY IN THE 1920S-1940S

In the article the symbolic language of the National Social movement in Germany in the period of its race for power and in the years of Nazi dictatorship is examined. The objective of this work is to elicit the origin, the functions, and the meaning of the symbolic forms and attributes of Nazi movement. Aryan mythology, mysticism, legendary images of the Holy Roman Empire of the German nation and many other things served as a source for those. Used by a propagandist machine, the Nazi symbolism corresponded to the tasks of the totalitarian state.

Keywords: National Socialism, nationalism, state symbolism, swastika.

A.P. Mischeev

PENITENTIARY CRIME IN TOBOLSK PENAL COLONY AT THE BEGINNING OF THE XX CENTURY: PROBLEMS OF PRISON SUPERVISION

In this article for the first time in the national historiography the problems of supervision of the prisoner sat Tobolsk penal colony is considered. The factors are revealed, which affected the prison regime negatively, promoting the growth of the penitentiary crime at the beginning of the XX century.

Keywords: penal crime, Tobolsk penitentiary, prison supervision, prison regime.

M.K. Churkin

IVAN THE TERRIBLE IN THE SCIENTIFIC WORK OF SIGURD SCHMIDT: THE CASE OF A SINGLE BREAKTHROUGH IN HISTORIOGRAPHY

The article discusses S.O. Schmidt's innovative approach to the assessment of problems of autocracy formation in Russia during the reign of Ivan the Terrible. The investigation of biographical genre using the sources of personal origin allowed S.O. Schmidt to identify perceptions, attitudes, moods, mode of thought of the Russian monarch's contemporaries. The distinctive feature of the historian's conception was to expand the spectrum of biographical stories of the era. The use of the method of discursive analysis of personal texts helped to avoid «updating» of the history. The investigation of the original texts of Moscow Tsar made good a deficit of sources on the history of Russia of the 16th century and gave S.O. Schmidt an opportunity to talk about the innovation of the monarch's literary language, the formation of a new literary tradition, and finally, the birth of a new type of the sovereign.

Keywords: autocracy, biography, personal text, monarch, discourse analysis.

SOCIOLOGY

E.S. Valevich

ANOMIE AS A FORM OF OPPOSITION OF THE MASSES AND THE ELITE

The article the peculiarities of the interaction between the masses and the elite as certain forms of anomie are considered. The main objective of the research was to identify the essential

features of the opposition of the masses and the elite during the transition periods in the development of the society. Anomie of the masses marks a transitional stage in the development of the society, during which there is loss of norms of the former state of society and the lack of norms of the new state. Anomie of the elite, on the contrary, is the source of new norms of the society, leading people to a constructive resolution of the crisis.

Keywords: mass, elite, individuality, anomie, alienation, norm.

G.K. Kenispaev

CIVIL SOCIETY AS A MEME OF MODERN CULTURE

The article is devoted to the analysis of the ideas of civil society in contemporary Russian culture. Philosophical discourse determines in a new way the place and the role of civil society in human consciousness.

Keywords: civil society, science, philosophy, consciousness.

CONFLICTOLOGY

O.M. Grebennikova

THE CONFLICT OF INDIVIDUAL AND SOCIAL
IN THE PERSONALITY STRUCTURE

The article deals with the conflict between the individual and the social components of personality structure, analyzes the phenomenon of social roles, identity, adaptation, and personal freedom. The appeal to the concepts of role-Identity established in philosophy and sociology, leads to the conclusion that a social system inevitably limits the freedom of the individual, but this is a productive constraint, as it provides stability. Individual freedom is manifested in the ability to reflect about their own social role and the impossibility to reduce personality to it.

Keywords: conflict, social role, social mask, personality, freedom.

L.K. Nefiodova

THE DISCURSIVE-NARRATIVE FORM OF FIXING THE CULTURAL CONFLICT
IN THE DRAMA OF THE RENAISSANCE

This article considers the discursive-narrative form of fixing the cultural conflict in the drama of the Renaissance. In the scheme of the conflictive process the narrative aspect of discourse is revealed. To reveal the universal character of fixing the cultural conflict the author addresses the works by W. Shakespeare. The main objective of this research is to reveal the specificity of the discursive-narrative procedure of fixing the cultural conflict.

Keywords: culture's conflict, drama, discursive-narrative form, W. Shakespeare.

T.M. Ovchinnikova

SITUATIONAL BASIS OF REFLEXIVE MODEL OF CONFLICT

The article discusses the possibility of conflict situation management in terms of Algebra of Reflective Processes. The expected stages of the construction of the reflexive model of conflict are described.

Keywords: conflict, modelling, situation, contingency approach, reflexive processes, reflexive control.

REVIEWS

L.B. Nikitina

"NATIONAL MEMOIRS": TO BE CONTINUED

The article presents a review of the book "The Way of the Russian peasantry in L. L. Potokin's documentary autobiographical novel "The fate of the veteran": Publication and text analysis / Preface, text processing and commentary by B. I. Osipov" (Omsk, 2013).

Keywords: national memoirs, history, spelling, punctuation, style