

T. V. Volosovets

Axiological Foundations of the Childhood Safe Concept of Preschool Education

The growing challenges of globalization, informatization, alarming tendencies of the development of modern civilization with its environmental problems, the aggravation of interethnic conflicts, migration processes, the terrorist threat, extremism, high socio-cultural dynamics, economic crises and other factors threatening modern childhood, necessitate to make conditions for childcare. In preschool education, childhood saving should become a leading idea, a strategic priority that determines its essential characteristics. Designing the pedagogical concept of childhood conservation in the face of new challenges of modern civilization, increasing risks of children's socialization should be based on axiological grounds, which the article is devoted to. The axiological basis of the childhood-minded concept is the relation to childhood as a self-valuable phenomenon, which is proved in the article on the basis of the analysis of the value attitude to childhood in Russian and foreign pedagogy and psychology, regulations of the fundamental international documents, legislative acts reflecting the priorities of the current state policy of the Russian Federation in the interests of childhood.

Keywords: childhood, pedagogical concept, preschool education, childhood, the value of childhood, axiological approach.

I. S. Boldzhurova

Challenges and Threats of the National Educational System Development in the XXI century

The article regards globalization challenges and threats, which call for revising existing paradigms of children education and upbringing. The article highlights the importance of extracurricular out-of-school education in children's socialization.

Keywords: globalization, challenges and threats, new information technologies, divergence, out-of-school teachers, socialization of children.

E. R. Elagina

Social and Educational Clusters of Life Learning Educational Programmes: Aspect of Their Organization

The purpose of this article is to identify studies of continuing education, which in the conditions of a social and educational cluster is building up an intangible asset of the regional and competitive human resource potential, which could become a decisive factor in overcoming poverty and unemployment. The isolation of clusters in the non-productive sector was researched, taking into account the theory of clusters, features and possibilities of combining market and non-market mechanisms for their distribution. Functioning features of the educational cluster, innovation cluster, social cluster were observed. The concept of a multicomponent cluster has been expanded by including the social and educational clusters of continuing education of the ACE, organizational aspects of the formation of such a cluster have been outlined as well.

Keywords: social and educational cluster of continuing education, competitiveness, intangible assets, region, the area of continuing education and their life learning educational programmes.

E. S. Zhiltsova

The Pedagogical Support Programme of Self-Determination of Teenagers Living in Foster Families

Recent efforts to study issues of pedagogical problems caused by foster children social and pedagogical stagnation are activated. In this article the conceptual issues which are related with the notion and essence of the process of foster children pedagogical support are examined. The article explains the importance of the process of organization of foster children support according to their certain specific characteristics. The process of foster children pedagogical support is described as the special measure that improves foster children be prepared to their real social life and their communication with other people. The article deals with the essence of foster children pedagogical support. The main tasks of the process of foster children pedagogical support are also characterized: to realize pedagogical support, to improve the process of communication between foster children with their relatives, teachers and classmates; to determine the positions of all subjects of the process of foster children pedagogical support. The author also gives the detailed characteristics of the components of both blocs of the programme of foster children pedagogical support. The characteristics of diagnostic, organizational and final stages of the programme of foster children pedagogical support stating the purpose for each component of the programme, depending on the components of the programme are represented. The main principles of pedagogical support, taking into account the interaction of all subjects are obtained. The article also provides a rationale for the choice of the adolescent age group of foster children. A block diagram of the programme and pedagogical support of children living in foster families is also represented in this article.

Keywords: foster family, foster children, pedagogical support, programme of pedagogical support, tasks, stages and components of the programme.

T. G. Kiseliova

Dynamics of Formation of the Social Sphere Expert's Image

The article analyzes the process of social sphere specialists training. The study object was specialization 39.03.03 Organization of youth working. These specialists work with the younger generation, organize leisure activities, carry out educational process, provide unformal education, engaged in the prevention of abuse of psychoactive substances, prevent the formation of different dependency. The profession will be chosen consciously. It depends on efficiency of professional work.

The study used the method of semantic differential by Charles Osgood in the author's modification. In the course of training specialists of the social sphere some of the problems were revealed associated with the subjective perception of the future profession of the students of different courses. In a number of indicators there is a crisis of professional self-determination in the second year, on the other – in the third. On the basis of a longitudinal study, recommendations were proposed to improve significantly the quality of training of specialists in this area, as well as to ensure the formation of an adequate image of the future profession of students at different stages of learning. The obtained regularities will allow you to make adjustments to the content of training in this speciality in order graduates would correspond to professional standards, regulating activities in the sphere of youth policy.

Keywords: professional standard, educational standard, specialists training in higher education, work organization with the youth.

N. P. Ansimova, A. V. Zolotariova, E. N. Lekomtseva

Methodological and Methodical Bases of Assessing Teachers' Work Effectiveness with Gifted Children

In the present article, on the basis of the analysis of scientific literature the characteristic of the main methodological approaches of increase in the teacher's work effectiveness with gifted children is presented and also the principles of work on increase in teachers' activity effectiveness with gifted children and youth are formulated. Besides, justification of the choice of a complex of criteria and indicators of assessment of activity effectiveness of the teacher working with gifted children is presented in the article.

Keywords: gifted pupil, activity, personal focused, competence-based approaches, criteria, indicators, methods of assessing the teacher's activity effectiveness, work principles on effectiveness increase.

N. A. Mukhamedyarova

Features of Researching a Communicative Competence of Teachers Working with Gifted Children

The work is devoted to an urgent problem of development of competences of the teacher working with gifted children and directed to the solution of questions concerning assessment of the formation level, identification of deficiencies in competences and search of technologies to overcome them. The communicative competence is one of key professional requirements to the teacher in the list and is defined by the author with specific features of the pedagogical communication typical in work with gifted children. In the article components of the teacher's communicative competence are also revealed: cognitive, behavioural and motivational and valuable, which contents is the basis of the developed means to assess skills. The competence-based test, it is made according to requirements to modern estimated means, consists of case-tasks, each of which diagnoses a certain component of the communicative competence. The author suggests that the defined deficits should be eliminated by means of training and interactive and game technologies, as they have such advantage as a possibility to achieve the whole complex of purposes and tasks aimed, on the one hand, at the development of key communicative abilities and skills of teachers, and on the other, at transfer and use of communicative skills in conditions simulated by the teacher, exercises, situations which are brought closer to teachers' working conditions with gifted children and youth.

Keywords: the teacher's communicative competence, gifted children, assessment of the communicative competence, deficiencies of the communicative competence formation, technologies of the communicative competence formation.

L. P. Sychugova

Methods of Conceptualization and Categorization as a Basis of Linguistic-Cognitive Approach to Training in Speech Activity and Thinking

The author has shown possibilities of formation of the person's conceptual system on the basis of the linguistic-cognitive approach to training in language and speech. In the article are revealed scientific bases of processes of conceptualization and categorization which, being specific types of cogitative activity, promote fixing in students' consciousness of reality conceptual understanding, thereby influence development of students' speech activity. Consciousness, conceptualization, categorization, speech

activity and thinking are in dialectic unity and interrelation in the course of thinking and training of the speech. Considering the question on formation of students' conceptual system, the organization of their speech activity and thinking with application of methods of conceptualization and categorization we are guided by author's linguistic-cognitive dictionaries of art.

The new system of development of the world picture is presented not only theoretically, but also with the practice-focused tasks and exercises developed by the author within studying in a higher education institution of the discipline «A way of training Russian as native at secondary school».

Keywords: language, word, speech, concept, conceptualization, categorization, speech activity, linguistic-cognitive approach, communication, consciousness, nomination.

S. S. Kuklina

Compensatory Component of Secondary School Students' Foreign Language Communicative Competence

The article grounds the idea that in secondary schools, success in functioning of the foreign language communicative competence and its components depends on how the compensatory competence is formed. This competence is responsible for students' abilities to overcome obstacles in intercultural and interpersonal foreign language communication. Teaching of reading for the main idea is taken as an example to single out language, speech, sociocultural and cognitive difficulties that the compensatory competence can assist to overcome. Knowledge, habits and skills that students should acquire are determined for it, the complex of compensatory exercises that will help to form the compensatory competence is developed.

Keywords: compensatory competence; reading for the main idea; language, speech, sociocultural and cognitive difficulties; compensatory exercises.

I. S. Sinitsyn

Determining Optimal Strategies for the Solution of Geographical Design Problems

An integral part of modern education and an important means of personal development is a geographical entity, in which an important role is given to learning various tasks, including design. The ability to solve design tasks is one of the indicators of the level of development of students' geographical thinking, the depth of studying the educational material.

Some teachers pay insufficient attention to this important issue, complaining about the lack of time, low motivation of students to solution of such problems and their weak mathematical training. As a result, as shown by the Olympiads, the unified state examination, students do not cope with the solution of the design geographical problems or ignore them. The way out is strengthening the didactic role of the calculation of the geographical problems and the search for new approaches of teaching to solve them. In this article, based on the analysis of the content of school geography education, here are presented the most common types of the geographical design problems, updated knowledge and skills, they should be solved basing on them. Appealing to the structure of the problem allowed us to determine a strategy to solve them as generalized (universal) solutions, based on the decomposition or visualization on the base of sign-symbolic visual aspects.

Keywords: design geographical problems, a typology of problems, solving strategies, decomposition, visualization, sign-symbolic visual aspects, frame-scripts.

A. A. Lazarev

Educational Quest as Development Means of School Students' Interest in Ensuring Fire Safety

In the article the problem of the use of the educational quest as a means to develop school students' interest in ensuring fire safety is designated. The scheme of implementation of this activity which means consecutive implementation of fire-prevention promotion is offered.

The author refers to the basic principles of the use of the educational quest to develop school students' interest in ensuring fire safety search and route orientation, a thing is detailed illusiveness, application of puzzles, use of psychology of emotions, age differentiation of search tasks, diversity of the complexity level of tasks.

Also the author allocated four conditions of use of the educational quest to develop school students' interest in ensuring fire safety. These conditions increase a role of awareness of the objective importance of the tasks set in the quest, the school student joins to its solution. Thus emotional appeal of the educational quest which causes interest, provides a thing – detailed illusiveness.

The scheme of the educational quest to develop school students' interest in ensuring fire safety includes emotional and incentive, search and active and substantial components.

The organization of activity in the given game form allows us to keep students' emotional interest in active actions at the fire, in a low-pressure form to repeat familiar requirements of fire safety, and also to provide skills of fast decision-making in emergency situations in conditions of time restriction.

Keywords: quest, fire-prevention promotion, interest, school student, fire safety.

A. V. Nevzorova

Learning Results of Primary Pupils' Environmental Education within Past-Time Activities

The article considers environmental education of children and youth as an acute problem of modern education. Environmental education is regarded as a global challenge of pedagogical community and society in general. Here are outlined the basic fields in research of environmental education, are marked modern tendencies of environmental education in connection with realization the idea of sustainable growth.

Here are considered the opportunities of environmental education in the system of general education in relation to realization of the Federal State Educational Standards. It is supposed that environmental education organized within past-time activity must be accompanied with the basic Educational Programme and must make it possible for primary pupils to reach personal and metasubject learning results. Here is made an assumption about reaching learning results in the process of primary pupils' environmental education, namely in forming cognitive universal learning activities. Here is also presented the experience and analysis of organizing environmental education of primary pupils during past-time activities for reaching their learning results. The article demonstrates the results of the empiric research which proved possibilities of environmental education in forming universal learning activities of primary pupils.

Keywords: environmental education, global targets, educational result, past-time activity.

T. V. Zykova, I. V. Kuznetsova, S. A. Tikhomirov, E. I. Smirnov

Selection Criteria of Training Content in Mathematics of Students of Teacher Training University on the Basis of the Synergetic Approach

In the article the problem of selecting the content of training in mathematics of students of teacher training Universities on the basis of the synergetic approach is stated. Selection criteria of the mathematical education content are pointed out according to them it is necessary to consider its features directed onto: formation and integration of cross-disciplinary knowledge with support on generality of mathematical structures on the basis of evident modelling; use of modern achievements in science and application of modern methods of mathematics during research activity; manifestation of synergetic effects and mathematical synergy in the course of the solution and a research of difficult tasks; professional orientation and practice-orientation of the mathematical integrating construct getting into all mathematics and making educations on the basis of the concept of founding the personality's experience. The concept of mathematical structure is defined as an important basis around which intersubject knowledge is grouped. The spiral of mathematical structures founding is constructed: algebraic, serial, topological, stochastic. The technology of providing with complexes of the practice-focused problems of processes of adaptation of modern scientific knowledge to school and higher school mathematics and the structural and logical scheme of integration and continuity of mathematical structures is developed.

Keywords: content of training, mathematical education, mathematical structures, synergetic approach.

E. I. Smirnov

Synergy of Researching «a Problem Zone» of a Basic Educational Element of Mathematical Education Content

Efficiency of mathematical education as non-linear, complex and open system, formation and development of the person's functional capabilities are fully defined in the course of updating and founding experience of the solution of difficult problems in mastering mathematics in the context of implementation of personal preferences in cognitive activity and creative independence. One of ways of updating methods of solving difficult problems is adaptation of modern achievements in science to school and higher school practice. The possibility to solve difficult problems is in case of detection of «problem zones» of mathematical education and creation of the generalized constructs of the entity of the basic educational elements connected with «the problem zone». At the same time means of mathematical and computer simulation make possible to arrange stages of adaptation and technological constructs of updating and manifestation of synergy in mathematics training on the basis of the dialogue of cultures. The didactic mechanism of implementing of the entity of the generalized construct is realization of the model of the cluster of entity founding equipped with complexes of motivation – application-oriented tasks of the modern mathematical knowledge and using information and communication technologies of the different level: distant environments, systems of computer algebra and dynamic geometry, small means of informatization cross-platform environments. The longitude research of «problem zones» allows developing effectively intellectual operations of thinking, saturation of cross-cultural communications, creative independence and self-organization of the identity of the school student.

Keywords: mathematical education, synergy, clusters of founding, computer simulation, solution of difficult problems.

G. G. Khamov, L. N. Timofeeva

Development of Students' Creative Activity in Studying Number-Theoretic Material

The article presents examples of tasks arithmetic content that can be included in a complex research practice oriented tasks for the subject «Theory of number» for students of mathematical faculties. Complexes of research practice oriented tasks are one of the main means of forming research skills of future teachers of mathematics. Organization of students' active creative activity is realized with the help of this complex. Number-theoretic material has great potential for this activity because of its close connection with the school course in mathematics; the presence of a huge number of non-standard tasks are included in job competitions in mathematics at various levels.

Moreover, the task of the arithmetic (number-theoretic) character is included in the materials of the Unified state examination in mathematics.

When students master methods of solving research practice oriented tasks it also allows you to teach them methods of designing new tasks that will not only enhance creativity, but will also allow you to use these skills in the writing of final qualifying works in accordance with modern requirements. The article gives examples of tasks in which properties are used of the theory of divisibility, prime numbers, division with the remainder discussed in detail methods of investigation of the private and public type equations.

Keywords: research tasks; creative activities; natural number; whole number; divisibility of numbers; prime numbers; relatively prime numbers; division with remainders; indefinite equation; even numbers; odd numbers.

T. V. Zyкова, I. V. Kuznetsova

Synergy of Students' Network Interaction in the Course of Mathematical Knowledge Development

In the article features of design of the information and communication educational environment (ICEE) of students' network interaction in the course of mathematical knowledge development for the organization of students' joint independent activity in network educational community are considered. The special importance in ICEE of network interaction is taken by a substantial and technological component, it includes functioning of the website of network educational community. Stages of work with educational network projects with updating of synergetic effects and self-organization of cognitive activity are allocated, the functional model of the information and communication educational environment which represents the next in relation to the subject of the environment information environment, a set of means and conditions, where his educational cognitive activity and formation of the personality is developed. Evident modelling of the generalized constructs of mathematical knowledge and actions, updating of the funding modes of personal development of subjects of network interaction, identification of problem zones and bifurcation transitions to communications of participants of the educational process is a link of integration of all components of the information and education environment. Are defined regularities of manifestation of mathematical education synergy in the course of students' network interaction by means of development and expansion of mathematical structures as attractors and structure-forming constructs in mathematical activity in network educational communities in implementation of educational network projects.

Keywords: information and communication educational environment, synergy of mathematical education, network educational community.

O. I. Kolesnikova

Development of Student-Future Journalists' Stylistic Thinking

The article reveals the technology of the stylistic development of students' thinking in higher school journalists when working with text media. In connection with the special significance of the ability to identify, assess, and improve the facts of linguistic expression of meaning in media texts here is offered a number of specific aspects of educational activity organization: understanding the conceptual apparatus of mediastylistics, search and evaluating activities of a multi-level analysis of media texts, project activities. Available didactic means of realization of each direction (creating a Glossary, types of tasks, verbal portrait) are offered. Here are named the stylistic criteria of assessing the facts of the speech. Examples of tests to control the learning activities are given. Are described the features of formation of students' abilities to apply stylistic thinking in the process of finding, evaluating, analyzing and designing stylistically significant objects.

Working out of technology for stylistic thinking development is done on the basis of the most modern features of mediacommunity, where the speech making abilities of the authors' texts are. Great attention should be given to the stylistic evaluation of the speech manifestations of negligence, facts of foreign elements in the texts, in particular, reduced vocabulary, and spoken syntax. Is stressed the importance of bringing up respect to the Russian language in media communication, to the literary norms and stylistic taste.

Keywords: stylistic thinking, the technology of stylistic thinking development, mediastyle, stylistic evaluation, facts of re-creation, speech portraying.

R. V. Razumov

Proper Names in Practice of Teaching the Course «Active Processes in Russian»

In the article the possibility to use proper names as a material for the linguistic analysis when studying active processes in Russian is proved. The author gives examples of tasks, the system of problematic issues which not only activate students' cognitive activity and promote more successful development of the course, but also form skills of comparison and generalization of the linguistic facts, aggravate students' «feeling of the changing language». The author of the article claims that inclusion of proper names into the educational process will allow us to make future Russian teachers' skills of organization of similar work at school.

Keywords: active processes in Russian, own name, socio-onomastics, city onimic space.

I. Yu. Tarkhanova

Formation of the Social Teacher's Professional Competence in Higher Education Institution: Analysis of Students, Graduates and Employers' Responses

The practical orientation is a key moment in modernization of the higher education at the present stage. New iteration of standards of the higher education (FGOS BO 3 ++) assumes formation of professional competences of university graduates on the basis of the corresponding professional standards. Results of the poll of students, university graduates and employers directed to assessment of quality of formation of the social teacher's professional competence in higher education institution are presented in this article. In the questionnaire offered respondents there are 5 groups of professional competences from FGOS IN on «Psychology and Pedagogical Education» direction which have directly something in common with the content of labour functions of the professional standard «The Expert in the field of Education» describing the profession of the social teacher. Due to results of the conducted research here is presented the author's vision of the educational process modernization in higher education institution with the purpose of increasing graduates' readiness to work as «a social teacher».

Keywords: higher education, social and pedagogical activity, graduates' readiness for professional activity.

L. A. Pidzhoyan, I. V. Efremova, T. D. Kirichenko

Professional Training of the Future Teacher-Musician to the Musical and Educational Activities at the University

The article deals with the burning issue of the organization of musical education in modern cultural conditions. Performing essential functions in the popularization of the best samples of world music, musical and educational institutions today are able to influence the development of musical culture of the Russian society. Noting the important role of the University as a centre of musical and educational activities, the authors consider the experience of professional training of the future teacher-musician, focusing on the organization and conducting active musical and educational activities. The main components of readiness to solve problems of music education include: participation in the concert and educational activities; participation in organization and holding creative competitions and festivals, the possession of research skills in music education.

Keywords: musical culture, musical education, musical and cultural education, forms of musical and cultural education organization, the teacher-musician training.

R. A. Kutanova

Use of Modern Information Technologies to Activate Students' Independent Work in Higher Education Institution

This article examines the trends in the development of the global educational process and the manifestation of globalization, integration, democratization and humanization, and how they influence the reform of education systems, including in Kyrgyzstan. One of the changes is the content of the State Pedagogical University of Higher Professional Education, curricula at all levels of the educational system of the Kyrgyz Republic. The ways of teaching are changing as well, it is important to use modern educational technologies to form competencies.

The change of approaches, methods, means to the whole pedagogical process contributes to the realization of one more important educational tendency in the system of the university – the formation of the student's independent activity.

In the article the author describes new modern information technologies for students' independent work in the university, as well as the implementation of new approaches to student learning activities.

For the formation of competencies, it is no longer sufficient to simply use methods, it is important to use modern educational technologies and change the ways of teaching.

Keywords: process, education, information technology, independent work, competence, control, approach, educational activity, student, training.

I. S. Ashurkov, M. V. Knyazev, A. Yu. Chernov, A. V. Fedotov

Problematic Aspects of Introducing Electronic Textbooks in the Educational Process

Currently, in the conditions of modern education and the development of information technologies there is a need for innovative forms and methods of training. One of these forms can be e-textbooks, which have a significant advantage over traditional paper editions. In the article problems of introducing electronic textbooks in the educational process of universities are revealed.

Keywords: electronic textbook, training, implementation problems in the educational process.

S. M. Ershikov, I. V. Ivanova

Monitoring of the Level of Medical University Students' Residual Knowledge

The level of students' residual knowledge is one of indicators of education quality in the university. The bank of multiple choice questions for the control of medical students' residual knowledge has been developed and improved. We conducted a research of the level of residual knowledge of students of the University four faculties, starting with the second year, during five years. The dynamics of the level of students' residual knowledge was determined for each course in general and for individual disciplines. The results allowed us to identify the problem components of educational programmes and to develop the actions plan to improve the educational process quality.

Keywords: education quality, residual knowledge, knowledge survival, monitoring researches, medical education, knowledge testing.

S. P. Meshcheryakov, A. O. Egorychev, A. D. Vikulov

Application of Percentile Scales for Assessing the Quality of Students' Educational Activity on Physical Culture

This article addresses the issues of quality assessment of students' educational activity in the discipline of physical education. The active competence approach does not take into account the degree of the graduate's readiness. This is especially important when preparing to careers with unusual working conditions. The inclusion of the position on the rating scale comprehensive physical fitness and the use of more differentiated assessments encourage students to improve physical fitness. It is shown that students' physical fitness has a positive trend from the first to the third year. Physical fitness of the majority of third year students matches the state of the readiness for professional activities. The authors note that physical education allows students with a low initial level of physical fitness to increase it to the medium and advanced one.

Keywords: physical culture, students, rating scale, physical fitness, quality assessment, dynamics of results.

A. V. Kuznetsov

Structure of Functional Readiness of Sportsmen Specializing in Different Kinds of Sports Games

The primary goal of the research was to study the level of parameters of the basic components of functional readiness of the sportsmen specializing different kinds of sports. The results received in the research allow us to conclude, that in integrative expression the sportsmen's, specializing different kinds of sports games, level of parameters of the basic components of functional readiness does not differ essentially. At the same time, the structure and level of separate parameters of examined components have their own features of sportsmen in each kind of sports games, which are caused by specificity of the pattern of habitual impellent locomotions. It is revealed, that on the majority of parameters of functional readiness of the football and basketball representatives show the certain advantage in comparison with volleyball representatives. The received results can be used for rational construction of training work, the organization of effective process of escalating functionalities of the sportsmen specializing sports games.

Keywords: structure of functional readiness, sports games.

A. V. Titovsky, D. V. Vyprikov, I. N. Motorin

«Billiards» Technology as the Direction of Physical Culture in Conditions of Health Decrease

The confirmation of new FGOS 3 ++ in practice gave opportunities for realization of new technologies, directions, programmes and sports corresponding to the individual concept and the development strategy of the higher education organization. Due to material resources of Plekhanov Russian Economic University, and to new regulations within a variable part of the programme the physical culture is elective (for choice), we developed, approved and offered to use a new educational and methodical complex

(further – the Complex) for lessons in the billiard hall. The complex is made taking into account step-by-step studying of technical elements as the separate components of the player's technique, developing in a complete idea of billiards game. Exercises of the complex are made as consecutive development of technical elements from simple to more difficult with assessment of development of exercises through implementation of standards. The Billiards technology allows optimizing as much as possible educational process in a number of criteria: unity of group (lesson is available and feasible for all students both healthy, and having special medical groups, there are no differences in development by girls and young men); during the lesson there is a switching of intellectual kinds of activity; optimization of established posts of the department (one teacher can work with a group that reduces quantity of established posts); formation of the positive attitude towards the discipline «Physical culture» (there is a desire to be engaged); at the end of the course, a student will acquire baggage of necessary concepts, knowledge and skills on billiards to participate in competitions.

The new educational Billiards technology has proved itself in conditions of steady decrease in the state of pupils' health. «Billiards» develops, improves and maintains qualities, necessary for graduates of all directions: psychological stability, commitment, speed of decision-making, moral and strong-willed qualities of the personality, the cognitive analysis and synthesis of a game situation, strategic and tactical thinking, concentration of attention and also combination, with above-mentioned, of physical qualities – accuracy, orientation and force and also force of rotation of a sphere when performing a blow.

Keywords: technologies of «Billiards», optimization of the educational standard, physical culture, decrease in students' health.

V. P. Golovanov

Modern Additional Education of Children as Personal Educational Space of Childhood

This article deals with the subject-activity approach in secondary education. Spatial dimension of infrastructure is substantiated providing supplementary education for children, when children additional education in contemporary socio-cultural conditions is regarded as childhood space. The role of the further education teacher as a personal organizer of childhood educational space is noted.

Keywords: development of the individual, freedom of choice, individualization, subject, activity, education and supplementary education for children.

L. G. Loginova

Programme Management in Children Additional Education Institutions

The article presents a fragment of the author's approach to the management of quality in the additional education of children, covering the aspects of control programmes. Special attention is paid to the characteristics of quality specific programmes of children additional education, followed by the rationale for adequate control. The main problems accompanying the development of programmes management in organizations and formulates some proposals for overcoming them.

Keywords: creative destruction, self-tuning to development, programme management, management support.

Z. A. Moldaliev

The Role of Extracurricular Supplementary School Teachers in Socialization of Children in the Preparation Process to School

This article reveals the role of extracurricular teachers in socialization of children through the process of preparing them to school. It describes the problem of children not attending preschools with no experience of adaptation in the organized society. Huge contribution of supplementary education to the preparation of children to school has been marked; it encourages non-formal development of kid's creative potential, allows him to adapt more easily to public relations, while leisure time is used fully and purposefully. Ready state of teachers themselves is needed for this task solution, which requires professional competencies in the socialization of pre-school children. The tasks of teachers and methodists of republic supplementary education are to raise a good and strong motivation and kids' willingness to learn; create similar start opportunities for children not enrolled in pre-school organizations.

Long-term professional experience in implementing innovative approaches to teachers' qualifications improvement in the country by the Republican center of Aesthetic education for children «Balajan» gave positive results in practice. They have become an important indicator of the increasing role of extracurricular supplementary school teachers in socialization of pre-school children in the process of preparing them to school. It carries out the social order of the community along with pre-school educational organizations

Keywords: additional education, socialization of children, preparation to school, teacher's competence.

J. U. Baysalov, E. S. Seytalieva

Possibilities of Additional Education at Elementary School

In modern conditions the role of additional education increases in elementary school. In many cases additional education allows us to form the feeling of value of the own and foreign personality, consciousness at the child, allows the child to get rid of a habit to work only according to what is said. At the same time he can satisfy creative requirements and interests, to develop individual abilities, and it is with accounting a possibility of the choice of speed and volume of education, which allow him to develop intellectual and physical data. On the example of mathematics the author shows possibilities of use of elective courses and programmes of additional education for younger school students' successful development. The purpose, problems of studying of mathematical courses in conditions of additional education are defined, the principles of development and studying of these courses by younger school students are characterized, specific mathematical entertaining tasks are given, which can be used at lessons with children, stimulating their informative activity. Means for development of educational motivation when studying mathematical courses (practical tasks, design activity, the creative practice-focused tasks, etc.) which promote profound studying of mathematics are offered and help to prepare children to participate in competitions and Olympiads.

Keywords: additional education, elementary school, development of the child, mathematician, additional education programme.

S. N. Dvoryatkina, R. A. Melnikov

Technological Support of Self-Organization and Self-Development Processes of Future Mathematics Teachers in the Additional Professional Education System

In the article the problem of technological support of processes of self-organization and self-development of future mathematics teachers in the additional professional education system which, on the one hand, provides perfecting of experts' knowledge for realization of a new type of professional activity, and on the other – obtaining adding qualification is staticized. The basic methodological statement of technological support of self-organization and self-development processes of future mathematics teachers were the ideas and the principles of the synergetic approach. The authors developed and submitted the project of the additional professional programme of professional retraining «Synergy of mathematical education in the course of realization of school and vocational education» which was realized by means of the four-stage innovative technology of manifestation of synergy offered by E. I. Smirnov in mathematical education. The process of development of bases of self-organization and professional self-realization of listeners and also obtaining synergetic effects explicitly is illustrated during updating, identification and solution of the problem of creation of mathematical models for the analysis and studying of the composite, open social phenomena and processes by means of application of the theory of the bifurcation analysis. The received results give an opportunity for a further research of self-organization and self-development processes of future mathematics teachers taking into account the modern achievements in science, efficient realization of the models and technologies offered in the real research with the purpose of further increase at the level of professionalism.

Keywords: additional education system, synergy of mathematical education, technology of synergy manifestation, self-education, self-development.

A. N. Smirnova, G. D. Redchenkova

Formation of the Teacher's ICT Competence in the Additional Professional Educational System

The article reveals a problem of formation and development of the teacher's ICT competence in conditions of additional professional education. The level model of the ICT competence is presented, and there are three main aspects of the modern teacher's professional ICT competence: cognitive, operational and axiological, and there are also allocated two significantly various levels of the teachers professional ICT competence – the level of readiness to activity and the level of realisation (the activity, which was done), which correspond to stages of professional improvement of the teacher in the sphere of new communication technologies (ICT). The way for testing the level of teachers' ICT competence is described, in particular, the all-user and all-pedagogical levels of the ICT competence, results of the testing of teachers' ICT competence, done in the general education organizations of the Yaroslavl region are presented. Here is presented experience of the state autonomous institution of additional professional education of the Yaroslavl region «Institute of education development» on formation of teachers' ICT competence, including training of teachers within professional development and professional retraining, the conditions are considered contributing to the development of the level of teachers' ICT competence, who are trained. Here are described some approaches to information methodical support of teachers in uniform information and education space in ideology of continuous education, informal and non-formal education, in particular, use of the network Internet technologies allowing to organize the environment of on-stream professional interaction.

Keywords: ICT competence, a level model of the teacher's ICT competence, all-user and all-pedagogical ICT competence, teacher training, a way of testing the teacher's ICT competence.

Kh. Luk

Psychology History: Methodology and Methods

On the example of several delusions, widespread in modern psychology history, it is shown that the scientific and historical reality is more difficult, than it is presented in lectures and literature making an impression of continuous and logical development of psychology as a scientific area. Most often mistakes are connected with the fact that there is the return extrapolation of a modern situation in the past, without taking into account, that development doesn't happen rectilinearly at all. So, psychology isn't an especial experimental science, it always has an «arguing», philosophical part. Scientific psychology in Germany during national socialism lost the level and inclusiveness in the international professional community, however at the same time there was a high-quality development of psychology, its institutionalization as profession. Psychoanalysis isn't an Austrian-German phenomenon which after voluntary or expatriation of prominent psychoanalysts was enthusiastically accepted in the USA, its blossoming could be observed in Eastern Europe and Russia after the October Revolution. There are various models of writing psychology history: description of significant events and deposits of outstanding persons; the history of the ideas representing development of concepts, theories and paradigms in science; the history of problems consisting in systematization of fundamental questions; the social history of science concentrated on the analysis of different schools and institutes of psychology; contextual history. The idea of the main tools of the historian of psychology is given: work with sources; hermeneutical interpretation of texts; bibliometric analysis; «oral history». The role of the archives and museums containing materials, important for historians of psychology, is emphasized.

Keywords: psychology methodology; psychology history; models of writing psychology history; psychology of national socialism times; psychoanalysis in Russia; methods of a historical and psychological research; archives on psychology history.

V. A. Mazilov

Future of Psychological Science: Positive Scenario

The article is devoted to discussion of a question on prospects of psychology as a science. The opinion is challenged, according to which the psychology is not a uniform science, and is a set of disciplines which are almost not connected with each other. In the article the opinion is defended that psychology is a fundamental scientific discipline, and it has a bright future. It is in the beginning of its development as a fundamental science. In the article a traditional conclusion is argued, according to which psychology became independent science in the second half of the XIX century. The thesis is presented that psychology has not become independent science yet. These objectives have not been achieved yet. In the article conditions and the first steps on this way are analyzed. The psychology subject problem is being analyzed. The interpretation of the subject as the inner world of the person is offered. Advantages of such approach are traced. The first step, which must be done, consists in revision of the science object interpretation. In the work the interpretation of the psychology subject as the inner world of the person is offered, advantages of this approach are analyzed. It is claimed that the interpretation of the psychology subject as the inner world of the person allows solving many problems which have collected in the general psychology.

Keywords: psychology, future, development of psychology, unity, fundamental science, subject, inner world.

Yu. P. Povarenkov, Yu. N. Slepko

Psychology of Educational Activity: Current State and Development Prospects

The article deals with urgent problems of the current state of research in educational activity psychology. The authors argue that despite the variety of works published in recent decades in Russian pedagogical psychology, the problems of research studies can be grouped around a small number of the most developed and popular approaches. These authors include the theory of developmental learning, D. Elkonin and V. Davydova, the activity theory of teaching (P. Galperin, N. Talyzina, etc.), the theory of learning activity as a control process of V. Yakunin and the system-genetic theory of training by V. Shadrikov. The most important for understanding the learning activity are the results obtained in these approaches, their advantages are analyzed, the prospects for their use are highlighted. The authors believe that the use of the methodology of the systemic and system-genetic approach in psychology is promising for modern theory and practice of the psychology of educational activity. This allows us to consider the phenomenon of educational activity as a holistic psychological entity characterized by systemic properties that develops in the process of continuous education and possesses specific functional characteristics at different levels of education.

Keywords: educational activity, theory of developmental learning, activity theory of learning, system approach, system-genetic approach.

K. B. Malyshev, O. A. Malyshev

Multidimensional Typological Approach to Study Disorders in Family Education

The paper discusses a multidimensional typological approach allowing to modify the diagnostic method of determining disorders of the family education of E. G. Eidemiller and V. V. Yustitsky and give it a basic (complete, ordered) description of the typological structure and then use a symmetric scale measuring the severity of disability family education.

When building classifications used the completeness of the partitioning of the whole and order elements (units in General), which is the basis of the basic approach to the study of psychological information. The result of this approach is the construction of a multidimensional basis, combining several one-dimensional bases. When building typologies there are opportunities of full descriptions of psychological information about the objects (concepts, events), which is the basis of a holistic approach. In any case, there is a possibility of measuring psychological characteristics (components) in the result of the systematic structuring of information, i.e. functional connectivity component types. The multidimensional typological approach has the following characteristics: first, the totality of knowledge reflected in concepts, which is given to the system based on the proven, reliable results, and secondly, the proposed approach possesses predictive capabilities, as it allows you to see further development of personal characteristics. Criteria of the concept are integrity, consistency, basis property. The concept was selected and tested the following methods: the selection of psychological characteristics, their generalization, comparison and identification with the characteristics of the underlying benchmark, the identification of the profile of the studied quality properties of the subject. Main principles: the inductive-deductive research, the «correct» partitioning the set into subsets, the polar dichotomy, a single dichotomous polar symmetry, the formation of «dimension» in the typology, governance, typological «inclusiveness», the reference of the typological basis of isomorphism, semantic proximity, homomorphism, operationalisation of the concept.

Keywords: multidimensional typological approach, validation, consistency, basis property, integrity, profile of disorders of the family education, the construct validity, criterial validity.

A. V. Miklyaeva, S. A. Bezdodova

«Clip Mind» in the Structure of the Style Characteristics in Students' Cognitive Activity: Results of the Experimental Study

The article presents the analysis of the phenomenon «clip mind» in the style characteristics structure of the cognitive activity, conducted on the basis of the results of the experimental study. «Clip mind» is understood as a stylistic characteristics set of the cognitive activity, characterized by a high rate of solving cognitive tasks on the background of the utilization of a smaller amount of information and the unstructured final product of the cognitive activity. The results of experimental research «clip mind» correlated with the stylistic peculiarities of the students' cognitive activity self-regulation. Stylistic peculiarities of the students' cognitive activity self-regulation was examined at three levels: styles of encoding information, styles information processing styles of organization of the cognitive activity in the purposive aspect and in the aspect of structuring mental experience. The article shows that the style characteristics structure of self-regulation in the cognitive activity «clip mind» is correlated with the styles of cognitive activity organization in the target aspect and in the aspect of structuring mental experience. Features of «clip mind» correlate with the dependence on a person's cognitive activity mental constructs, low sensitivity to relevant cognitive task, and not associated with indicators describing the coding styles and information processing.

Keywords: «clip mind», cognitive activity, cognitive style, information encoding, information processing, students, effectiveness of the cognitive activity, experimental study.

A. A. Lukomets

Theoretical Aspects of the Essential Characteristics of Psychological Readiness for Career Choice in Early Adolescence

The article is devoted to the theoretical review of the concept of high school students' psychological readiness to the profession. Here is analyzed the content of this concept and its structure from the Russian researchers' viewpoint. The article examines the systemic and subjective approaches, in relation to the definition of young people's psychological readiness to choose profession, to the selection of its structural components. Is considered a value-semantic component, as a core component of the individual's psychological readiness. Here is substantiated the relationship of this component with other components of the individual's psychological readiness.

Keywords: psychological readiness, components of psychological readiness, a systematic approach, subjective approach, value-semantic component.

V. A. Mazilov, Yu. N. Slepko, N. P. Ansimova, A. E. Tsymbalyuk

Integration of Community and Integration of Science

The article discusses the problem of integration in psychology. Difficulties are identified on the way of integration. It is argued that integration essentially depends on how the subject of psychology is treated. The article discusses the problem of the subject of psychology. The very history of psychology is seen as the history of searching for the true subject of psychology. It is stated that modern interpretations of the subject do not fully correspond to the complexity of the tasks facing psychology. The author's version of the treatment of the scientific psychology subject as the inner world of man is offered. The article reveals the interpretation of the subject, the advantages of this approach are analyzed.

Keywords: integration, community, psychology, science, subject, psychology, explanation.

N. R. Pronina

Interrelation of Motivational and Need Characteristics and Inclination to Leadership

In the modern organization one of the major resources is leadership. Leadership studying is one of vital issues of management psychology. Its solution will allow coming to a new level in understanding not only this important phenomenon of organizational life, but other related questions.

Various approaches are presented, where personal characteristics of leaders and also features of motivation of their behaviour are considered in the article. Research results of interrelation of motivational and need characteristics are presented: the need for achievement, the need for power, the need for control (expressed and demanded behaviour), the need for affiliation, fear of rejection and tendency to leadership. It should be noted that distinctive motives of people with high tendency to leader behaviour are: the need for achievement, the power and for the expressed control, and people with a low tendency to leadership are characterized by existence of the expressed need for the required control and for affiliation, fear of rejection. [7] It is revealed that the tendency to leadership is influenced by a complex motivational and need characteristics (the aspiration to acceptance, fear of rejection, the need for power, the need for control (CE,CW)), is also revealed that the expressiveness degree of inclination to leadership influences expressiveness of need for achievement and the need for power.

It should be noted that the phenomenon of leadership needs to be studied for future manager training, preparation and development of acting managers. It is difficult not to agree with N. S. Zhrebova's thought that «knowledge of mechanisms of leadership as one of psychological aspects of management will help to organize future head training on a scientific basis» [2].

Keywords: leadership; leader; motivation; the leader's motivational and need characteristics.

L. M. Mosolova

Culturology in the Context of Interdisciplinary Research

In the article the ideas of historians and culturologists in cross-disciplinary researches of modern science are considered (from Fernán Brodel to Eduard Markaryan). It is noted that the idea of interdisciplinarity began to be discussed actively in the environment of the French school of Annals in connection with the crisis of sciences about the person. F. Brodel connected this crisis with dissociation of sciences which were anxious with disputes on the borders, the place, priorities, own purposes, etc. He considered recovery from the crisis the organization of cross-disciplinary researches and outlined ways of convergence of sciences about society, the person and culture.

The subsequent interest in interdisciplinarity problems in the European and Russian science (R. Akoff, Ge. Piaget, B. Petrov, B. G. Ananiev, I. T. Frolov, M. S. Kagan, E. S. Markaryan) is traced. The system of critical judgments of E. Markaryan of absolutization of the heuristic value of the differentiating knowledge and «theoretically disintegrated condition of sciences about society and culture» as «mental disarmament of the human race» is considered. He characterizes integration as the highest form of cross-disciplinary interaction of sciences.

The author of the article believes that the cultural science is a modern form of a cross-disciplinary discourse and can become a theoretic-methodological base of convergent researches in sciences about society, the person and culture. Justification of need of creation of the Russian culturological center of cross-disciplinary researches and convergent technologies is given.

Keywords: integral cognition of society, scientific-educational culture, reform of educational systems, convergent technologies, culturology, interdisciplinary approach, Russia.

A. V. Eriomin

Universum and Context in a Cross-Disciplinary Cultural and Historical Research

In the article the ratio of two categories of cultural experience – a universum and a context is analyzed. Features of the historical and cultural research of dynamics of the social phenomena in the aspect of understanding of culture as the complete system forming a life matrix are defined. In the work the interdisciplinarity in humanitarian researches is characterized, and the conclusion about need of deep synthesis of disciplines with the purpose of providing the transdisciplinarity allowing to reveal permanent imperatives of cultural experience and to study their transformation is drawn. Due to this history and culturology become complementary disciplines, and the culturological paradigm of the research provides interrelation of the scientificised concepts, theories and approaches.

In the article a civilization approach in relation to the concept of cultural universum is analyzed. The conclusion is drawn that the civilization represents culture universum as it is a means of the embodiment of cultural experience. The civilization provides unity of perception of cultural experience at three levels of the cultural field: archetypic determinants, sign system, characters and images.

In the article the role of contexts in understanding of situation daily practices by the researcher is investigated, which at the same time are mediated by the cultural universum as in the matrix there are systems of imperatives of cultural experience.

Keywords: universum, context, interdisciplinarity, transdisciplinarity, culture, researches, cultural experience.

I. A. Edoshina

Voloshin's Text by E. Ya. Arkhipov: «ΕΦΗΜΕΡΙΣ ΚΙΜΜΕΡΙΑ»

The article analyses «ΕΦΗΜΕΡΙΣ ΚΙΜΜΕΡΙΑ» by E. Ya. Arkhipov as a text of culture, which arose as a result of his correspondence with M. A. Voloshin, his study of pictures by M. A. Voloshin and K. F. Bogaevsky, his trip to Koktebel and a visit to the House of the Poet (M. A. Voloshin). The article stresses the general drama of the time created by the coups of 1917th and the coming to power of the Bolsheviks. The analysed text allows one to see the author as an original thinker and writer, whose perception of the world is permeated with antiquity. Hence the name of the text, written in ancient Greek and translated in the published paper as «The Cimmerian Diary». The author of the article points out the deliberate grammatical mistake made by Arkhipov, explains its historical and cultural meaning, gives possible variants of the translation. Special attention is given to the structure of the text, the peculiarities of the naming of each recorded day, and the way this specificity is revealed. The text compiled from naming units by the author of the article points to its esoteric character, referring to mythological subjects and archaic consciousness as a whole. The genre chosen by Arkhipov is consistent with this feature – a journey that appears real moving at sea, at home, around the land of Cimmeria, and mental – around the history of culture into the depths of centuries. In Voloshin's text of culture, Arkhipov reproduces the mental basis for the synthesis of antiquity and modernity.

Keywords: text of culture, antiquity, myth, the year of 1917, diary, epistolary, naming, journey, mental specificity.

E. N. Shapinskaya

Forms of Power Resistance in (Post)Modern Cultural Spaces

The article deals with specific forms of «power/resistance» relation in postmodern culture and society. The author takes the ideas of M. Foucault as the theoretical basis where the importance of micropolitics of power at all levels of social and cultural life is accentuated. Non-repressive forms of power generate specific forms of resistance which are localized in different cultural spaces. In the article cultural spaces have been singled out where these forms are expressed in the form of various cultural practices. Popular culture is represented from the point of view of free choice and signification, which is a form of resistance to the power of cultural industry. Everyday culture is also regarded as a scene of power relations where routines and practices of everyday life become forms of resistance to norms and rules imposed from above. In the analysis of all these forms special attention is given to cultural dynamics which requires from the researcher the capacity to conceptualize various fragmented cultural forms of our time.

Keywords: power, resistance, cultural space, popular culture, everyday culture, subcultures, cultural industry, protest, consumption, binarism, globalization, deconstruction, domination, cultural practices.

T. I. Erokhina

**A Memory Phenomenon in Popular Culture:
Counter-memory and Post-Memory in Russian Cinema**

In the article understanding of the phenomenon of memory in popular culture is presented on the basis of the analysis of the Russian movies about World War II, which were released from 2010 to 2016. Relying on methodology of the semiotics analysis of cultural memory and also on the researches devoted to formation of post-memory and counter-memory mechanisms in the culture history, the author finds out interrelation and interdependence of these definitions, which form the semiotics system of representing the images of the past in modern popular culture. Focusing attention on cultural memory functions, the most demanded ones in modern popular culture, the author analyzes genre characteristics of Russian movies, subject lines and ways of representing the images of the past. Here are allocated two tendencies of cultural memory modeling, where post-memory and counter-memory are presented in discourses of mythologization, idealization and glorification of the Great Patriotic War events. Functional features of the phenomenon of the memory, promoting formation of the cultural identity, are designated.

Keywords: popular culture, cultural memory, post-memory, counter-memory, cultural identity, text, images of the past.

T. I. Erokhina, A. A. Abovyan

**Transformation of Anti-Utopia in Popular Culture Context:
O. Huxley's «The Marvelous New World», A. and B. Strugatsky's «Predatory Things of the Century»**

In the article features of emergence and development of the anti-Utopia genre are considered, the genetic connection of anti-Utopia with existentialism and popular culture development is designated. Authors appeal to the comparative analysis of O. Huxley's novel «Brave New World» and A. and B. Strugatsky's short novel «Predatory Things of the Century», focusing attention on similarity and distinctions of anti-Utopia in the context of popular culture in America and Russia. The analysis of literary texts and also writers' philosophical works and ideas allows authors to find specificity of anti-Utopia transformation from the novel-warning, where O. Huxley describes new society, its values are Things, Mechanization and Depersonalization, to the short novel by the Strugatskys, which is initially built due to the principle of the popular culture text – a detective. Created by force, restrictions and bans, O. Huxley's «brave world» turns into the world of freedom in the Strugatskys' work, where the person is free to determine his destiny by

himself. The short novel shows not only transformation of the atiotopiya, but also transformation of human consciousness, for whom the choice of freedom turns into the conscious choice of unfreedom. The popular culture, satisfying consumer society and creating society of infantile people, becomes the culture of illusions, dream substituting reality.

Keywords: anti-Utopia, popular culture, consumer society, O. Huxley, And. and B. Strugatsky, thing, society, freedom, existentialism, transformation.

T. S. Zlotnikova

Existenciality of the Russian Creator of «Abyss on the Edge» (thoughts in the year of the 110 anniversary since the birth of V. T. Shalamov)

In the article, its problematics is directly connected with a perspective of the fate of the Russian creators – contemporaries and victims of the authoritarian regimes – here is carried out contextual comparison of the concepts «testing» and «torture». Testing is interpreted as existential procedurality having a moral and psychological modality, torture is interpreted as a socio-political and social and psychological collision of the personality's stay on the edge of physical abilities. Basing on daily activities of the Russian creators, considering features of destiny and works of «the hero of the anniversary» in 2017, V. T. Shalamov, in the context of cultural experience of Russian writers, actors, directors, the author approves efficiency of the situation of testing for the creative person and the ability of the Russian creators to turn torture into the testing.

Keywords: testing, torture, Russian creator, existential collision, frontier, Shalamov, Pushkin, Yursky, Frankl.

N. N. Liotina

«Russian» Discourse in Updating of Classics Modern Popular Culture

In the article results of the culturological analysis of the «Russian» discourse of modern popular culture formed by means of updating of Russian classics are offered. Certain versions of updating of «Dance of Knights» by S. S. Prokofiev, which are representative for mass cinema, television, advertizing, popular music, are studied. It is proved that in the modern world and Russian popular culture integrated thanks to the Internet into uniform public media space, the appeal to Russian classics promotes formation of the Russian / Russian-owned discourse in various formats: classics as such, classical tradition of the Russian ballet and musical culture, one of masterpieces of Russian cultural heritage, marketing marker of elitism, a way of the cultural dialogue with the integrative globalization context and national brand.

Keywords: Russian discourse, Russian-owned discourse, popular culture, updating of classics, Russian ballet, S. S. Prokofiev, «Dance of Knights».

M. V. Novikov, T. B. Perfilova

Schellingism Traces in Organization of Buslaev's Discourse

In the article receptions of intelligible structures of F. Schelling in F. I. Buslaev's scientific work are considered. It is marked that Buslaev always translated heavy-weight philosophical constructions of F. Schelling into the specific and figurative, «materialized» language, he aimed to comprehend independently the ideas, new to himself, to check their applicability on materials of Indo-European literature well-known to him. It is emphasized that his finally issued concept of the myth and the entity of mythological views in the ancient time became the main outcome of union of Buslaev to Schelling's mythology philosophy. It is marked that Buslaev criticized Schelling for «classical fastidiousness» – underestimation of mythological heritage of Scandinavian, Finnish, Lithuanian and South American people. Buslaev gradually refuses transcendental philosophy ideas, and begins to give preference to the reliable argumentation, critical check of all facts, the objective and approved methods of data collection and processing.

Keywords: myth, mythology, religion, mythology philosophy, transcendency, monotheism, polytheism, pantheism, nationality

N. Yu. Bukareva, N. V. Lukyanchikova

Organization of Dialogue in the Course of the Lyrical Text Comparative Analysis

In the article authors prove need of realizing the dialogue technology when studying lyrical works, offer forms of the organization of seniors' activity in the course of implementation of the comparative analysis of art texts. Experience of the dialogue technology realization when training in Literature in the eleventh class of comprehensive school is presented. In the article it is proved that work on comparison of art works allows creating students' ability to define the general and various things in the author's positions, approaches to the solution of the same problem, communicative competences.

Keywords: dialogue technology, comparative analysis of lyrical works, communicative competences.

N. M. Bagnovskaya

Trends in Socio-Economic Development of the Seversk Land and Population Ethnogenomics in the XVIII century

The article reveals the interaction of socio-economic and ethnic processes in the territory of Seversk in the XVIII century, which became a part of the Ukrainian ethnic territory, and the descendants of its population participated in the formation of the Ukrainian people.

A significant role in determining the ethnic character of the population of Chernigov-Seversk was played by the Cossacks, who served in the XVII – the first half of the XVIII century the leading political position in the Ukrainian society and representing a class of land owners.

The author draws attention to the important role of socio-economic factors for understanding the historical and ethnic development of the population. In the work is reflected the pattern of rapid social differentiation of the population of Ukraine in the XVIII century and the same process in so-called Sloboda Ukraine.

Keywords: socio-economic development, the Cossacks, sociodynamics and ethnogenomics of the population, the process of the formation of the East Slavic peoples.

V. A. Liotin

The Romanovs' Crimean Palaces in the Context of Russian Farmstead Culture: Composite and Semantic Discourse

The article is devoted to the identification and analysis of semantic features of the composite and spatial solution of the imperial Southern coast palaces: in Livadia and Massandra. The reputation of the palaces was that these palaces were, first of all, for rest. The palace in Massandra was «more lucky» in this plan, which was «presented» to public in excursion practices as «the palace for picnics». Meanwhile the analysis of the composition of the farmstead ensemble in Massandra allows assuming a much more serious concept of its organization, than just horse or foot walks in the family circle.

Composite elements are Vorontsov terraces, the palace and architecture of small forms, sculpture and flowers – make a landscape typical for the Russian estate. However, if to consider it in detail, it becomes clear that each of the elements making this ensemble has also a symbolical value. It is accented both by the figurative system, and material and the location of the object. This code was typical for the Russian estates of the second half of the 18–19th century. Its use here – is it a tribute to historical traditions or fashionable at the end of the 19th century interest in mysticism and religious symbolism?

Keywords: the Russian estate, a farmstead universum, the Crimean palaces, imperial family, architecture of the Southern coast of the Crimea, gardens and parks of the Crimea, the Romanovs in the Crimea, Massandra, M. Messmacher.

O. V. Lukin

Two J. C. W. Lindemanns: the Cultural Phenomenon of German Pastors in Germany and America in the XIX Century

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The presented work offers insights into professional and personal life of two German pastors, J. C. W. Lindemann (1828, Schönebeck – 1879, Niederkrüchten) and J. C. W. Lindemann (1828, Göttingen – 1879, Addison), and highlights their contribution to German philology. The author of the publication analyzes the pastors' activities as teachers and philologists within a scientific framework of the XIX century Germany. The focus of the article is their philological works on the history of German literature and on German grammar for German students in North America. The article presents information on their scientific publications.

Keywords: J. C. W. Lindemann (1828, Schönebeck – 1879, Niederkrüchten), J. C. W. Lindemann (1828, Göttingen – 1879, Addison), history of German literature, linguo-historiography, linguodidactics, grammar of the German language, Germany, XIX century.

M. A. Pavlova

Material and Cultural Component of the Text of Kologriv City at the Beginning of the 20th century

In the article a semiotics approach to study the city as a text of culture is considered on the example of Kologriv. The dominating categories of the description of the city are marked out: natural and geographical arrangement, architectural appearance, economic development, education and charity. The duality of the position of Kologriv is shown in the article: on the one hand, the city aspired to become a highly developed district centre, to enjoy all the benefits of civilization, and, on the other, Kologriv followed the laws of nature and depended on them. This duality was reflected in the signs and symbols of Kologriv: in its architecture (synthesis of urban

architecture and traditions of the national houses), in the economy (the strong dependence of industrial development from natural conditions), in education (a large number of educational institutions focused on technical and agricultural education), etc. Local self-government and active members of the urban classes played an important role in the life of the city. The image of Kologriv was determined by the elements of capital life, that were transformed in accordance with local conditions. The city as a special complete body created an educated, socially active, living close to nature personality.

Keywords: image of the city, culture, education, charity, architecture.

Zhang Zonghua, Jiang Yanhong, Han Wenxuan

The Russian Noble Emigration in China after the October Revolution

After the October Revolution social structures «unity» and «bipolarity», which were created by the Soviet power, led to expansion and aggravation of class contradictions. Most of members of noble families died or emigrated to the different countries of the world. Their number was not less than two million people. The emigration process of the Russian noblemen is divided into three stages and two parts. The first stage is connected with evacuation of the Armed forces of the South of Russia under command of Lieutenant General A. I. Denikin from Novorossiysk in February, 1920. The second stage is connected with evacuation of the army under command of Lieutenant General Baron P. N. Wrangel from the Crimea in November, 1920, the third one – with defeat of troops of Admiral A. V. Kolchak and evacuation of the Japanese army from Primorye in 1920–1921. Mostly emigrants were separate groups of Russians and their families, military units and educational institutions. Emigration of the Russian noblemen to China is also divided into three stages: the first – from the October Revolution before establishment of diplomatic relations between China and the USSR; the second – from establishment of diplomatic relations between China and the USSR before the events of «The Mukden incident»; the third – from the Japanese invasion of the northeast territory of China until the end of the World War II. The main lines of this emigration are that the main places of the settlement of the Russian noble emigrants in the 20-s years concentrated along CER (Chinese-East Railroad), in Harbin and other places, and in the 30-s years – in Shanghai. At the same time the number of the Russian migrants in China in 1923 was 150 thousand people that exceeded the number not only at all times of the Russian history, but also the number of emigrants from other countries in China during the same period. The nature of the Chinese society of that era and the relation between China and foreign countries were unstable, the fate of the Russian noble emigrants remained unstable. The Russian aristocrats kept Orthodox faith. They not only kept features of traditional Russian culture, but also achieved great success in political, military, economic, cultural and educational spheres, and these facts are known in the world.

Keywords: the Russian nobility, emigration to China.

M. V. Novikov

Civil Wars in Russia (1918–1920) and Spain (1936–1939): Terror and Church

In the article is regarded the problem concerning the position of the Russian Orthodox Church and Spanish Catholic Church during civil wars in 1918–1920, 1936–1939, which influenced untwisting of the mechanism of terror and especially fierce nature of these wars. It is emphasized that both churches supported one of belligerent parties – the party of White Guards in Russia and frankist in Spain. In the article the reasons are considered, which influenced this choice, which were almost identical both in Russia, and in Spain. The Russian Bolsheviks and the Spanish liberal democrats who were in power took hard anticlerical positions intending to destroy religion and church quickly. At the legislative level they made decisions on disestablishment and schools from church, on cancellation of a church marriage and introduction of a civil marriage, on nationalization of church property.

Keywords: civil war, terror, cruelty, Russia, Spain, the Russian Orthodox Church, the Spanish Catholic Church, disestablishment and schools from church, nationalization of church property.

I. M. Fateeva

Cult Object in a Mode of Modernist Mentality

This article presents an analysis of the architecture of the Chapel in Ronchamp French architect Le Corbusier – the first religious buildings of the modernism era. Architectural features of a cult object, viewed in the mode of modernist mentality projected onto philosophical and aesthetic plane of searching the European image of the temple of the XX century, opportunities for creative expression of religious objects authors. The study identifies the object, the principles of inherent poetics of the author of the chapel, and there is intentional link with tradition. We give a conclusion on the two approaches to the search for a new temple in the shape of the modernism period. The first one – suggests the figurative and symbolic interpretation, the second one – purely aesthetic, levelling the temple image among the surrounding buildings. In the context of the European experience there is estimated the potential and ways of the development of the domestic cult construction in the era of postmodernism.

Keywords: temple, modernism, tradition, function, form, space, sacral space, light, religious paradigm, divine, human, theurgy, international style.

T. L. Kaminskaya

Historical Reflection in Media: Information Occasions and Strategies

The article is about historical discourse in Russian media from the point of view of its components: speech strategies, participants and the importance of the information occasion. The author uses the discourse-analysis method of the texts of popular, having a designated political niche, federal media and also bases on the study of the heading «Opinion», that has the largest number of views and comments. The unfolding of the historical mini-discourse, which actualizes the problems of contemporary political and social life, is considered on the examples of the information occasion, which are connected with the contradictory figures in Russian history, such rulers as Ivan the Terrible and Joseph Stalin. Through the content analysis and discourse-analysis of media texts the author shows how the discourse unfolds. Within the framework of the culturological comprehension of the potential of the historical media discourse the author draws attention to its impact on modern society, in particular, on the youth audience.

Keywords: media, historical discourse, comments, speech strategies, information occasions, values, power, the Terrible, Stalin.

V. A. Tirakhova

Representation of Russia's Image – #Флешкульткино

The article represents the analysis of results of the movies relay flashmob that was carried out in March 2016. Authors interpret results of the action in the context of representation of Russia's image in the movies actualized by a flashmob. The purpose of the work was to define specifics of perception by youth audience of Russia's image as the mythosystem embodied in native cinema, to reveal the components of this mythosystem, most significant for the youth. During the analysis of genre specifics of the native movies chosen by flashmob participants, the authors revealed that the youth audience implicitly choose the comedy and the melodrama. In the article the authors consistently analyze features of time and space in the movie-participants of the action, specifics of representation of the images of power, enemy and people. These components of Russia's image were relevant for modern youth public as well.

Keywords: Russia's image, mythosystem, popular culture, native cinema, representation, cinema genres, flashmob, youth, spectator perception.

O. A. Yanutsh, T. V. Neretina, N. P. Novikova

Growing Up as a Cultural-Pedagogical Problem: Analysis of Modern Russian Teenagers' Expectations

In this paper we review the results of a pilot study of the modern Russian teenagers' (12–15 years old) expectations associated with growing up. The study was conducted in 2015–2016 in two secondary schools of St. Petersburg. It has been hypothesized that it is the formation of a specific system of value orientations in secondary school age adolescents, that later come out as one of the triggers of the social and cultural self-isolation of young adults. The data analysis revealed the relevance of further research of gender differences in attractors of becoming an adult, unwillingness to grow up, professional self-fulfillment strategies and the manifestation of a negative attitude to growing up as a part of the existing emotional discourse. In our view, these trends are proved by not only to psycho-physiological peculiarities of the development of boys and girls at this age, but the socio-cultural conditions of modern teenagers' growing up.

Keywords: pupils, teenagers, adulthood, unwillingness to grow up, social and cultural self-isolation, values, gender differences, professional preferences, emotional discourse.

S. A. Dobretsova

«Futurists», Clever Girls and Clever Boys: Intellectual Game as a Form of Culture-Congruent Activity in the Popular Culture Sphere

The article considers intellectual games for children and youth as a form of culture-congruent activity in the sphere of popular culture. The popular culture demonstrates a condoning attitude to a high order of intelligence, it is important to show that acquisition and demonstration of knowledge is an easy aim for everyone because the idea of simplicity and accessibility of different values is an inherent characteristic of popular culture. An effective means of implementation of this thought is intellectual games for children and youth. It is necessary to notice that in a theory of game it is actualized scientific traditions having visualizations about an inextricable connection of game and childhood in their basis, about a game as a repetition of life. In relation to this tendency an implicit aim becomes a confirmation of intellect and knowledge prestige (as intellect and knowledge are not differentiated in respect to child and young auditive). The popular culture confirms that «to be clever» is good, pleasant and useful rather than to be odd and shameful. On the authority of making research we conclude that intellectual games for children and youth is a form of culture-congruent activity successfully functioning in the sphere of popular culture.

Keywords: popular culture, intellectual game, children, youth, culture-congruent activity, intellect, knowledge.

N. N. Liotina

Frontier of Individual and Collective in Cultural Experience of the Creative Person: K. Pavlova, A. Blok, M. Vrubel

In the article the problem of frontier of individual and collective cultural experience of the creative person in the context of social and moral collisions, contradictions and transformations is analyzed. Cultural experience and fate of representative creators in the beginning of the 19th century (K. Pavlova) and at the turn of the 19–20th centuries (M. Vrubel, A. Blok) are comprehended in the same row as a correlative subject of culture-philosophical and culture-anthropological discourse of frontier of the creative person's life. It is proved that distincting the sociocultural situation and personal experience, K. Pavlova, M. Vrubel and A. Blok give preference in the spiritual and moral and aesthetic plan to reciprocity and individual experience. The vector of artists' social spiritual needs is directed not across collective socialization, but down mystical experience; in K. Pavlova's works the creator's social drama is compensated by syncretic merge to the Universe. Ontologic measurement organic for To. Pavlova, A. Blok, M. Vrubel of frontier of individual and collective it is defined as prepotent.

Keywords: frontier, creative person, individual, collective, Russian culture of the beginning of the 19th century, Russian culture at the turn of the 19–20th centuries; cultural experience, K. Pavlova, A. Blok, M. Vrubel.

V. L. Efimova

Russian Dissertation Research Fashion as a Sociocultural Phenomenon: Bibliometric Analysis

This article focuses on the bibliometric analysis of fashion as a sociocultural phenomenon in Russian dissertation researches. Is analyzed the entire array of dissertations on gaining the scientific degree of Candidate and Doctor of Sciences from 1991 to 2016, the classification of theses in the fields of science, research specialities, temporal structure, and thematic structure.

Fashion is considered as a sociocultural phenomenon, it must be studied within the interdisciplinary approach. Here is noted the importance of the bibliometric analysis of fashions in Russian dissertation researches for further research in various branches of science.

Basing on the bibliometric analysis the conclusions are made about the dominating fields of science and scientific specialities, in which the fashion is studied, and also poorly studied aspects of fashion.

Keywords: fashion, social and cultural phenomenon, bibliometric analysis, dissertation research, thematic structure.

L. R. Karchaa

Images of advertisement: visualisation and style

Transition from verbal images to visual ones, and also objective factors, circumstances and reasons, which caused the increase of relevance, importance and efficiency of visualization in the sphere of sociocultural communications is considered in a historical retrospective. Links of methods, forms and technology of making advertizing products with the acting system of values is proved in society at certain stages of its development. The sociocultural basis and the role of a creative thing in advertizing visualization of product ideas are analyzed. It is specified one of main functional «derivatives» of advertizing promoting formation of representations. The place of the style in creation of socially attractive visual images of advertizing is considered. Conclusions are made about a significant role of visual information in modern culture formation, presenting both to society in general, and to certain target audiences by means of various technologies, communicators and channels. Advertizing is defined as one of the most important components of the whole set of visual information traffics. It is emphasized that the advertizing efficiency is directly caused by quality and depth of contents and the image, their compliance to values, public inquiries and expectations.

Keywords: advertising, simulacrum, advertising image, visualization, creativity, image, style, pin-up.

N. Yu. Stoyukhina

Mozart's Heritage to Psychology: Speech to Descendants

