

ABSTRACT AND KEYWORDS

PHILOSOPHY

E.S. Valevich

THE INCONSISTENCY OF PERSONALISM IN THE CULTURE OF CONSUMPTION

The article discusses the essential features of the process of personalization in modern society, which, in essence, is quite controversial. Defines the role of consumer culture in the process. The individual, in an attempt to emphasize their individual qualities, should be imposed by the culture of consumption notions about the person (psychological, moral, aesthetic, etc.), forfeiting their uniqueness and turning into a «product» of consumer society.

Keywords: consumer, consumer culture, Narcissus, personalization, emptiness, imposture.

V.V. Gopko

WHETHER EXCESS CONSUMPTION IS SO SUPERFLUOUS?

For a long time in articles and monographs of considerable number of authors the so-called mass society is exposed to uncompromising criticism, one of which condemned characteristics is the aspiration of the modern person to excess consumption. This criticism turned into some kind of philosophical banality. In article an attempt to raise a question of validity of unconditional condemnation of "consumerism" and to show an unilaterality of such approach is made.

Keywords: excess consumption, mass person, interests of the person, things, fashion.

G.V. Gornova

THE ANTINOMY OF CULTURE

The article analyzes the methodological potential of antinomic approach to culture. The antinomy is regarded as the inalienable property of the culture, as one of the mechanisms of its development. Fixed connection between freedom and antinomy.

Keywords: antinomy, culture, freedom, rationality

Zh.K. Kenispaev

DICTATORS FROM THE PAST

The article is devoted to analysis of the reasons for the return of modern man to the archaic layers of his consciousness. A significant role in a person's life plays his spiritual experiences in the past. It is argued that innovation actually are well camouflaged conservative ideas that shape the social behavior of man

Keywords: human, consciousness, dictators, behavior.

N.G. Krasnoyarova

THE BASIC PRINCIPLES OF THE PHILOSOPHY OF CULTURE AS A METHODOLOGY

The article discusses the philosophy of culture as a reflection of culture, referring to the essential manifestations of its integrity and diversity of ways of its expression; defines basic principles of philosophy of culture as methodology.

Keywords: culture, philosophy of culture, principles of the philosophy of culture as a methodology, «all in all», «world event», concept, fragment.

L.K. Nefiodova

INHERENT AND CONTINUAL STARTED BABY WE

The article discusses the ontological early childhood, in particular the status of the child belonging to the world of children, as indicated by the author through the concept of child We are to understand the immanent and continuous as the Foundation of the establishment of the child in being based on the resolution as a special point of achievements in building and maintaining communication with the source of existence, providing the child the required limits in its development and activities.

Keywords: childhood, child, baby We, immanent, transcendent, continuous, discrete.

D.V. Pivovarov

RELIGIOUS PHILOSOPHICAL MODEL OF MAN: THREE-DIMENSIONAL MAN

The article describes and analyses two main religious-philosophical models of a human being - models with two dimensions and three dimensions of a person. Supporters of the dual model treat a man as the unity of material body and immaterial soul; they identify human spirit with the intellectual capacity of our souls. Supporters of the model with three dimensions introduce external feelings into the structure of the human soul, will and intelligence; but they understand the spirit of a man as the unity of his faith, intuition and conscience.

Keywords: man, body, soul's functions, paradoxes of human soul, functions of human spirit, carnal man, spiritual man.

A.S. Sharov

CONVERSION IN CULTURE AND DEVELOPMENT OF THE PERSON

The article considers various types and forms of the conversion in the culture and development of the person. It is justified, that playing nature is not only a part of the culture but one of the main phenomena of the human existence. Conversion, being a basic concept, includes imitation, mimetic response, contagion, identification, empathy, compassion, transfiguration, and feeling-into. There are 3 periods in the development of the conversion mechanism, such as imitation and mimetic response, feeling-into, and self-collecting in the axiological reality. While conversion is understood as the mechanism of decentration of "I-Position" in the inner world of the imagination, which is reflexively and regulatively collected and settled in the axiological reality. The person sees, relates, and acts according to the new position.

Keywords: conversion, imagination, I-Position, decentration, settle in, reflection, axiological space.

E.A. Shtekhman

GENERAL ISSUES ON THEORY OF ANTHROPOLOGICAL RESEARCH OF THE CATEGORIES 'DEBT' AND 'DESIRE'

The article considers the nature of the phenomenon of duty and desire. The author notes that the research problem is one of the most important and at the same time the least studied in philosophy. Also the researcher draws attention to the fact that the unconscious or the conscious pursuit of desire is a compliance or noncompliance with debt. Desire, according to the author, is a passion of desire and duty is the necessity to perform any duties.

Keywords: consciousness, ethical, philosophy, category, owe, wish.

PHILOLOGY

S.Yu. Budekhin

«HAMLET» BY SHAKESPEARE AND THE TRAGEDY OF REVENGE: EVOLUTION OF THE GENRE

The article describes the distinctive genre elements of the tragedy of revenge that are essential for the English drama of the Elizabethan period. The focus is on "Hamlet" by Shakespeare, which is on the tapis as the evolution of the genre of the tragedy of revenge.

Keywords: Renaissance, Kid, tragedy of blood, tragedy of revenge, Shakespeare, Elizabethan theater.

E.A. Glotova

FAMILY IN RUSSIAN NATIONAL CONSCIOUSNESS

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 family shown in the phraseological units and paroemia. Besides, there is a variety of explanatory dictionaries describing both the key lexical item family and the concept of family in different scientific traditions.

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

I.E. Ezan

THE QUOTED WAY OF INFORMATION TRANSFER IN GERMAN JOURNALISTIC PUBLICISM

In the present article the basic features of form and content of the quoted ways of another's speech transfer, as well as semantic and pragmatic types of quoting are considered.

Keywords: pragmatics, a media discourse, direct and indirect speech, quoted way of information transfer.

O.Yu. Nikolenko, N.A. Fajlert

THE NOMINATIONS OF MYTHICAL CREATURES: THE HISTORY OF LEXICAL GROUP ACCORDING TO LEXICOGRAPHIC SOURCES

The article deals with the words of the Modern Russian and Old Russian languages indicating mythical creatures. The classification of the lexemes in terms of cultural and mythological genesis reveals the basic ways of historical development of the group. The historical and modern lexicographical publications have been used as sources of material.

Keywords: myth, mythical creature, Old Russian, lexical group, lexicography.

T.V. Oschepkova

TURNING EVERYDAY WORDS INTO TERMS AS A MEANS OF ENRICHING TERMINOLOGY OF HERMENEUTICS

In this paper the author considers the terms which appeared as the result of semantic changes of everyday words. The author analyses the reasons of these changes giving examples of the terms of hermeneutics.

Keywords: hermeneutics, terminology, everyday words, terminologisation, semantic changes.

A.N. Popova

TO THE PROBLEM OF SEMANTIC MODELING OF CHILD IMAGE IN RUSSIAN LANGUAGE PICTURE OF THE WORLD

This article contains materials which are previous to semantic modeling of the child image in the Russian language picture of the world. Based on dictionaries, the child age boundaries are identified and its lexical-semantic field is outlined.

Keywords: linguistic picture of the world, linguistic image of the child, child age.

A.V. Ulanov

CONSTANTS OF THE MILITARY LINGUISTIC PICTURE OF THE WORLD IN THE RUSSIAN LANGUAGE AT THE BEGINNING OF THE XX CENTURY

The article is devoted to the specifics of the mental categories that are implemented in the Russian institutional military discourse of the early XX century. The author comes to the conclusion that the basic constants of the Russian military linguistic picture of the world, such as 'the attitude to war', 'the attitude towards the Motherland', 'the attitude to the armed forces of Russia' and 'the attitude towards co-workers', are implemented in the Russian language at this stage of development. Besides, the structural contradictions of this period reinforce negative connotations within the military-discursive space. The article is written on the material of the military memoirs and fiction of the period of the Russian-Japanese and the First World Wars.

Keywords: military discourse, constants, mental categories.

A.A. Shadrina

THE ANALYSIS OF AN EMOTIONAL COMPONENT OF THE MEANING OF WORD «HOMELAND» IN CONDITIONS OF EDUCATIONAL TRILINGUALISM

The peculiarity in formation of the emotional component of the word meaning in a person's mind, in condition of an educational trilingualism, is being investigated based on the contemporary psycholinguistic approach to the meaning of the word as a "living knowledge". The output to the meaning of the word in a person's consciousness could be found through an associative experiment, the results of which may be introduced as an integrative model in the meaning of the word. The results of this experiment, conducted by the author, have shown the quality and quantity inhomogeneity of the emotionally-estimated component of the word in native and target languages.

Keywords: educational trilingualism, meaning as a "living knowledge", associative experiment, emotionally-estimated component of the meaning of the word.

A.A. Shestova

THE SEMANTIC RELATION BETWEEN THE RUSSIAN AND ENGLISH WORDS REFLECTING THE PHENOMENA OF THE TECHNOGENIC CIVILIZATION

The article is devoted to the semantic analysis of the words and word-combinations that deal with the phenomena of the technogenic civilization. The components of such word-combinations as «artificial intelligence»), «electronic culture», «information culture» and the noun «information» are analysed in Russian and English. The article aims to compare the views on the «artificial» in the scientific literature with the definitions in the Russian and English explanatory dictionaries. The semantic relation between the components of the word-combinations is ascertained in the direct and reverse order. The semes reflecting such phenomena as «good», «evil», «spirit», «person», «creation» and their derivatives are found in the definitions of the Russian and English adjectives «artificial», «electronic» and the noun «information».

Keywords: semantic analysis, artificial intelligence, electronic culture, information culture, natural.

HISTORY

M.K. Churkin

SIBERIAN REGIONAL IDENTITY IN THE RESETTLEMENT PROCESS OF THE SECOND HALF OF XIX – EARLY XX CENTURIES

The article considers the problems of formation of the Siberian regional identity in the conditions of the agricultural colonization of Western Siberia in the second half of XIX -early XX centuries, reveals the factors and dynamics of this phenomenon. It is established that "run" of the resettlement process in post-reform Russia was accompanied by changes in consciousness of the peasantry as the main subject of agrarian colonization. The building of the migration paradigm occurred in close relationship of the peasant personality with the environment. The policy-making process of adaptive behavior was carried out and the mechanisms of "corrosion" of the old model

of regional identity and the formation of new one were determined in terms of the interaction of migrants with the natural and social environment at all stages of the migration movement.

Keywords: regional identity, adaptation, altered consciousness, identity crisis, migration mobility, strategies of adaptive behavior.

N. I. Churkina

READING IN THE SYSTEM OF TEACHING STAFF TRAINING: HISTORICAL-PEDAGOGICAL POINT OF VIEW ON THE PROBLEM

The article examines the problem of modern Russian education - declining interest in reading and low reader's literacy of pupils and students of pedagogical educational institutions. The present thesis is based on the fact that it is impossible to accustom pupils to reading in case their teachers are not keen on it. The article represents the results of the processing of the archival materials, showing that there were interesting activities for reading culture development in pedagogical seminaries and institutions of Western Siberia of the XIX-XX centuries (i.e. forming lists of recommended fiction, holding literary evenings, organizing awareness-raising work etc.) which can be used in modern pedagogical education.

Keywords: pedagogical education, reader's literacy, reading culture, pedagogical seminaries, pedagogical institutes, Western Siberia.

SOCIOLOGY

S.V. Gunbina, R.A. Litvak

PROBLEM OF DEVELOPMENT OF STUDENTS' SOCIAL ACTIVITY IN MODERN SOCIETY

The need for development of students' social activity in the youth public associations is pointed out in the article. The essential characteristics of social activity are specified on the basis of philosophical, psychological, and sociological research.

Keywords: activity, social activity, youth public associations.

T.V. Kravtsova

CONCEPT OF ACADEMIC MOBILITY IN THE HUMANITIES

This article is devoted to the issues connected with essential characteristics of academic mobility. The author analyzes the place of academic mobility in the humanities. Academic mobility is considered in the context of multicultural education.

Keywords: academic mobility, social mobility, pedagogical mobility, cultural mobility.

N.A. Melnikova, Yu.S. Gorbachova

SPECIFICS OF COMMUNICATIONS IN EXHIBITION TECHNOLOGIES OF BUSINESS-TO-BUSINESS FIELD

The exhibition communications specificity in business-to-business (B2B) field is revealed in the article. The authors define business communication particularities in the field of organization practice and bring out distinctive B2B-marketing features. The results of the research on arranging and conducting a product exhibition and exhibitions of advertising manufacturing companies are presented in the article. The target audience character is determined and the techniques of working with opinion leaders and stakeholders are identified.

Keywords: exhibition communications, business communications, business-to-business field, communications of organization, marketing of organizations, B2B-communication particularities, exhibition projects.

P.A. Stepnov

ENDOWMENT FUNDS IN THE RUSSIAN EDUCATIONAL SPHERE

The article analyzes the main trends in genesis, establishment and development of the endowment funds in the Russian system of higher professional education: legal, economic, organizational and historical aspects are discussed. The key problems of creation and implementation of the endowment funds in Russia are pointed out in comparison to worldwide practice.

Keywords: endowment fund, Federal law, non-profit organization, state educational institution of higher professional education, institute, law enforcement.

O.A. Fadeyeva

SYMBOLIC COMMUNICATION OF A POLITICAL LEADER'S IMAGE

The article covers the problems of political image construction as communicative and sense-making structure based on archetypical branding of the politician and national-cultural stereotypes and symbols. A political leader whose image is constructed with the use of national cultural patterns of thinking is successfully promoted and easily becomes the trade mark of the country.

Keywords: political image, political image construction, symbolic image features, political myth, archetype, mentality, national stereotype, political branding.

CULTUROLOGY

D.A. Gusev

ARTS AND CRAFTS AS A FORM OF MANIFESTATION OF THE RUSSIAN NATIONAL IDENTITY

The article discusses arts and crafts as a form of manifestation of the Russian national identity. The essential characteristics of arts and crafts, that define their cultural and historical significance and educational potential, are revealed.

Keywords: arts and crafts, national identity, a rural school.

B.Yu. Kassal

PALEOLITHIC IMAGES OF REPRESENTATIVES OF THE GENUS BISON: ZOOLOGICAL EVALUATION OF ONE ASPECT

Paleolithic images of the genus Bison allow zoological measurement of specific behavioral acts. Situations in which the representatives of the genus Bison weakened control over the surrounding area, and they could be hunted arouse a particular interest to the authors of these images. To understand these features the specific knowledge of the modern interpreter, allowing to establish a cause-and-effect relationships hidden in the image of the object of attention of the hunters of Paleolithic times, is required.

Keywords: Paleolithic, representative of the genus Bison, unusual posture, observation, works of art, artists and hunters.

D.M. Fedyaev

CHARM OF THE KNIFE: TENDENCY OF SYMBOLIZATION OF THINGS IN MODERN CULTURE

Cultivation of the symbolic content of manufactured goods allows market capacity to increase almost boundlessly. Some symbols represented in design decisions of the knives of serial production are discussed in the article. The specific features of symbolization of goods, referring to modern culture, are shown.

Keywords: symbol, tradition, reasonability, cautiousness, weapon, knife.

PEDAGOGICS

S.E. Luparenko

CHILDREN'S GAMES LIBRARY IN THE SYSTEM OF EXTRACURRICULAR EDUCATION IN THE USSR (1930-1950)

The history of emergence of children's Games Libraries in the USSR, their tasks (extension of work on organization of children's cultural leisure time; increase of political-ideological level of children's entertainments and games), directions of work (organizational, methodic, instructive and consultative, mass educational, experimental works) and forms of educational work with children and adults (game contests, quizzes and tournaments, competitions, shows of scientific entertainments, excursions, talks, games, demonstration of interesting experiments, science fiction "travel", exhibitions, holidays) have been revealed. The results of the activity of Games Libraries have been characterized. The difficulties in organization of the work of Games Libraries have been revealed. They are: some Games Libraries' absence of own premises; some educational establishments and teaching staff's absence of support for the work of Games Libraries because of poor organization of educational activity at educational institutions, lack of the required amount of games and toys, inefficiency of instructive work, insufficient publishing activities of Games Libraries.

Keywords: children's Games Library, children, extracurricular education, leisure time, games, children's extracurricular institutions.

S.A. Mylnikova

UNIVERSITY TEACHERS' TRAINING FOR INTERCULTURAL COMMUNICATION IN THE SPHERE OF EDUCATION

Internationalization is an important feature of modern education. The value aspects of intercultural communication are discussed and characteristics of the teacher's readiness for communication are revealed in the article. The invariant module programmes on intercultural cooperation training and more productive educational strategies are pointed out.

Keywords: intercultural communication, communicative act, value, module, educational strategy.

L.V. Fedyeva, A.K. Serikova

ORGANIZATION OF SUBJECT ORIENTED EDUCATION IN A RURAL SCHOOL

The article considers the special features of the subject oriented education and specifics of its implementation in a rural school.

Keywords: subject oriented education, individual educational itinerary, a rural school.

N.A. Chechulina, E.G. Skibitsky, A.S. Likhachev

EXPLORATORY COMPETENCE FORMATION OF THE YOUNG RESEARCHER

Exploratory competence is focused on learning and successful implementation of the research methodologies, skills in interpreting the achieved results. During educational process, this competence is implemented in research, preparation of grant applications, preparation and defence of the term and diploma papers, Master's thesis.

Keywords: competence, methodology, grant, thesis, diploma, term paper, observation, imagination, thinking, intuition, motivation.

SHARING METHODOLOGICAL EXPERIENCE

E.A. Zhestkova

EXPERIENCE OF PARTICIPATORY ORGANIZATION OF THE EDUCATIONAL PROCESS AT ARZAMAS BRANCH OF N. I. LOBACHEVSKY STATE UNIVERSITY OF NIZHNI NOVGOROD

The features of the organization of the educational process in the transition of national universities to the so-called subject-subject educational paradigm are considered. The innovative technologies of organization of the educational process are presented.

Keywords: learning model, innovative technologies, Participatory Organization, students' independent work.

E.V. Zernina, Yu.V. Chursina

MOULDING ECONOMISTS' PROFESSIONAL COMPETENCE THROUGH INTERACTIVE EDUCATIONAL TECHNOLOGIES

The article suggests interactive methods to be used while teaching complex analysis of the enterprise's economical activity as a means to ensure professional competence of the students getting their Bachelor's degree in Economics.

Keywords: interactive teaching methods, competence approach, professional competence, higher education, complex analysis of the enterprise's economical activity, heuristic discussion.

E.V. Maklayeva

ABOUT FUTURE PRIMARY SCHOOL TEACHERS' TRAINING FOR THE FORMATION AND DEVELOPMENT OF PRIMARY SCHOOL STUDENTS' SPATIAL CONCEPTS

The development of thinking, intuition, and imagination of students should be named among the important directions of realization of developing learning function, in particular in learning mathematics. Spatial thinking, being a variety of figurative thinking and providing freedom and ease of creating images and operating them, is one of the most important qualities of the person. The most successful development of spatial thinking takes place in the early school years. The possible ways of improving university students' training for the formation and development of primary school students' concepts are described in the article.

Keywords: spatial concepts, student, mathematics, formation, development, primary school student.

L.V. Filippova

EXPERIENCE IN DEVELOPMENT OF THE TRAINING COURSE "SPEECH PROFICIENCY OF THE TEACHER"

The article reveals the aim and tasks of the course, the logic of its formation, and methodical means. The tasks and exercises providing students' successful learning of the course are offered.

Keywords: competence, professional activity, pedagogical process, communicative competence, communicative skills, speech proficiency.

LET THE YOUTH SAY

A.A. Kovalevsky

Research supervisor: Doctor of Philosophical Sciences, Associate Professor G. V. Gornova

POSTNIHILISM AS A FORM OF MODERN IDEOLOGY

XIX century was able to generate of all accumulated knowledge of philosophy for centuries nihilism, definite form of worldview that was dignified and harmonious product of his era. And though now nihilism is not outdated in its classical form, but still, it was replaced by a more modern version of it - postnihilizm which can fit to new issues of time. But because of absence of a precise definition of the second, mixing it with the first, can arise complexity in understanding, errors of interpretation, which we will try to removal describing postnihilizm as a modern form of ideology.

Keywords: nihilism, postnihilism, postmodernism, values, negative.

I.V. Novikova

Research supervisor: PhD in Philological Sciences, Associate Professor A. A. Paley

THE CATEGORY OF EMOTIVITY AND THE WAYS IT IS REPRESENTED IN THE BIBLICAL TEXT (ON THE ENGLISH VARIANT OF THE PROVERBS)

In this article different verbal means of expressing emotivity are considered. The basic objective of this study is to identify different stylistic devices which serve for representing the category of emotivity in the Biblical text (the Proverbs).

Keywords: emotivity, stylistic devices, cognitive-discourse approach.

REVIEWS

L.M. Karpova

SCIENCE IN «DISTORING MIRROR» OF ANTISCIENTISM

In the article there is a review of the book by S. F. Denisov. Antiscientism: conflictiveness and negativeness. Omsk: OSPU, 2013. 318p.

Keywords: science, images of science, scientism, antiscientism, philosophical and antropological senses, irony, prophecy, nihilism, risk, metaphor.

PROJECTS OF OSPU

T.N. Skok

THE USE OF ELECTRONIC EDUCATIONAL RESOURCES IN THE IMPLEMENTATION OF SOCIAL AND EDUCATIONAL PROJECTS THAT PROMOTE LITERACY AND CULTURE OF SPEECH

The article presents the specifics of the use of electronic educational resources in the activities of the social project, popularizing the Russian language. The project "Modern Russian" has been implemented at the Omsk State Pedagogical University for more than six years and offers linguistic assistance to residents of 26 countries. There are nine areas of practical philology in the project, which makes it very popular among different age and social groups.

Keywords: social and educational project, multimedia communication, applied linguistics, educational resource, Russian language.

MEMORY PAGES

Vorobyova Z.V. , Vostrova K.O.

RELICS AND RARE BOOKS OF THE VOROBYOV'S FAMILY LIBRARY:
DEDICATED TO 80 YEARS FROM THE BIRTH OF YU. V. VOROBYOV