

**REVIEW OF OMSK STATE PEDAGOGICAL UNIVERSITY.
HUMANITARIAN RESEARCH
2016 № 4 (13)**

ABSTRACT AND KEY WORDS

PHILOSOPHY

A. M. Aisina

ON INTRINSIC CHEMICAL IN CHEMISTRY

The article deals with the specifics of chemical science and its high correlation to physics. Even though chemistry is mostly considered as experimental science, it has some abstract-logical component. The impact of I. Newton's study on D.I. Mendeleev's scientific activities is considered.

Keywords: chemistry, physics, periodic law, theory, abstract-logical, empirical.

E. O. Akishina, N. I. Martishina

BRIDGE AS MYTHOLOGEM AND PHILOSOPHICAL METAPHOR

The article deals with the symbolic meanings associated with the image of the bridge in the development of culture. The authors show that the main ideas in the symbolism of the bridge are: the idea of the junction between the different worlds or realities; the idea of contact and interaction between them; the idea of the transition from one area to another; the idea of constructive transformation of space and its organization according to the needs of human beings. This complex of meanings varies in different forms of spiritual culture. In mythology, the ideas of the difference between the worlds, danger of their contact and complexity of the transition from one world to another are predominantly represented. In religion, the bridge is a common symbol of the transition from the profane world to the sacred reality. In philosophy, the constructive symbolism of the bridge is emphasized.

Keywords: symbolism of the bridge, mythological bridges, magic of bridges, philosophical metaphors.

Y.R. Gorelova, I.V. Mezhevikin

IMAGE OF LARGE CITIES IN THEIR RESIDENTS' PERCEPTION

This article discusses the concept of "image of the city". The authors characterize the nature of this category and its heuristic potential, as well as examine the factors affecting the formation of image features of the city among its residents. In addition, the article highlights the results of the sociological survey conducted in March-April 2016 in the city of Omsk, which was aimed at studying the most common characteristics of perception of the environment of a large modern city by its residents.

Keywords: image of the city, perception of the environment, opinion poll.

G. V. Gornova

ADAPTABILITY IN THE RELATION OF MAN TO THE WORLD

The article examines such forms of relation of man to the world as adaptability and activity. Adaptability is a manifestation of organic expediency. While analyzing adaptability, it is necessary to appeal to the category of behaviour, and while analyzing activity, – to the category of activities.

Keywords: activity, adaptability, behaviour, man, animal, ethology.

A. I. Davydov

DEFENSE MECHANISMS OF CIVILIZATION

The article is devoted to the understudied problem of mass psychological defense mechanisms. Despite the achievements of the world psychology, this problem remains an "unknown land" for the humanities. A description of the functioning of all the main defense

mechanisms of civilization recorded by such its backbone parts as politics, ideology, religion, philosophy and everyday practice, is given. Examples of projection, introjection, idealization, sublimation, identification, rationalization, retroflexion, confluence and others are provided. The author emphasizes that psychological defense is a necessary characteristic of the culture that provides answers to the diverse civilizational challenges and reduces the likelihood of crisis risks. The continued existence and development of civilization, according to the author, will give rise to the emergence of new forms of defense mechanisms; therefore the extensive amplification of the existing ones is required.

Keywords: psychoanalysis, interdisciplinary approach, identification, sublimation, regressions, archetypes, ambivalence.

A. A. Kovalevsky

NEGATIVE BASES OF SOCIAL ORDER

The article is devoted to the negative bases of social phenomena and social nature of the conflict. The author substantiates the thesis that the society not only creates an individual, but also limits them, and society itself is based on an internal conflict between social and individual. It is shown that for the consolidation of disparate individuals the society is forced to apply direct threats to the personality and use the monopoly of violence.

Keywords: society, death, fear, violence.

N. G. Krasnoyarova

N. A. BERDYAEV: PHILOSOPHY IN THE MIRROR REFLEXION OF LIFE AND DESTINY

The article represents a reconstruction of the thematic content of N. A. Berdyaev's philosophy and characteristics of his type of philosophizing on the base of the author's self-assessment of his creativity in the context of his own destiny and reflection of the destiny and creativity of the philosopher in the memories of his wife. The philosopher's identity and life are shown as woven into his conceptual search. The originality of Berdyaev's type of philosophy, defined by the originality of his personality, is the passion of thoughts, individuality, and paradoxicality.

Keywords: N.A. Berdyaev, philosophy, type of philosophizing, identity of the philosopher, life of the philosopher, destiny of the philosopher.

N. G. Krasnoyarova, E. A. Saenkova

PHILOSOPHY OF THEATRE: THEATRE IN CONJUNCTION WITH BEING

This article raises the question of the ability to understand the theatre through the pairing with the main category of ontology – category of being. The questions of the essence of the theatre in the ontological and wider philosophical context are the philosophy of the theatre, which explains the theatre as a specific way of thinking represented by a special type of the non-verbal game images. The performance which is taking place “here” and “now” is a creation representing being.

Keywords: philosophy, thinking, being, art, theater, philosophy of art, philosophy of theatre.

L. K. Nefedova

ARCHETYPES OF PROFESSIONAL MILITARY EDUCATION AND TRAINING IN ANCIENT PHILOSOPHY: PLATO – TYRTAEUS

The article considers the archetypal model of professional military education and training provided in the works of Plato and Tyrtaeus. The correlate of specific and nonspecific forms of philosophizing brings out such essential characteristics of the system of the ancient civil military patriotic education as focus on the formation of civil responsibility, freedom of choice and professional military culture. Thus, the marker of the meaning of life is a sacralized ideal of the hero, which is able to overcome the fear of death.

Keywords: childhood, hero, archetype, system of military education, patriotism, poetry, philosophy.

N. V. Fedorova

THE PROBLEM OF NORM AND ABNORMAL IN PHILOSOPHIC DISCOURSE

The article considers the relevance of philosophical interpretation of the concepts “norm” and “abnormal”.

Keywords: norm, abnormal, dictate, ideal, extent, border, ethic, virtue.

D. M. Fedyaev

ON ATTITUDE OF MAN TOWARDS NATURE: FROM HUMILITY OF THE MARQUIS DE SADE TO BOLDNESS OF IMMANUEL KANT

Two versions of the attitude towards nature in their extreme forms are discussed. The position of imitating the nature is represented by works of the Marquis de Sade. The pathos of conquering the nature is represented by variations of literal interpretation of Immanuel Kant's gnoseology. The author shows that the development of science and technology leads to their unification.

Keywords: nature, imitation, overcoming, watching, experiment, science.

LINGUISTICS

I. A. Astafyeva

FROM PRECEDENT NAMES TO APPELLATIVES

This article describes the process of transformation of proper names into appellatives. The research is based on the Russian texts of different styles and genres. The change of the boundaries between onyms and appellatives as well as the formation of semantics of precedent names are described. Primary focus is on the meaning description of precedent names in plural. The author finds out the causes of transformation of precedent names into appellatives.

Keywords: appellative, onim, precedent names, transformation of proper names into appellatives, proper names meaning.

O. K. Goloshubina

FUNCTIONS OF INTERNET MEMES IN THE SPEECH GENRE “CONVERSATION IN MESSENGER”

Internet memes and their functions are described in the electronic communication on examples of the speech genre “conversation in messenger”.

Keywords: speech genre, Internet meme, messenger, Internet communication.

A. F. Kalinin

PHRASEOLOGIZED INTERROGATIVE SENTENCES OF THE STRUCTURAL TYPE “WHAT IS LIFE?” (The main aspects)

As a result of the study on different aspects of the Russian phraseologized interrogative sentences of the structural type “What is life?” the article describes their linguistic entity and characterizes semantic structures. This research offers opportunities to build a general typology of these syntactic units.

Keywords: Russian language, phraseologized interrogative sentence, structural-grammatical aspect, logical-semantic aspect, semantic structure of the sentence, one-member and two-member sentences.

Zh. N. Sarangaeva

EMBLEMATIC REPRESENTATION OF THE CONCEPT “TEA” IN THE KALMYK, RUSSIAN AND ENGLISH LINGUOCULTURES

The article analyzes the concept “tea” in the attitudinal worldviews of the Kalmyk, Russian and English ethnic groups. Comparing lexical, phraseological, paroemiological units, speech formulas and behavioural tactics as well as modeling a frame structure of the concept, the author arrives at conclusions about its emblematic characteristics.

Keywords: emblem, concept, tea, linguo-semiotics, Kalmyk, Russian and English linguocultures.

T. P. Shalatskaya

ERGONYM AS A MARKER OF MULTI-ETHNIC CULTURE (on the material of yevpatoria’s object names)

The article deals with the definition of the content and elements of the notion of “ergonym”, characterizes basic aspects of the nomination process of urban commercial / non-profit institutions and associations. The main task of classifying ergonyms is to distribute typical nominations into groups of their actualization. The article presents ergonym as a marker of multi-ethnic culture on the material of Yevpatoria’s object names.

Keywords: actualization, classification, marker, multi-ethnic culture, nomination process, ergonym.

LITERATURE. LITERATURE STUDIES. FOLKLORE

L. S. Berezovskaya, S. A. Demchenkov

POST-APOCALYPTICS AS A GENRE OF SCIENCE AND PARASCIENCE FICTION

The article is devoted to the post-apocalyptic genre separated out from science fiction at the end of the 20th century. The history of its foundation is considered; its successive connections with apocalyptic literature and science fiction are analyzed. The narrative model of post-apocalyptic story-telling is given. The authors come to the conclusion that, despite some blurring of genre boundaries, post-apocalyptic can be considered as a special genre-thematic group of works having stable similarity of artistic features and as an actual generative model in modern fiction and cinema.

Keywords: post-apocalyptic, apocalyptic, science fiction, narrative, literary genre.

D. A. Bestolkov

CHARACTERS OF IVAN SHAMYAKIN’S STORIES: TECHNIQUES OF ARTISTIC EXPRESSION AND CREATIVE GENESIS

The article discusses the issue of breaking traditions of the Russian classical literature in I. Shamyakin’s creative heritage. The subject of research consists of behavioral models and features of the psychological appearance of the main characters of works of L. Tolstoy, I. Turgenev, A. Chekhov, actualized and interpreted in the images of the characters of the Belarusian writer’s short prose.

Keywords: Shamyakin, main character, creative consciousness of the writer, Russian classics.

PEDAGOGICS

V. V. Alexeenko

TEACHING ACTIVITY IN THE CONDITIONS OF EDUCATION INFORMATIZATION

The article clarifies the concept of “Education Informatization” by comparing different sources and describes the main teachers’ difficulties using ICT in their professional activities.

Keywords: education informatization, teaching activity, information and communication technologies.

Yu. B. Drobotenko, N. S. Makarova

PERSPECTIVE MODELS OF SCIENTIFIC-METHODICAL SUPPORT OF THE ACTIVITY OF UNIVERSITY-SUPERVISED BASIC CHAIR AT SCHOOL

The problem of identifying and proving the models of scientific-methodical support of the activity of university-supervised basic chairs at schools is discussed in the article. The authors show the main directions of the activity of university-supervised basic chairs at schools as well as explain the necessity to reconsider the established practice of scientific-methodical work at school in the conditions of school and University education modernization. The key principles, stages and functions of scientific-methodical support; comparative characteristics of cluster-based and collaboration-based models of scientific-methodical support of the activity of university-supervised basic chairs at schools are presented in the article with the help of publications analysis.

Keywords: scientific-methodical work, continuing professional education, models of scientific-methodical support, teachers' professional competence, University-supervised basic chair at school.

D. S. Matsko

ALGORITHM AS A MEANS OF TEACHING ENGLISH READING RULES TO WOULD-BE TEACHERS OF NON-LINGUAL SPECIALTIES

The article deals with the problem of teaching English to would-be teachers of non-lingual specialties. Experience in teaching English at higher educational establishments enables the author to reveal the difficulties students face when studying English phonetics. The pros of using the algorithm in teaching English phonetics to would-be teachers are determined in the article. The author suggests using the algorithm in teaching English reading rules to would-be teachers of non-lingual specialties.

Keywords: algorithm, phonetics, reading rules, teaching English, would-be teachers of non-lingual specialties.

Yu. Yu. Litvinenko

METHODICAL POTENTIAL OF AUDIOVISUAL AIDS AT THE LESSONS OF RUSSIAN AS A FOREIGN LANGUAGE (based on working experience)

The article describes the experience of using tasks with audiovisuals at the lessons of Russian as a foreign language. The target group of this methodical experiment is students of the preparatory course (a multi-ethnic group). A variety of exercises that can be offered by the teachers who use V.E. Antonova, M.M. Nakhabina and A.A. Tolstyh's textbook "The Way to Russia" (elementary, basic and the first level) and want to make the process of leaning more effective and interesting is given.

Keywords: Russian language teaching methods, Russian as a foreign language, audiovisual aids, training resources, language activities, listening, speaking, principle of communicative approach.

A. V. Murashkina

FORMS AND SPECIFICS OF ORGANIZING RUSSIAN AS A FOREIGN LANGUAGE TEACHING (on the example of the preparatory course for passing the complex examination in russian language and history and fundamentals of RF legislation)

The article deals with specifics of preparation for the complex examination in Russian language and history and fundamentals of RF legislation, describes the difficulties met by foreign citizens while preparing and passing the state examination, and offers some technologies that contribute to the efficiency enhancement.

Keywords: complex examination, migrants, work permit, technology of signal words, frame approach.

V. M. Fedorov

ORGANIZATIONAL CULTURE AS A DETERMINANT OF IMPROVEMENT OF MANAGEMENT EFFICIENCY OF THE SUPPORT OF THE UNIVERSITY

The article examines components of key university's organizational culture effectiveness, summarizes and groups the criteria of effectiveness evaluating of organizational culture and states that organisational culture can act as an indicator of the internal organizational processes effectiveness.

Keywords: the educational organization, culture, performance, model, management.

O. P. Fesenko

POSSIBILITIES OF THE ELECTRONIC TEXTBOOK ON DISCIPLINE "RUSSIAN LANGUAGE AND SPEECH CULTURE" (for cadets)

The article deals with the didactic possibilities of the electronic textbook on discipline "Russian Language and Speech Culture". Its structure, technical characteristics and functions are described.

Keywords: electronic textbook, speech culture, e-learning environment.

T. P. Shalatskaya, K. V. Leonova

STUDYING N. M. KARAMZIN'S STORY "POOR LIZA" BY USING INTERACTIVE METHODS

N. M. Karamzin's story "Poor Liza" and the opportunity of its studying by the introduction of such interactive methods of teaching as discussion, work in groups and problematic issue at the lessons of literature are considered in this article. The notion "interactive" and the content of N. M. Karamzin's story "Poor Liza" are examined.

Keywords: interactive methods of teaching, story, discussion, work in groups, problematic issue.

E. V. Shulga, V. I. Shulga

THE ABILITY TO CHOOSE AN OCCUPATION AGED 18–19 IN ACCORDANCE WITH THEIR PROPENSITY

The article contains the results of research in psychology, conducted among first-year students of different areas of training and several universities dedicated to the study of the possibility of the right choice of the future professional career immediately after graduation.

Keywords: choice of profession, type of occupation, and the inclination of man, the end of school, first-year student.

LET THEYOUTH SAY

I. V. Metsevich

NOUN AND VERB FORMS IN THE GRANT PROPOSAL TEXT

The article discusses distinctive features of the grant proposal genre from a morphological point of view. Based on the example of grant proposals, participated in grant contests of the Russian Humanitarian Scientific Foundation and the Russian Foundation for Fundamental Research in the last few years, the author gives examples of using morphological units that are typical for scientific style. Beside the distinctive ones, some specific features that are not typical for scientific style are revealed.

Keywords: genre, grant proposal, scientific style, scientific-business substyle, morphology, noun forms, verb forms.

O. A. Skvortsova

PSYCHOLOGICAL ASPECTS OF THE MEDIATION PROCESS

The article raises the problem of the psychological aspects of the mediation process. The psychoanalytic approach is seen as an important theoretical resource, the use of which contributes to the effectiveness of the mediation process.

Keywords: mediation, psychoanalysis, psychological defense mechanisms.

K. V. Shalatskaya

BASIC TERMINOLOGY OF THE STUDY OF PROPER NAMES

The article discusses the emergence of interest in proper names. Onomastics as an independent scientific direction was established only in the mid-twentieth century. N. V. Podolskaya's dictionary was a decisive contribution to the formation and development of the Russian onomastic terminology. The article offers definitions of the terms "onomastics" and "proper names"; there is a clear distinction between the definition of onomastics due to the opposition between language and speech.

Keywords: proper names, onomastics, dictionary, discipline, definition, linguistics.

MEMORY PAGES

Fedyaev D. M. The bard of old England