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**ABSTRACT AND KEY WORDS**

**PHILOSOPHY**

**Yu.V. Artyukhovich**

**MORAL MULTIVALENCY AND DISCRETENESS OF PERSONALITY IN THE INFORMATION SOCIETY**

This article analyzes the axiological transformation of morality in the information society. Formation of the information society in Russia takes place in the situation of normative-value pluralism: there are contrasting samples and standards as the orientation to norms and values in social structure. The author introduced and examined from the viewpoint of axiology the notions of moral multivalency and discreteness of personality. Moral multivalency of personality is a chaotic mixture of different axiological standards in the personal axiosphere. Moral discreteness of personality is situational compliance with moral principles and rules as opposed to moral continuity.

**Keywords:** moral multivalency, discreteness and continuity, information society, personality.

**M.V. Vinarskiy**

**WHY THE "SCIENTIFIC CREATIONISM" IS IMPOSSIBLE?**

The article deals with the epistemological foundations of the so-called scientific creationism that pretends to develop a new scientific worldview consistent with the postulate of supernatural Creation or Design. It is shown that such attempts are not compatible with the standards of scientific work universally accepted today. The functions of the "scientific creationism" are apologetic rather than cognitive. The "scientific creationism" is considered here to be among other phenomena of the mass culture. It exploited various social myths and prejudices concerned with science and scientific knowledge.

**Keywords:** "scientific creationism", scientific worldview, scientific knowledge, mass culture, evolutionary theory.

**Yu.V. Gritskov, D.V. Lvov**

**ARCHETYPES OF IN-GROUP UNITY**

The interaction between corporativity and hierarchy archetypes in the process of becoming a group community is considered in the article. The emerging contradictions in this process are investigated.

**Keywords:** archetype, hierarchy, corporativity, identity.

**L.M. Ishkuvatova, A.V. Tkachenko**

**"LI" AND "FA" CATEGORIES IN TRADITIONAL CHINA LEGAL BOUNDARIES**

China legal tradition was formed under the influence of the ancient systems of philosophy, such as Confucianism, Taoism, Legalism. The evolution of Ancient China legislation demonstrated the majority of Confucianism and Legalism, which embody the power of tradition ("li") and law ("fa"). The combination of these systems formed the foundation of Ancient China legal boundaries and became the basis of the Far-Eastern legal family.

**Keywords:** China law, Legalism, Confucianism, Taoism, Far-Eastern legal family.

**A.I. Toboev**

**THE CONCEPT OF ECOLOGICAL CONSCIOUSNESS**

The article examines the concept of ecological consciousness in modern culture. The author draws attention to the fact that the term "ecology" has the widest range of applications. But even before scientific understanding of this term in the traditional culture, there were principles of the man's ecological relation to the nature. Meanwhile, there is a need for the definition of ecological consciousness which plays an important role in the process of formation of the man's ecological culture.

**Keywords:** man, ecology, consciousness, culture.

## PHILOLOGY

**O.R. Abdrakhmanova**

FOREIGN LANGUAGE INCLUSIONS IN TRANSLATION AND INTERPRETATION TRAINING

The paper studies the topic of the students' capability to understand the role of foreign language inclusions in the target text. It also considers the difference in perception of foreign language inclusions by translation- and non-translation students. The author suggests some teaching techniques aimed at forming professional competences in translation and interpreting.

**Keywords:** foreign language inclusions, translation and interpretation training, translator's professional competences

**U.S. Baymuratova, A.S. Naumova**

AUTHOR INNOVATIONS IN THE TRANSLATION OF THE NOVEL – FANTASY "DARKFEVER" BY KAREN MARIE MONING

This article considers the translation peculiarities of English author innovations in the most popular genre of fiction – fantasy, describing the surreal world of magic and fantasy. Translation analysis is performed on one of the novels by contemporary American writer Karen Marie Morning who has not yet been studied. The lookup table is comprised of author innovation while calquing on the principle of "original – translating"; our own versions of the translation with explanations are offered in case of inaccuracies. Not only standard innovations are analyzed, but also nonce words of the third degree. There is the conclusion about lexical and semantic innovations functioning in the translation, also there is the quantitative calculation of used methods of translation, namely calquing, receiving functional replacement, transliteration, transcription and descriptive translation.

**Keywords:** fantasy, author innovation (standard – nonstandard, lexical – semantic), methods of translation.

**M.V. Batyushkina**

CAPITAL LETTERS IN THE NAMES OF PUBLIC AUTHORITIES: THE CORRELATION OF LINGUISTIC THEORY AND PRACTICE OF LAW-MAKING

The article addresses the question of the specificity of the capital letters in the names of public authorities are studied on base of analyzing of current legislation.

**Keywords:** capital letters, norms and variants, legal acts, legal technique.

**L.A. Dubinina**

POETICS OF THE V. BRYUSOV'S SHORT STORY "SISTERS. (FROM JUDICIAL RIDDLES)"

The article examines the poetics features of V. Bryusov's short story "Sisters". It is shown that in the short story basis composition is mounting domes, similar cinematic mise en scene, and "frames" within each of them. Multi-layer organization of the narrative is the reconstruction of the protagonist's stream of consciousness, in a state of half-sleep, half delirious. Hero's Surreal vision include images of the three sisters, conveying complicated love relationship between all of them.

An important role is played by the intertext, the names and motifs symbolics, mythopoeics. All this allows us to consider "Sisters" not only in the symbolic stylizations, but neomifology.

**Keywords:** a short story, neomifology, intertext, an intermedial poetics, stylization, motif.

**T.A. Dyakova**

PHRASEOLOGICAL REPRESENTATION OF SOME WEDDING RITES (BASED ON THE UKRAINIAN DIALECTS OF VOSTOCHNAYA SLOBOZHANSCHINA)

The article deals with features of phraseological representation of some wedding rites based on the material of Ukrainian dialects of Vostochnaya Slobozhanschina.

**Keywords:** phraseologism, rite, dialects, ritual actions, belief, bridegroom, bride.

**I.E. Ezan**

REALISATION OF THE FACTOR OF THE ADDRESSEE IN ROMAN HERZOG'S SPEECHES ON FOREIGN AND DOMESTIC POLICY

This research is based on ten speeches by Roman Herzog (the ex-president of the Federal Republic of Germany). The purpose of the factor analysis is to develop models, concepts and methods that allow analyzing and interpreting files of the experimental or observable data regardless of their physical nature.

**Keywords:** pragmatics, political linguistics, public speech, the factor of the addressee, factor analysis.

**E.E. Kruglyak**

THE PECULIARITIES OF CANADIAN FRENCH

The article is devoted to the research of the lexical composition of Canadian French. It is shown that the vocabulary of the Canadian variant of French is heterogeneous. It comprises lexical units similar to those in the French language of France, canadianisms, archaisms as well as English borrowings.

**Keywords:** Canadian French, lexical composition of the language, variability.

**T.V. Nadozirnaya**

PELEVIN VS NABOKOV: "S.N.U.F.F." AS A REMAKE OF "LOLITA"

In the article the novel "S.N.U.F.F." by V. Pelevin is compared to "Lolita" by V. Nabokov. Pelevin references successively to Nabokov's text and there are obvious parallels in the themes, problems, plot, system of characters, etc. The analysis shows that the comparison with "Lolita" allows revealing substantial divergences between futuristic Pelevin's remake and the classic pretext. Thus, the interpretation of the theme of art is especially meaningful.

**Keywords:** Nabokov's intertext, remake, art, parallel.

**D.G. Nikolaychuk**

DIALOGUE OF THE MALE AND FEMALE WORLD VIEWS IN N. M. KARAMZIN'S POETIC ALMANAC "AONIDES"

The article describes the works published in N. M. Karamzin's poetical almanac "Aonides". Special attention is paid to the poems of particular genres, as well as the couples of poems demonstrating an original dialogue between the man and the woman. It is proved that the form and content of the dialogue are a part of the publishing strategy.

**Keywords:** 18<sup>th</sup> century poetry, sentimentalism, poetic almanac, N. M. Karamzin, dialogue, male world view, female world view.

**E.G. Taratina, A.I. Avdeeva**

FEMALE ANTHROPONYMS IN CHUVASHIA BEFORE THE REVOLUTION

This article traces the history of female naming in Chuvashian tradition from the heathen times to the beginning of the 20<sup>th</sup> century.

**Keywords:** anthroponym, name structure, language interaction.

**Z.M. Khadyeva, M.S. Zubovski**

MILITARY TERMINOLOGY IN THE ARABIC LANGUAGE

The article is devoted to military terms. It considers the ways of military term formation in the Arabic language.

**Keywords:** term, military terminology, word formation, Arabic.

**Chyk D.Ch.**

THE JEW STEREOTYPE IN THE UKRAINIAN AND ENGLISH HISTORICAL NOVEL OF THE FIRST HALF OF THE 19<sup>th</sup> CENTURY

The article deals with the theme of modeling the Jew stereotype in the Ukrainian and English historical novels of the first half of the 19<sup>th</sup> century. It is proved that the Jew image in the literary texts of W. Scott, P. Kulish, Ye. Grebinka is often a prototype of the villain, who intrigues and tricks trying to get on with his current or ex-offenders, and often to deceive and destroy them. At the same time, he is a humiliated and powerless pariah in the Christian community, a man of the "lower class".

**Keywords:** stereotype, novel, historical fiction, the image of the Jew, imagology.

**T.A. Yudina**

SEMANTIC COMPONENT OF "CITY" IN THE STRUCTURE OF THE CONCEPT OF "ORENBURG" (ON THE BASIS OF THE PROSE WORKS OF THE 19<sup>th</sup>-20<sup>th</sup> CENTURIES)

The concept of "Orenburg" is represented by several semantic components, one of which is a semantic component of "city". The article provides a description of this semantic component based on the materials of the fiction of the 19<sup>th</sup> - 20<sup>th</sup> centuries.

**Keywords:** cognitive linguistics, concept, semantic component, language picture of the world, fictional text.

## HISTORY

**G.I. Korolyova**

TRANSFORMATION OF CONCEPTUAL BASIS OF HISTORY IN MODERN UKRAINE

The article substantiates the idea that during the formation of the statehood of Ukraine (1991-2015) the political and scientific elite of the country has transformed the basics of history as a science from the perspective of ideological deformation request of public consciousness. It is alleged that the inculcated version of history-martyrology leads to civilizational and social marginalization and archaism of the Ukrainian heritage. The arguments of the creators of a new concept of history of the Second World War and the Great Patriotic War are analyzed. It is shown that the process of deformation of the historical past of Ukraine as a state and the Ukrainians as a nation is active at the present stage.

**Keywords:** history, history-martyrology, transformation of historical concept, deformation of history, patriotism, the Second World War, the Great Patriotic War.

**A.K. Potapov**

POLITICAL SITUATION IN THE BALTIC STATES DURING THE YEARS OF PERESTROIKA (BASED ON THE MATERIALS OF THE NATIONAL HISTORIOGRAPHY)

The article deals with the main stages of the study of political development of the Baltic States in the years of perestroika (1985-1991) and the way it was described in the national historiography. The national historiography review of the period from 1988 to the present day is made on the basis of the work of Soviet and Russian authors.

**Keywords:** Baltic States, perestroika, political development.

**E.V. Chernysheva**

**POSITION OF CIVILIAN EMPLOYEES IN THE ZEMSTVO: DISCUSSION OF THE BEGINNING OF THE 20<sup>th</sup> CENTURY**

The author sees the main objective of this article in discovering the reasons of influence strengthening of zemsky employees in local self-government at the beginning of the 20<sup>th</sup> century. The other important task of the research is to show the changes occurring in nature of the Russian liberalism on the example of discussion about the role of provincial and district zemstvos.

**Keywords:** zemsky employees, zemsky self-government, provincial and district zemstvos, Russian liberalism.

**M.K. Churkin**

**"WILLY-NILLY TRAVELERS": PEASANT MIGRATIONS TO SIBERIA IN THE RESETTLEMENT DISCOURSE OF THE SECOND HALF OF THE 19<sup>th</sup> – BEGINNING OF THE 20<sup>th</sup> CENTURY**

Agrarian colonization of Siberia and the process of incorporating the region in general imperial construct are inextricably connected with understanding the reasons and internal logic of the actions of the peasant as the main subject of the resettlement movement. Resettlement discourse of the post-reform period representing the theme of migrations on the pages of the official and liberal-democratic "thick" journals, as well as in special works on the agrarian issue in Russia, gives an idea about the content-related aspects of the discourse, convergence and divergences in assessment of the motives of migration sentiment and expectations about the results of the resettlement. In the article, an attempt to identify the underlying value judgments related to the complex and multifactorial palette of the resettlement movement to Siberia in the second half of the 19<sup>th</sup> - beginning of the 20<sup>th</sup> century, which to a certain extent helped to overcome the inconsistencies and voids arisen in historiographical proportions, is given.

**Keywords:** resettlement discourse, migrations, agricultural colonization, peasantry.

**N.I. Churkina**

**COMMUNICATION CHANNELS OF THE STATE AND SOCIETY IN THE EDUCATIONAL SPACE OF WESTERN SIBERIA (THE END OF THE 19<sup>th</sup> - BEGINNING OF THE 20<sup>th</sup> CENTURY)**

The analysis of the activities of social organizations in Western Siberia during the indicated period and their participation in solving various educational problems is represented in the article. On the basis of the published and archival sources, the contribution of individual types of societies is described and the most popular forms and directions of their work that are important for the development of the regional education are highlighted. The conclusion about the necessity and conditions of the society involvement in education management in modern Russia is made.

**Keywords:** education, Western Siberia, social organizations, enlightenment, popular readings, pedagogical community.

## **PEDAGOGICS**

**A.T. Bolatbaeva**

**REVISITING CROSS-CULTURAL COMMUNICATION AND MULTILINGUALISM IN MODERN EDUCATION**

The article examines the issues of cross-cultural and international communication in modern education; problems of conceptual foundations of linguistic education; relevance of graded teaching foreign languages, professional translation and basics of cross-cultural communication; as well as the necessity to follow pluralism principles in foreign languages teaching.

**Keywords:** multilingualism, cross-cultural communication, foreign languages, pluralism, modern education.

**Yu.B. Drobotenko**

EDUCATIONAL MODEL "SCHOOL – UNIVERSITY – ENTERPRISE" AS A PLEDGE OF QUALITY IN EDUCATION

Different aspects of educational model "School - University - Enterprise" are presented in the article. The author proves the urgency of this model realization in contemporary educational practice, considers the possibilities of this model realization, its advantages and disadvantages for each side involved in its realization – school, university, enterprise. In conclusion, the author summarizes the results of the discussion that was held within the framework of the Second Intermunicipal Education Forum "Raising the Future Together" in Omsk and that was devoted to the problems of this model realization

**Keywords:** educational model, cluster, vocational training, professional community.

**N.A. Duka**

REFLECTION OF PRAXEOLOGICAL NORMS IN PROFESSIONAL STANDARD OF THE TEACHER

On the base of characteristics of the norms of pedagogical activities and description of the content of the concrete praxeological norms, the author shows their reflection in the professional standard of the teacher.

**Keywords:** professional standard of the teacher, norms of pedagogical activities, praxeological approach, praxeological norms.

**T.O. Duka**

CHALLENGES OF UNIVERSITY EDUCATION IN RUSSIA AND GERMANY

The article is dedicated to the description of the main challenges of University education development in Russia and Germany under the conditions of the entering into the all-European educational space. In this regard, three modalities of the comparison method, which were proposed by Ch. Alleman-Gionda ('synchronous examination', 'distortion of direction of educational policy', 'change of priorities and values'), have been used. The tendencies of changes in Russian and German University education are revealed.

**Keywords:** main challenges of University education, higher education, modalities of the comparison, globalization.

**Zh.B. Litvinova**

PEDAGOGICAL CONDITIONS OF PERSON-CENTRED APPROACH IMPLEMENTATION IN THE SYSTEM OF PRIVATE EDUCATION

In the article the author considers the forms and methods of organization of educational process and educational requirements to professional-pedagogical culture of the teacher ensuring optimal implementation of the principles of person-centered approach in the system of private education. The author reveals the benefits of the private school in the implementation of person-centered approach.

**Keywords:** person-centered approach, person-centered education, forms and methods of person-centered learning, "nondirective" teacher, favorable psychological climate.

**N.S. Makarova**

STUDYING NETWORK INTERACTION IN PEDAGOGICAL EDUCATION: RESULTS AND PROSPECTS FOR RESEARCH

The article presents an overview of scientific publications devoted to the theory and practice of network interaction in pedagogical education. The main purpose of the work is to summarize the results of research on network interaction in pedagogical education as well as determine the possibilities for quality improvement in teachers' training. The author points out that the prospects for research are connected with the development of cluster-based models within which new ways of interaction in pedagogical education are available.

**Keywords:** network interaction, pedagogical education, teachers' training, cluster-based approach, educational cluster.

**A.V. Nebrenchin**

FORMATION OF EDUCATIONAL SUBJECTNESS OF THE STUDENTS OF PRIMARY SCHOOL AGE AS A SUBJECT OF PSYCHOLOGICAL SUPPORT

This article reveals the essential characteristics of educational subjectness with respect of the students of primary school age. The conditions of its formation in the educational environment are considered.

**Keywords:** subjectness, educational subjectness, the structure of subjectness, psychological support.

**T.A. Parfenova**

THE INFLUENCE OF THE LEVEL OF TEENAGERS' ANXIETY SYMPTOMS ON SUCCESS IN EDUCATIONAL ACTIVITIES

The article is devoted to the actual problem of teenagers' anxiety and its impact on success in educational activities. The author conducted a detailed analysis of the correlation between the level of teenagers' anxiety symptoms and their success in educational activities. The article presents some results of the empirical study of the problem.

**Keywords:** correlation analysis, the structure of success in educational activities.

**K.A. Parkhomenko**

GEOMETRIC METHODS IN TEACHING DRAWING AS A METHOD FOR FORMATION OF THINKING, CONSTRUCTIVE VISION AND MASTERY OF FORM

The article analyzes the interpretation of the geometric method of teaching drawing by different authors. The positive aspects of the method are pointed out. The sequence of construction of drawings using simple geometric shapes is discussed.

**Keywords:** geometric method, geometrical figure, plastic form, method of teaching, drawing.

**N.V. Chekaleva**

ORGANISATIONAL MODELS OF NETWORK INTERACTION IN REGIONAL PEDAGOGICAL EDUCATION

The article underlines that the regional resources for providing the quality of teachers' training can be fully used in case if scientifically grounded models of network interaction are developed and implemented. The author points out at the perspectives of network interaction between Teachers' Training University and school-based chairs as well as school internship sites, other institutions of higher and secondary vocational education. On the basis of the forecast for further labour market development in the region the author is giving characteristics of the regional vocational-pedagogical cluster.

**Keywords:** teachers' training, quality of education, network interaction in higher education, regional vocational-pedagogical cluster.

**V.V. Shipilina**

PSYCHOLOGICAL RESEARCH OF REASON FOR BEING OF STUDENTS IN THE PROCESS OF VOCATIONAL TRAINING

The leading role of reason for being of the personality in the vocational training course is discussed in the article. The main ways of diagnostics of reason for being of students are listed. A concrete example of diagnostics of reason for being of students is reviewed. On the basis of the obtained data, the directions of teaching and educational work with students are offered.

**Keywords:** reason for being, personal and professional self-determination, diagnostics of the reason sphere of the personality, vocational training.

**S.V. Shcherbakov**

THE IMPLEMENTATION OF THE COMPETENCY-BASED APPROACH IN TRAINING STUDENTS IN "SPECIAL (DEFECTOLOGICAL) EDUCATION"

The article characterizes the stages, forms and methods of defectology students' training ensuring the mastery of their professional competences. The process of the students' immersion into professional sphere is considered.

**Keywords:** competence, practice-oriented approach, inclusion, vocational education.

**D.V. Shchukin**

EDUCATIONAL FRANCHISING AS A FORM OF ADVANCEMENT OF INNOVATIONS OF HIGHER EDUCATION INSTITUTIONS IN THE MARKET OF EDUCATIONAL SERVICES

The article discusses the implementation of franchising in the education system and practice of the higher education institution activities in the sphere of professional personnel preparation for the labor market, as well as promotion of own training programs in the market of educational services.

**Keywords:** education, higher education institution, franchising, technologies of training, educational environment, distance learning, program of training.

## SHARING METHODOLOGICAL EXPERIENCE

**E.S. Glazyrina**

AUTHENTICITY OF LANGUAGE MATERIALS AS A FACTOR OF HEIGHTENING STUDENTS' MOTIVATION IN TEACHING A FOREIGN LANGUAGE FOR SPECIFIC PURPOSES

The paper reveals the importance of using authentic profession-oriented materials for stimulating students' motivation in the process of acquiring a foreign language for specific purposes.

**Keywords:** a foreign language for specific purposes, authentic materials, pragmatic materials, motivation increase.

**E.I. Zaripova, L.V. Fedyeva**

THE ROLE OF SOCIAL PEDAGOGICAL PRACTICE IN TRAINING STUDENTS OF BACHELOR OF EDUCATION

The article considers the issues connected with the process of inclusion in profession of students during their practical training. The main objective of research is to offer a new form of realization of the practice represented as a supplement to existing types of practical training.

**Keywords:** inclusion in profession, practice, functions of class teacher, competence, module.

**M.I. Kostova**

APPLICATION OF THE THEMATIC AND SEMANTIC PRINCIPLE IN THE TEACHING OF BULGARIAN AS A FOREIGN LANGUAGE FOR MEDICAL PURPOSES

The article discusses the difference between thematic and semantic principle in the teaching of Bulgarian language to foreign medical students. It is determined by different communicative goals of the students. Semantic principle is suitable for students who study medicine in Bulgarian language and thematic principle - for students who study medicine in English.

**Keywords:** Bulgarian as a foreign language, medical students, thematic principle, semantic principle

**S.N. Loseva**

TRAINING COURSE "PSYCHOLOGY OF MUSICAL GIFTEDNESS"



The article describes the purpose and objectives of the course "Psychology of Musical Giftedness", content, technologies and methods used in the teaching process. The types of practical activities ensuring student success are offered.

**Keywords:** musical giftedness, vocal and choral activities

**D.S. Matsko**

THE TYPICAL ERRORS IN ORGANIZING MASTER RESEARCHES IN FOREIGN PHILOLOGY

The article deals with the problem of writing Master papers in foreign philology. The author's experience of scientific supervision and that of reviewing helps reveal the typical errors made by Master students of philological specialties.

**Keywords:** foreign philology, Master research, scientific apparatus, typical errors.

## CULTUROLOGY

**O.A. Fadeeva**

SOME ASPECTS OF BRAND COMMUNICATION OF THE STATE IN MODERN COMMUNICATIVE SPACE (THROUGH THE EXAMPLE OF THE USA)

The article covers one of the features of contemporary communication space that is development of mind-altering technologies aimed at mass stereotypes changing and their role in brand communication of the state. The article represents a detailed study of the communicative features of symbolic constituents of the US brand communication.

**Keywords:** communicative space, mind-altering technologies, brand communication.

## LET THE YOUTH SAY

**K.A. Drozdova**

**Research supervisor: M. I. Levin, professor**

MACHINE TRANSLATION: HISTORY, CLASSIFICATION, METHODS

The paper presents the major developments in the entire history of machine translation. The author presents the main types of machine translation systems. They are analyzed and compared. The author also describes unsolved problems of automatic understanding and translation of texts.

**Keywords:** machine translation, natural language processing, computational linguistics, automatic understanding of texts.