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ABSTRACT AND KEYWORDS

PHILOSOPHY

M.V. Vinarski

DIALOGUES ON SHELLS IN A PESTALOZZIAN SCHOOL (a sketch from the history of pedagogics)

The sketch is devoted to examination of ways of teaching of conchology (= shell science) in the European education system and family training in XVIII and XIX centuries. The attempts of various authors to use dialogical method in the teaching of conchology are reviewed. These attempts varied from relatively simple "conchological catechisms" to full-developed methodical handbooks for teachers. The use of conchological training in the Pestalozzian pedagogics is considered. The Pestalozzian schools and teachers aimed to develop cognitive skills of children rather than to supply them with prepared knowledge. In such schools, the study of shells was not a self-dependent target but used as a means for development of pupils' "perceptive forces" and education of piety through contemplation of the divine Providence that manifest itself in perfection of shells and the ideal correspondence between their structure and habitats.

Keywords: history of pedagogics, conchology, natural history, Pestalozzi's system of education.

N.G. Krasnoyarova

THE RUSSIAN LITERATURE IN V.V. ROZANOV'S DECENTERED THINKING COORDINATES

The article examines V. V. Rozanov's literary form of philosophy, which is defined by understanding of the subject-matter of his philosophy, Rozanov's decentered thinking as a factor of philosophical understanding of the Russian literature and its manifestation in the Russian writers' evaluation.

Keywords: V. V. Rozanov, Russian philosophy, Russian literature, form of philosophy, style of philosophizing, decentered thinking.

V.F. Medvedovskaya

TREE OF LIFE AS A MODEL OF THE FAMILY STRUCTURE PRESENTATION

Cabalistic scheme Tree of life is described as a symbolic model of the Universe and the Humans in this article. This scheme is used to describe how two clans make a unit and a new family appears.

Keywords: Tree of life, Kabbalah, model, family, Sephirah.

K.P. Mochalova

MYTHOLOGICAL COMPONENT OF THE MODERN IDEOLOGY

The article considers the interaction of ideology and mythology phenomena in modern political life. The evolution of philosophers' and scientists' views on concepts of ideology and mythology from the Modern Period till present postnonclassical period is analyzed. The main features of modern sociopolitical myth and its differences from traditional archaic myth are specified. It is conjectured that irrational myth has more convincing force than pseudoscientific ideology for modern mass consciousness. The examples of modern Russian political mythologems, illustrating the specificity of postmodern mythmaking, are given. As a conclusion it is summed up that ideology has lost such characteristics as logic, rationality and internal consistency, ideology and myth have become convergent.

Keywords: mythology, ideology, mythologem, mass consciousness, political myth.

E.Y. Navoychik

THEORETICAL BASES OF COMPETENCE APPROACH IN THE PHILOSOPHY OF EDUCATION

The article considers the problem of theoretical basis of modern educational paradigm. Defining education as the culture of the individual, philosophers of the XX century postulate the necessity of taking into account needs of the individual in the formation of educational concepts in the framework of open rationality approaches. This approach allows us to consider education as an open project, where the possibility of self-education directly depends on the activity methods generated in the educational process (competencies).

Keywords: philosophy of education, education as an open project, educational paradigm.

E.B. Novikova

GENIUS AND IMPROVISATION

The article discusses the specificity of improvisation as one of the essential characteristics of a genius. The basis is G.W.F. Hegel's understanding of the nature of genius: the ability to create truly artistic works, imagination, inspiration. Improvisation is understood as existing standard conversion, new cut etalon that requires imagination and inspiration and leads to the artistic works creation. The practice of improvisation is considered on the example of the work of brilliant musicians, such as L. Armstrong, K. Jarrett, B. McFerrin, E. Fitzgerald, who contributed to the creation of a new stratum of jazz music culture. Thus, the ability to improvise can serve as a criterion of genius.

Keywords: improvisation, genius, inspiration, imagination, work of art.

N.V. Fedorova

DEVIATION AND NORM AS A PHILOSOPHICAL PROBLEM

The article considers the concepts "norm" and "deviation" in philosophy. The main objective is to investigate philosophical attitude to these concepts, to reveal their ontologic essence.

Keywords: norm, deviation, essence, ontologic essence, life mission, deviation from human essence, God's image.

PHILOLOGY

T.S. Boreyko

BASIC PREDICATES OF TACTILE PERCEPTION IN SYNCHRONISM AND DIACHRONY

The article is devoted to consideration of predicates of tactile perception. The main objective of research is to reveal etymology and track development of values of basic predicates of tactile perception. The results of various experiments, which allowed to specify the above-noted predicates affiliation with semantic field of tactile perception, are given in the article.

Keywords: semantic field, predicates of tactile perception, primary semantics, development of values.

E.A. Zhestkova

THE WORLD OF CHILDHOOD AND METHODS OF ITS IMPELENTATION IN THE CYCLE OF STORIES «THE PICTURE OF THE RUSSIAN CHILDREN'S LIFE» BY V. I. DAHL

The article is devoted to the revealing of the theme of childhood in V. I. Dahl's fictional prose on the example of the stories: «Alms», «Baptism», «The Eve of Epiphany», Children's twilight». Childhood is considered as self-valuable life period, and this connotation should be recognized as the un-doubtful writer's discovery.

Keywords: the world of childhood, image of a child, creativity, Orthodoxy, soul of a child.

M.O. Kochetkova

BLOG-REVIEW AS GENRE VARIATION OF HIPER-GENRE OF THE BLOG

In this article the speech genre of the blog is investigated. Speech genre "blog" is a special type of utterance which is formed, on the one hand, by the intention of individual personal sublimation, on the other hand, by the technical capabilities of the Internet space as a sphere of communication. The influence of sociocultural factors on the specific character of the speech genre of the blog development in the Russian Internet content is taken into account, as it is the main cause of the genre development dynamics. The revealed specificity is studied on the example of the media genre of review, which is actively implemented in the blog format.

Keywords: blogosphere, speech genre, Internet, media discourse, Sociolinguistics.

A.I. Mikhaylova

FUNCTIONING OF INVECTIVE IN THE RUSSIAN ROCK MUSIC LYRICS

In the article the general views on such notions as verbal aggression and invective (as well as their connection) are presented, the premises of invectives appearing and other phenomena, in which textual aggression can be expressed, in rock music are given. Also, possible specific models and peculiarities that are connected with formal attribution of lyrics to lyric works are described. The article is provided with examples of the invectives usage that differ in function, stylistics, grammar and other characteristics, and gives a short overview of heterogeneity of this phenomenon.

Keywords: verbal aggression, invective, insult, obscene vocabulary, rock music.

T.V. Nekrasova

SIGN MODEL OF LINGVO-COGNITIVE COMPETENCE OF LANGUAGE PERSONALITY IN PROFESSIONAL ACTIVITY

The article deals with the process of formation and development of the ability to communicate in the area of professional activity at a certain sign model of the subject of speech, which is committed to implementing communication at the level of linguo-cognitive competence. The process of the personal language development is indirectly connected with the linguistic image of the special subject area, which conceptually is a subjective idea of the possibility of communicating with another person on matters of professional activity. Teaching foreign language communication through acquisition of terminological units as sign models transforms into "professional communication" and is not structured in accordance with the units and levels of the language system, but according to the level of the linguistic personality formation.

Keywords: sign model, linguistic personality, subject of speech, professional communication, professional activity, terminological unit.

S.V. Troyan

SYNONYMOUS ROW OF «HEALTHY»: ON MEANINGS BELONGING TO THE CONCEPT OF «HEALTH»

The article deals with the semantic and lexical analysis of the concept, based on the data from various types of dictionaries. As a result, the author reveals the meanings included in the concept of «health» by describing synonymous row «healthy», using the logic of The New Explanatory Dictionary under the editorship of Y. D. Apresyan.

Keywords: cognitive linguistics concept, anthropocen-trism, synonymy, the norm.

E.A. Shtekhman

ANALYSIS OF THE DIALECTAL TEXT AS A MEANS OF IDENTIFYING COMPONENTS OF LINGUISTIC CONSCIOUSNESS AND THE SPEAKER'S STRATEGIES

The article analyzes the texts, created by native Russian old dialects of the Middle Irtysh speakers. The author points out the importance of such elements as narrative concrete-ness, coherence of the text, subjective evaluation, citation. Also the researcher draws attention to gender differences of the texts.

Keywords: dialectal text, linguistic consciousness, evaluation, coherence, speech genre of recollection.

A.A. Yunakovskaja

THE POLITICAL DISCOURSE OF THE 18th CENTURY: PRESENTATION OF THE FIRST PERSON OF THE STATE (BASED ON ARCHIVAL DOCUMENTS)

The article examines «linguistic image» of supreme governor of Russia of the 18th century as a part of general political discourse. The copies of decrees, orders, kept in central and regional archives, serve as research material. The main objective of research is to select basic strategy and methods of affecting mass addressee, specific features of the linguistic means usage for maintenance and creation of constituents of presentation of the first person of the state.

Keywords: political image of the supreme governor, subject of power (the power relations), object of power, the linguistic image, persuasive strategy.

HISTORY

Yu.

B. Drobotenko

VOCATIONAL TEACHERS' TRAINING AT UNIVERSITY: 1917-1941

The article describes the system of vocational teachers' training at university in 1917-1941. The author shows the evolution of this notion in the context of vocational education development under the influence of socio-economic and socio-political processes of that time. The article is structured in accordance with the following aspects: historical context of vocational education development; the characteristics of the system of vocational education; teachers' training education and requirements to vocational teachers' training at university.

Keywords: vocational education, vocational training at university, vocational teachers' training at university.

A.P. Mikheyev

DISCIPLINARY PUNISHMENT OF PRISONERS IN TOBOLSK TEMPORAL MILITARY PENAL SERVITUDE DIVISION (1868-1876)

This article is devoted to legal foundation of the disciplinary punishment and its implementation in Tobolsk military penal servitude division. Special attention is paid to the main element – corporal punishment of prisoners.

Keywords: penal crime, Tobolsk military penal servitude division, prison regime, disciplinary punishment, corporal punishment.

M.K. Churkin

IMPERIAL PROJECT OF COLONIZATION OF SIBERIA (SECOND HALF OF XIX - EARLY XX CENTURIES.): AGRICULTURAL RECLAMATION OR SOCIOCULTURAL INCORPORATION?

In the article the new approaches to assessing the role of the Russian state in the colonization of the eastern outskirts of the empire are discussed. The possibilities of modern research practices used in the comprehension of the imperial policy, as well as in relation to agricultural reclamation of Siberia in the second half of XIX – early XX centuries, are announced. It is established, that the process of agricultural reclamation of Siberia in the second half of XIX – early XX centuries became prolongation of the traditional and long-term practice of imperial

building, promoting the activation and strengthening of administrative basis of the state activity in the outskirts and autonomy of social groups of Siberia.

Keywords: imperial policy, colonization, agrarian question, husbandry, resettlement.

SOCIOLOGY

E.Y. Protasova

DISCUSSIONS ABOUT NATIONAL SELF-DEFINITION IN THE FINNISH MEDIA

In this article the typical characteristics of the discussion of the markers of the national identity in the Finnish media is considered through the prism of statistical data and the most significant common features, important for the self-definition of the people. The goal of the article is to depict the struggle for the self-understanding through reflection upon activities and self-description. The need of self-definition appears not only among politicians, but also among representatives of the broader layers of the population. It can be provoked by the folk memory, by the necessity of explaining the sense of certain own utterances or customs to the foreigners or interpreting the reactions of a guest and to see oneself from the outside. In Finland, the reasoning about 'who are we, the Finns', i.e. auto-categorization, takes an important place in the various publications.

Keywords: self-definition, self-understanding, categorization, media studies, social discourse.

B.B. Steblyak

NEOLIBERAL IDEOLOGY IN THE SYSTEM OF CONCEPTUAL MANAGEMENT

The article examines the ideological aspects of neo-liberal ideology in the formation of modern Russian cultural space and technology, by which the valuable bases of the Russian culture and economy are destroyed. The specificity of Western ideology is that superficially there is no monolithic valuable framework, but all the ideas, supplementing each other, create a logically considered picture of the world, with the help of which one can solve all the problems of life. Concepts of neoliberalism, globalization, post-industrial society, "golden billion", postmodern, multiculturalism, consumerism, secularism, feminism, same-sex relationships, and ecological concept are internally related. How to get away from American colonial dependence and neo-liberal doctrine, that determine the degradation and disintegration of the country, is the main problem, which solution puzzles the Russian scientists.

Keywords: conceptual management, neo-liberal ideology, Russian culture.

P.A. Stepnov

EDUCATION AS A FACTOR FOR INCREASING THE COMPETITIVENESS OF THE SOCIETY

The paper considers the factors and conditions established in the educational sphere and contributing to the reduction of the international competitiveness level of the modern model of socio-economic development in the Russian Federation.

Keywords: human and physical capital, higher professional education, structure of the workforce, educational institution.

V.A. Chyornya

SOCIAL-LABOR MIGRATION IN MODERN SOCIETY: RURAL-URBAN MIGRATION IN UKRAINE

This article examines the migration processes that take place in modern society. There has been steady migration of rural population to the cities over the past decade. There are various motives for rural migration such as job opportunities, better living conditions, and meeting the cultural needs.

Keywords: migration processes, migration, rural population, labor migration, migration of people who live in villages, internal migration, external migration.

S.G. Chukhin

SOCIO-CULTURAL CONDITIONALITY OF THE FUNCTIONAL CHANGES OF CIVIC EDUCATION

This article discusses the basic contradictions of modern socio-cultural conditionality of civic education. The main objective of the study is to of functional changes in the theory and practice of civic education under the influence of socio-cultural situation of the postmodern historical period or post-postmodern.

Keywords: civic education, modern, modernized society, postmodern, post-postmodern postmodernism.

PEDAGOGICS

A.Yu. Asriev, Y.V. Trubin

SYSTEM OF CADET EDUCATION AND PREPARATION OF YOUTH FOR MILITARY SERVICE

In article major factors of formation of the state system of training of citizens to military service and possibility of cadet education in this area are considered. The current state of cadet education and its main ideas is considered.

Keywords: military service, training of citizens, cadet education, tendencies.

D.N. Krivogina, E.N. khamaturova

OBJECTIVE REASONS FOR THE TRANSITION TO MODULAR PROGRAMS BASED ON COMPETENCIES (ON THE EXAMPLE OF THE DISCIPLINE «ENGINEERING PREPARATION AND LANDSCAPING» OF SPECIALTY 270802 «CONSTRUCTION AND OPERATION OF BUILDINGS AND STRUCTURES»)

The article deals with the objective reasons for the Russian Federation transition to modular programs based on competencies. For the formation of the competencies of today's specialists, teaching materials involving computer training and supervising programs have been developed on the example of the discipline "Engineering preparation and landscaping" of specialty 270802 "Construction and operation of buildings and structures".

Keywords: teaching materials, modular education, competencies.

V.V. Lorents

CONDITIONS OF REALIZATION OF THE CROSS-BORDER HIGHER EDUCATION

The article considers cultural and historical background of the development of cross-border education in Russia, globalization of the educational markets, relevance and purposes of the cross-border higher education, prospects of the information educational space development.

Keywords: cross-border education, internationalization, international cooperation, continuous education, integration, globalization, common educational space.

N.S. Makarova

THE DEVELOPMENT OF DIDACTIC KNOWLEDGE OF EDUCATIONAL PROCESS IN HIGHER EDUCATIONAL INSTITUTE

The article considers the development of didactic knowledge of educational process in higher educational institution. The main objective of the article is to give reasons for the development of certain research trends in higher education didactics. The author underlines that the development of scientific and didactic knowledge is a step-by-step process towards its conceptualization. The author gives characteristics of internal and external factors that determine a current state of scientific and didactic knowledge.

Keywords: didactic knowledge, educational process in higher educational institution, higher education didactics.

G.P. Sinitsyna

CHANGES IN THE VOCATIONAL AND EDUCATIONAL ENVIRONMENT IN TERMS OF THE INDUSTRIAL EDUCATION CLUSTER

The article analyzes the approaches to the definition, description of the structure and functions of the education cluster, reveals the essential features of the industrial education cluster and describes the structure and changes in vocational and educational college environment in terms of the industrial education cluster.

Keywords: clustering, education cluster, industrial cluster, education cluster architecture, vocational and educational environment, educational space.

L.V. Fedyaeva, Y.M. Sapkireeva

ELECTIVE COURSES: FRUSTRATED HOPES

The article considers the main directions in innovative pedagogy, such as personal orientation and variability in education, that are implemented through subject oriented training. The author draws a parallel between extensive training and subject oriented training, represented by elective courses as its component, and analyzes the content of the elective courses of the years 2008 - 2014.

Keywords: subject oriented training, elective courses.

PSYCHOLOGY

E.A. Steblyak

PERCEPTION AND UNDERSTANDING OF THE DIFFICULT AND CRISIS SITUATIONS BY PERSONS WITH INTELLECTUAL DISABILITIES

The article discusses research directions representations of persons with intellectual disabilities about socially significant objects and social situations, especially the perception and understanding of persons with intellectual disabilities and challenging crises. Indicated limited use of behavioral strategies «resolution of the situation», these persons and hypertrophied immature and inefficient use of psychological defense mechanisms.

Discussed the advisability of forming individuals with intellectual disabilities and behavioral coping strategies interpretive with difficult life situations . Theoretical and methodological basis of training for people with intellectual disabilities analyze problem situations and interpretive coping. Indicate the means of the psychological impact on the level and quality of cognitive appraisal of persons with intellectual disabilities. The possibilities of conceptual understanding on the interpretation of the problem situation and the prospects for their didactic equipment.

Keywords: intellectual insufficiency, social adaptation, coping strategies, coping interpretative.

LET THE YOUTH SAY

A.K. Dosanova

MORPHEME DERIVATE AS METHOD OF NOMINATION OF BIOACTIVE ADDITIONS IN RUSSIAN

The active methods of morpheme derivate, which are used for creation of the names of bioactive additions in modern Russian, are examined, their connections are established with semantic derivates.

Keywords: morpheme derivate, semantic derivate, nomination, affixation.

I. Laftimi

**THE MULTILINGUAL MODEL OF THESAURUS TYPE FISHING INDUSTRY
DICTIONARY FOR TRANSLATION**

The article covers a need to create a multilingual model of thesaurus type fishing industry dictionary for translation. The article also addresses major challenges of creation of the multilingual thesaurus, describes its modeling, and also indicates the prospects for its practical application

Keywords: thesaurus, multilingual model of thesaurus type fishing industry dictionary for translation, Information Retrieval thesauri.