

V. B. Pomelov

Soviet Experience of Labor Education in the Institute «New Life»

In native historical-pedagogical literature up to the present time, there is scarcity of materials, which characterize the system of work of a definite educational institution in general. The attention of researchers has focused mainly on the activities of institutions headed by A. S. Makarenko, V. A. Sukhomlynsky and some other major teachers. Therefore, the purpose of the proposed article is to provide the scientific community with the content of work of one of the innovative domestic educational institutions – the Institute of labor education «New life» named after F. E. Dzerzhinsky, which was headed for a long time (1920–1950) by remarkable educator and psychiatrist Piotr Vladimirovich Potalak. The pre-history of this institution began in the pre-October period due to efforts of philanthropist Princess Ekaterina Petrovna Vasilchikova. She organized her institution at her own estate for orphan-girls and she provided them with a decent upbringing and education, including professional education. The article shows the reasons for the organization of educational institutions for orphans in the first post-October years, it provides statistical information on the number of orphan children in the Soviet Union during this period. The article deals with the system of the Institute of labor education. Examples, cited in the article, reflect the daily lives of the staff and pupils of the Institute, the fate of some of its graduates. It provides reviews of its work, including given by students of Kirov State Pedagogical Institute named after V. I. Lenin, who visited the Institute during excursions and got acquainted with its work. At present this educational institution is known as «Chekhov special school for girls with deviant behavior».

Keywords: Soviet pedagogy, the Institute of labour education «New Life», labor education, Piotr Vladimirovitch Potalak, Ekaterina Petrovna Vasilchikova.

A. A. Lazarev

Pedagogical Support of the Festival of the Fire Safety for School Students

The subject of the article is new understanding of the problem of pedagogical support of the festival of fire safety for school students. The author offers the idea of this festival aimed at providing use of polyphony of means, forms and methods of fire-prevention promotion. Thus the special attention is paid to the axiological approach to the process of education of school students within the festival of fire safety.

Based on the analysis of the theory and practice of fire-prevention training of school students, the description of pedagogical support of the festival of fire safety for school students is presented in the article. Disclosing the content of the considered pedagogical support the following components are allocated by the author: patriotic focused educational, informative, competitive and game, emotional and propaganda, incentive. The given pedagogical support assumes use of a complex of pedagogical conditions. To use the patriotic focused educational component carrying out of the following actions is supposed: introduction of children to works of art and traditions of fire protection; meetings with veterans of fire protection; carrying out the oath of young firefighters.

The informative component assumes: carrying out for school students of excursion within work of a mobile exhibition; introduction with fire and technical arms; broadcast of informative videos.

The competitive and game component includes: competitions among children in putting on fighting clothes of firefighters; pulling of a fire hose; draft of the weight; game in a fire-prevention lotto.

The emotional and propaganda component is provided with carrying out: photography with life-size puppets; speech of leaders of public opinion; video fixing of the held flashmob; demonstration of banners with slogans on fire-prevention subject.

The incentive component means delivery of diplomas, gifts, certificates or rewards, souvenirs and flowers.

Pedagogical support of the festival of fire safety for school students includes a number of private and pedagogical principles which consider personal features of school students and feature of the educational means offered for ensuring fire safety.

Realization of the offered option of pedagogical providing allows us to organize the festival of fire safety for school students up to standard. Conditions for ensuring productivity of this process are created within valuable situations during the festival of fire safety.

Keywords: fire-prevention promotion, education of the valuable relation to ensuring fire safety, school student, valuable situations.

A. N. Teslenko, V. V. Zakhlebaeva

From Paternalism to Self-Organization of the Youth: Experience of Germany

The article is devoted to the analysis of theoretical and methodological problems of a new inter-discipline discipline – junogic – making search means of pedagogical influence on young people in period of their social adolescence and special organized social work with youth. There are arguments to protection of junogic as a field of complex inter-discipline youth study. Here is shown the experience and the ways of social and pedagogical research of youth, their theoretical comprehension. The author emphasizes that a study of youth work, all problems of its affectivity directly depend of the level of theoretical comprehension of the youth socialization process and its social and technological provision. Junogic is regarded as theoretical and methodological bases

of state youth policy, its pedagogical and technological provision. This article was prepared and financed by the public research grant of the Committee of science MES RK project IRN APO5132539 on the theme: «Anagogical: theory and practice of youth work in the context of modernization of public consciousness» in the framework of the international programme 5. Scientific bases of «Mangilik El» (education of the XI century, fundamental and applied research in the Humanities): 5.3 Fundamental and applied research problems of modernization of public consciousness: 5.3.1. New humanitarian knowledge.

Keywords: youth, social pedagogic, social work with youth, pedagogic of youth (komsomol) work, junogogic, youth socialization, organizer of work with youth, state youth policy, social technology of youth organization and self-organization.

E. E. Lyakh

Features of Interpretation of «Pedagogics» in Intellectual Heritage of Clement of Alexandria

In the article the pedagogical ideas of one of outstanding Christian writers, theologians, intellectuals of the 2–3 rd centuries Tit Flavia of Clement are revealed. He was one of the three most famous heads of the school in Alexandria. The distinctive feature of Alexandria school was equivalent understanding of importance of both belief, and reason. At school it was possible to be engaged many years and to receive encyclopedic knowledge not only in the field of divinity, but also in secular sciences, including ancient philosophy. Clement of Alexandria is the author of a significant amount of works, a part of them has remained also till our time. On the basis of one of his works «Teacher» here is analyzed the understanding of the term «pedagogics», the Teacher's task, his status, numerous forms and methods applied by the Teacher among which Clement pays special attention to «strict» methods (admonition, censure, suggestion, reproach, charge, correction and others) and also to «good» methods (praise, advice). Clement analyzes in detail each of methods, shows its essence, need of its application, explains when and in what situations it is possible to use these or those methods and means. Following logic of the work, the Christian author analyzes in detail everyday life of modern to him pagan society: features of behavior, care of a body, meal, consumption of wine, visit of baths, shows, hairstyles, cosmetics, clothes, footwear, manners, the speech and etc. He shows convincingly and logically usefulness or malignancy of these or those features of this society, urging Christians to follow some of them or to refuse them. Criticizing everyday life of pagans, Clement offers an alternative of Christians' daily behavior, showing and explaining a «desirable» way of life and behavior of the Christian. His purpose is self-knowledge, «rightness», «judiciousness», «generosity», «moderation», «love to good». These purposes do not mean leaving society by the person, it is possible and necessary to remain in it. Clement highlights communication of spiritual health as a predecessor of intellectual education.

Keywords: early Christianity, early Christian diatriba, Alexandria school, pedagogics, Clement of Alexandria, «Teacher», early Christian writings, education system, education methods, way of life, everyday life of Christians.

L. V. Baiborodova

Integration as a Means to Ensure Availability of Rural School Students' Additional Education

The relevance of ensuring availability of additional education of children is defined, features of the solution of this problem in the conditions of rural areas are considered. The definition is given to the concept «availability», some approaches to consider this category are allocated, groups of factors which influence availability of additional education are considered: information, economic, social, institutional, individual and personal and pedagogical according to which two groups of the signs are offered allowing to refer the additional education system to the available category. It is noted that it is very difficult to provide the most part of signs of availability of rural school students' additional education. At the same time it is emphasized that it is necessary to give to rural children opportunities for versatile development and satisfaction of educational requirements, equal with city school students.

Several favorable factors which need to be considered in organization of additional education of children in the village are defined. One of the important ideas is proved which realization in the conditions of the village can increase availability of additional education it is integration of resources of different education levels, the main and additional, formal and informal, the general and professional; various structures and organizations rendering services of additional education.

A brief characteristic of the concept «integration» is given, external and internal integration in relation to additional education is allocated. Certain experiment of various regions of the country on realization of the idea of integration at the level of regions, municipalities and rural settlements is offered (school complex, the center of education, school of full day, etc.). It is emphasized that the organizer of additional education in the village, as a rule, is a comprehensive school, at the same time several conditional levels of the organization of additional education are allocated.

Keywords: additional education, availability, rural school students, integration, experience of integration for the purpose of ensuring availability of additional education.

M. A. Choshanov, N. K. Chapayev

Didactic Engineering of Educational Tasks and Problem Situations in Practice of Mathematics Teachers' Work

One of the jewel didactical findings in the theory of problem-based learning (M. I. Makhmutov, D. V. Vilkeev, A. M. Matyushkin) is the classification of problem-based situations. In the theory of problem-based learning, this issue was mainly considered from the point of view of the process of classroom teaching, namely from the position of learning problem-based situations. In this article, an attempt is made to classify problem situations from the standpoint of the practice of the teacher's work, namely from the point of didactical problem-based situations. In the same connection, the classification of didactical tasks is also considered. The theoretical significance of the proposed classification is in its unfolding, the coverage of all possible types of didactic contradictions between known and unknown, theoretical and practical knowledge. Particular attention is paid to the didactic engineering of problem situations in the teaching practice of Mathematics teachers. We define didactic engineering as a collaborative action research by teachers in the analysis, design and construction of didactic objects, their application in the educational process with the aim of achieving learning outcomes (Choshanov, 2011). Didactic engineering of problem situations was tested in one of the middle schools in the state of Texas, USA (corresponding to grades 6–8 in the American education system) for five years (2005–2009) with the participation of $n = 11$ teachers. In the experiment, we implemented one of the ways of applying problem-based didactical situations in the practice of middle school teachers by using video cases of Mathematics lessons. The results of the study showed a positive impact of this approach on the performance of schoolchildren of those teachers who participated in the pilot experiment.

Keywords: didactical engineering, didactical task, didactical problem-based situation.

V. M. Monakhov, S. A. Tikhomirov, T. L. Troshina

Didactic Functions of the School Textbook Technologization

In the article methodical problems of interaction of the school textbook and the distributed content in the conditions of the information educational environment and also the strategic requirements and new questions arising in the context of this interaction are considered. Characteristics of outstanding national school textbooks, reminiscence about personalities of their authors, of features of their approbation and mass introduction to school practice are presented. Significant results of modernization are presented in connection with introduction to the educational process of the first school textbooks using the innovative potential of integration of pedagogical and information technologies. Here are presented strategic aspects of the methodical approach to the solution of the problem of didactic influence of the component «Contents» on efficiency of functioning of the arising methodical system of electronic training of digital society. The considered problems are of particular importance in connection with coming in 2020 of the exchange of the traditional school textbooks on a paper basis on «Digital educational and methodical complexes» where the content of a subject will present only an electronic textbook. Implementation of this priority project of the Ministry of Education of the Russian Federation assumes creation of the State information system – SIS, there will be formed and systematized the whole educational information on functioning of the «Digital school» realizing modern requirements of digital economy and modern digital social production to national school education. Due to the aforesaid the most urgent didactic problem in our opinion is a problem of didactic continuity as traditional school textbooks naturally became carriers and representatives of the national school methodical science. We will notice that the category «technique» is traditionally used only at the Russian school and therefore it is extremely important to keep methodical continuity at implementation of the above-stated project!

Keywords: IEE, school textbooks, methodical system of e-learning, distributed content, digital society.

M. Kaminska

Formation of Cooperation Culture of Participants of the Educational Process

The text is devoted to the issue of team work of teachers at school. The ability of team collaboration is today one of the most desirable competences in the social and professional world. The educational dimension of teamwork usually refers to the student community. However, building a culture of cooperation and learning at school should also be applied to teachers. The text discusses the factors that determine team work and its effectiveness. Selected results of the educational research on the quality of team work of teachers at school are presented. According to educational researchers and specialists in the field of the management theory, the effectiveness of team work depends on: the immanent features of the group, individual characteristics of members and methods and forms of cooperation in the team. Group features include, for example, the level of communication, consistency, and team size. Members' qualities are their competences, ability to learn, think and act creatively, focus on cooperation, openness to new ideas, taking critical remarks. Some of the researchers point to the need for mutual trust and credibility of members. Then it is not difficult to obtain beneficial effects in the form of synergy. In teamwork, teachers can be improved professionally, organizationally, and improve their personality. They can develop social needs. They have the opportunity to learn from each other. In the long run, team work can contribute to the integration of the teaching community and raise professional prestige. Therefore, the scientific research is undertaken to determine the level of teamwork in schools and predict its future status. The article cites the results of the research carried out by domestic and foreign researchers. The conclusions show that there is a great potential for cooperation among teachers. However, there are also signs of the culture of competition and individualism.

Keywords: teamwork, school, teacher, cooperation, learning.

N. B. Khokhlova, L. D. Starikova

Formation of Students' Individual Educational Trajectories by Means of the Elective Content

In the article the possibility to apply principles of open education in Russia is considered. Authors emphasise the fact that the Federal law «About Education in the Russian Federation» 273-FZ orders that educational programs considered personal informative needs of each student, offered them an opportunity of the individual choice, provided adaptability of the educational process to the level of training, features of development, abilities and interests of the person. Proceeding from it, in the article it is offered to form individual educational trajectories taking into account specific features of students.

The authors of the article note that the individual educational trajectory can have several levels of realization. In the first case, the student forms the content of the professional education through the choice of subject matters of the general list presented in the curriculum according to the principles of the Bologna declaration, in the second case – through selection of the content of each discipline separately. At the same time, according to the authors, the second option of creation of the individual educational trajectory allows us to consider more precisely informative needs of each student and to create the competences meeting the requirements of modern society. All these can be realized by formation of the individual educational trajectory by means of the elective content expanding the content of some certain discipline or disciplines of the curriculum.

For successful formation of the individual educational trajectory by means of the elective content the authors allocate a number of pedagogical conditions and didactic features which ensuring and observance will give the chance to train qualified specialists corresponding to employers' modern requirements.

Keywords: individual educational trajectory, elective content, globalization, informatization, open education, didactic features, pedagogical conditions, the educational program, competence-based approach, the personal focused training.

N. V. Chekaleva

The Specifics Of Future Teachers Training In The Conditions Of Polycultural Education

The article shows the results of the analysis of the peculiarities of training a future teacher under the conditions of polycultural education. The changes in the society and education are pointed out, sociocultural causes of education are analyzed. Based upon the definition of professional training of future teachers the necessity and meaning of polycultural education is analyzed. The Federal State Educational Standard of Higher education is under analysis from the viewpoint of the competences which students should acquire in the process of polycultural education. The specifics of students training is outlined through the representation of their ability to decide professional problems. Problem-based approach is shown by three cross-coupling directions of future students' preparation in polycultural education: renovation of education by including study materials and construction of professional problems of Etna pedagogical character. The necessity of integration of psychological and pedagogical, methodical and subject-based training, theoretical, practical, personal readiness of a future teacher under the circumstances of polycultural education is shown. The importance to work with pedagogical texts and instructional devices is highlighted. The principals of selection in polycultural education are stated, they are cultural congruence and practical oriented principal. The importance of a new educational discourse which is oriented on a diversity of opinions, tolerance, recognition of right of all languages and cultures.

The humanitarian technologies which are used for the training of future teachers are analyzed: technology of critical thinking development, Reflective Teaching, project teaching technology, case technology, web-quest technology, individual educational route, Technology of Group Teaching

The specifics of students' training in polycultural education in the period of pedagogical and social practices, solving real problems and in volunteering are outlined. The necessity of including needs of students-immigrants, bilinguals and foreigners is emphasized.

Keywords: changes, specifics, sociocultural causes, polycultural education, future teacher, renovation of education, humanitarian technologies, professional problems, pedagogical practices, needs of students in polycultural education.

A. V. Zolotareva

Scientific and Methodical Support of Professional and Career Development of the Teacher of the Sphere of Children's Additional Education

In the article the relevance of the problem of providing professional and career development of teachers of the sphere of children's additional education is proved. The modern characteristic of the sphere of children's additional education is submitted, the degree of readiness of the problem of professional development of teachers of this sphere in modern national and foreign science is presented, new requirements imposed to teachers in the professional standard «Additional Education Teacher of Children and Adults» and the Federal law № 273-FZ «About education in the Russian Federation» are described, the complex of professional, special and metasubject competences of the teacher is shown, problems and risks of realization of the process of professional development of the personnel capacity of the sphere of children's additional education in the aspect of its continuity and succession are revealed. In the article three trajectories of growth of the teacher of the additional education sphere are

offered: pedagogical (professional); methodical; administrative (career); results of the poll of the attitude of additional education teachers to the problem of professional and career development are presented (1 054 respondents from 11 regions of the Russian Federation), conclusions are drawn, features of professional and career development of additional education sphere teachers in estimates of pedagogical workers are shown. The author names obstacles in obtaining a higher qualification category (advance on a career ladder); proposes a number of measures aimed at providing professional growth of teachers of the sphere of children's additional education: measures to study professional deficiencies and need for professional development of staff of this sphere; in ensuring integration and network interaction of the organizations participating in professional development of teachers of the sphere of children's additional education; in training of teachers in the organizations of the higher and secondary professional education; in the organization of additional professional education of teachers of this sphere; in the organization of corporate forms of development of staff; in work with certifying commissions; in creation of conditions for continuous professional development of staff; in development and deployment of mechanisms of professional and public examination and public discussion of programs of preparation and professional development of children's additional education teachers.

Keywords: additional education of children; teacher of the sphere of children's additional education, continuous professional development of the teacher; career development of the teacher; methodical growth of the teacher; professional deficiencies of the teacher; programs of the higher education; programs of additional professional education; corporate forms of staff development.

S. A. Priveten

Formation of All-Military Competences in Cadets of Radio Engineering Specialities

In the article directions of solving the pedagogical problem of high-quality formation of all-military competences in cadets of radio engineering specialities of military higher education institution are offered, is reasoned the need of modeling the officer's fighting activity and on this basis to determine a new content of training, finding of new ways, approaches and technologies in training. The theoretical analysis of formulations of concepts «competency» and «competence» is carried out, the competence-based model of the military expert is considered. Here is proved the need of modeling of the officer's fighting activity and on this basis to determine a new content of training, finding of new ways, approaches in training. Are defined conditions of creating the model of military and professional work, such as, an activity approach, polytechnical orientation of integration of knowledge, skills and abilities and also dependence of creation of the integrative process of training in the system of all-military preparation from forecasting of requirements to the officer's military professional activity that causes specification of formulations, contents and proves the list of professional competences, necessary for the future officer. Here is considered the professional characteristic of the military expert and federal state educational standards of the higher education as the bases and tools which define the purposes and the content of professional training of the military expert nowadays. Ways to solve contradiction between steady increase of amount of content in training of experts and opportunities for its realization are offered. On the basis of results of the analysis of training programs and thematic plans of the subjects participating in formation of all-military competences in cadets of radio engineering specialities the main directions are defined in solving the pedagogical problem of high-quality formation of all-military competences.

Keywords: all-military competences, modeling of fighting activity, all-military preparation, intersubject integration, intersubject interrelation.

V. V. Bulgakov

Use of Mobile Training Technology in Training of EMERCOM University Cadets

The article is devoted to the urgent problem of development of the information and educational environment aimed at improving the quality of theoretical training. The use of information and educational technologies that implement the mobile form of education contributes to the formation of unified approaches to the organization of instruction, unification and intensification of the educational process, provides the opportunity for students to access educational resources, regardless of time and place of their location.

Taking into account the specifics of the educational process of the EMERCOM system implemented in educational institutions, significant growth in the users of information and communication technologies and the development of the Internet, an automated training and control system was developed, based on the associative reflex theory of teaching, the theory of test pedagogical control and the theory of motivation development, implemented with the help of the game form of training. Access to this system is provided by means of information and telecommunication technologies through stationary computers, laptops, tablets and smartphones that have access to the Internet, allowing not only to study cadets, but also to create teaching material for teachers, to issue tasks for independent work, to control its implementation, that significantly increases the efficiency, flexibility and intensity of the learning process.

The automated system of training and control has a wide range of applications that allows it to be used for training in various specialties and areas, including additional educational programs and training programs on professions that are additionally received by students in the field of professional activity.

The developed automated system of training and control is an integral part of the information and educational environment of Ivanovo Fire and Rescue Academy of the State Fire Service of the Ministry of Emergency Measures of Russia, supplementing the traditional form of the educational process, contributes to improving the quality of the theoretical training of cadets, including those that for objective reasons were absent in training sessions.

Keywords: information and educational environment, mobile learning, access to educational resources, improving the quality of theoretical training.

A. A. Fedotova

A Rating System as a Means of Motivating Students' Independent Work

The article is devoted to the urgent problem of using the rating system of assessment in the practice of teaching disciplines in higher education institutions. The rating system is considered by the author as an important means of organizing students' independent work. Its application in a pedagogical university is all the more justified, that it favors the formation of future specialists' ideas about the implementation of the principle of the variability of teaching and will help them to implement a person-centered approach in working with their students. The article describes the basic principles of using the rating system, as well as its tasks and functions as an important factor in stimulating purposeful work of students in mastering the educational material. The material of the discipline «A Philological Analysis of the Text» examined the specifics of the construction of the technological map of the training course, outlined its main structural elements, gives examples of the distribution of points for the main types of academic work. The variants of the criteria for evaluating certain types of academic work (lecture, practical work, creative writing) are described in detail. The article describes the main errors that arise when developing technological maps of disciplines, and outlines ways to overcome them.

Keywords: rating system of assessment, independent work, individual educational route, variability in training, technological map of the academic discipline.

N. I. Kholod

Interactive Means to Develop a Foreign-Language Communicative Competence at a Foreign Language Lesson

In the article, interactive methods to develop a foreign-language communicative competence in teaching of a foreign language are considered. The approaches of various authors to the definition of the foreign-language communicative competence concept are given. The concepts of interaction and interactive methods of education are given. Special attention is paid to such methods of interactive education as the project method, the method of quest lessons and the method of moral dilemmas. It is noted that the method of projects always attracts great interest of students. The best result of foreign languages study is shown by medium-term, fact-finding, creative, group and personal projects. The concept of quest and the algorithm of quest lesson are given. The method of quest lesson develops analytical abilities, logical thinking and intellectual activity of students. It seems necessary to stimulate the process of generating their own thoughts and ideas for the development of the foreign-language communicative competence with the help of moral dilemmas method. The algorithm of work and the example of the moral dilemma used at English language lessons are given. The need of making questionnaires to identify topics of moral dilemmas, which are the most interesting for students, is emphasized. The article underlines that interactive methods of development of the foreign-language communicative competence in teaching of foreign languages not only improve language abilities, but widen vocabulary and interests of students, contribute to the development of such abilities as planning, search and systematization of information, communication in group, discussion, decision-making, cooperation, presentation of results and their assessment.

Keywords: interactive methods, foreign-language communicative competence, method of projects, quest lesson, moral dilemmas, discussion of moral dilemmas, foreign language study.

E. V. Abubakarova, O. N. Zherdeva, O. A. Povolotskaya

Use of Interactive Methods in Highly Qualified Aviation English Language Training

The article is devoted to the problem of effective communication in civil aviation English on international lines. It is necessary to improve the methods of teaching language due to the fact that a large number of critical errors leading to fatal consequences happen because of problems in communication between pilots and air traffic controllers.

In the course of the research, an experiment was conducted, the goal of which was the introduction of a modern interactive method of teaching – zigzag dialogue techniques for training aviation personnel.

The article deals with the approach to the formation of the language competence through a certain set of language skills, we consider that basic skills for pilots and air traffic controllers are listening, understanding and speaking. The technique of zigzag-dialogue is aimed at their development. The research tasks were to find out the zigzag dialogue technique possibilities in increasing the level of students' language competence in general, and expediency of technique integration in the process of language training of air traffic controllers and international lines pilots.

The article analyzes and interprets the requirements of the International Civil Aviation Organization to the level of the English language proficiency of pilots and air traffic controllers around the world. Taking into account these requirements, the use of interactive and group teaching methods is assumed.

We had input and output studies, questionnaires of students and teachers who took part in the experiment and they indicate the effectiveness of this method. The results demonstrate that 62.4 % of trainees improve their listening comprehension and conversation skills, increase their English vocabulary that leads to the conclusion that the implementation of the zigzag dialogue in classroom activities can improve the English language proficiency level and provide adequate language learning support for pilots and air traffic controllers.

Keywords: interactive teaching methods; verbal communication, International Civil Aviation Organization (ICAO), zigzag dialogue technique; seminar room activities; radiotelephony communication phraseology; language competence.

E. S. Barkovskiy, R. I. Zapparov, Y. A. Fisenko

Social Advertising as a Factor of Formation of Representations about a Healthy Way of Life for University

The promotion of a healthy lifestyle plays an important role in ensuring a demographic growth and improving the health of the Russian population. Attempts are made to use it, but in its content, scope and systematic they often do not correspond to the possibilities of advertising a healthy lifestyle.

Means of modern propaganda of healthy life are outdoor advertising, television, radio and social advertising in printed media, social movies, enlightenment programs. Besides also the Ministry of health of the Russian Federation conducts work in educational institutions, lectures and consultations of specialists, hand the information booklets problems of smoking, alcohol addiction, drug addiction, and so on. To improve the efficiency the advertising information, the state sends it to young people and students.

One of the key reasons for this problem is the lack of knowledge of social advertising practices in the field of healthy lifestyles. In its research there is a lack of comprehensive, multi-faceted approach, which is due to the imperfection of the methodological support used, which ultimately limits the scientifically based perception of factors and the influence of the environment. This paper analyzes some ways to solve effectively the problem with the use of objective official statistical and subjective data the results of the sociological research.

A healthy lifestyle is a combination of opportunities and the achieved level of strengthening (preservation) of the health of the individual, social group, society in the established way, lifestyle, the acquisition of social well-being the basis of the modern level and quality of life.

Keywords: healthy lifestyle promotion and advertising, students, health preservation, effective social advertising.

V. A. Kudryavtsev, A. A. Kiyanova

Cross-Cultural Sensibility of the Subjects of Educational Space in the Context of Education and Upbringing of Children and Adolescents with Disabilities

In the context of the General global focus on the universal design of social space, providing a high level of quality of life of people with disabilities and their immediate environment, the issue of barrier-free communication and tolerant consciousness of the subjects of educational organizations, teaching and raising children with disabilities is still acute. Among the agents of socialization, communities of disabled people, people with disabilities and their families, as well as their own subculture, have quite significant positions. Considering the culture of inclusion and as a part of the General culture, it is necessary to pay attention to the issues of intercultural interaction. The problem of special pedagogical and parental competences is actively discussed in pedagogy and psychology, one way or another related to multiculturalism, among which there is often noted empathy, culture of communication, tolerant consciousness, unconditional acceptance.

This article focuses on the phenomenon of «intercultural sensitivity», which is understood as the sensitivity to differences and willingness to overcome the difficulties arising in the process of communication with representatives of another culture (subculture). It deals with the issues of acceptance of self and others, willingness to communicate not only the attitude of society towards persons with disabilities and their families, as the position of these children and their parents, in the context of learning and education of children with special needs and disabilities in inclusive educational space organization. The authors describe a variant of the study of the features of perception of each other subjects of inclusive educational space, the structure of the diagnostic material and the scheme of work with it; the results of experimental studies. Also it presents some data on the evaluation of the indicators of intercultural sensitivity of teachers and parents of children with disabilities.

Keywords: inclusive education, intercultural sensitivity, communicative tolerance, culture of inclusion.

S. N. Kashtanova, D. V. Sokolova

Development of Cognitive Processes as the Basis of Logopedic Work to Eliminate Mentally Retarded Students' Dysgraphia

An important theoretical and practical task of the modern science and practice is the analysis of disorders of schoolchildren's writing, which are a serious obstacle to the formation of their basic skills and complicate the process of speech, communication and social development. The specific and stable character of these disorders allows us to relate them to dysgraphia, which is considered among the most complex from the point of view of correcting of speech development disorders. The relevance of the reference to the study of mentally retarded students' dysgraphia is dictated by the high frequency of occurrence and complexity of choosing the optimal methods and techniques of correction.

The article represents the results of theoretical and applied researches on the problem of studying dysgraphia in mentally retarded children. There is a need to develop new correctional and developmental technologies that will not only overcome these disorders, but also enhance the development of language skills in mentally retarded students. The problem inherent in the study is the modeling and study of the effectiveness of speech therapy to eliminate dysgraphia in mentally retarded students with the development and correction of mental processes, causing difficulties in the use of spelling rules, learning language patterns and generalizations.

In the modeling of logopedic work, the reference point was taken to the development and correction of mental processes: a phonemic analysis and synthesis, analysis of the sound-syllable structure of words and sentences, as well as the formation of linguistic patterns and generalizations. Thus, there is interdependent work aimed at the development and correction of written speech and mental operations, included in the zone of the main difficulties of teaching mentally retarded students.

Keywords: dysgraphia, mental retarded students, thinking, analytical and synthetic activity, development, correction, speech therapy work.

A. E. Simanovsky, S. N. Voronina, N. S. Sirotina, M. I. Klimycheva

Features of Social and Role Family Mindsets of Children with Mental Disorders

In the article features of development of social and role mindsets in preschool children and younger school students with mental disorders are analysed. The analysis of modern scientific works has revealed the lack of researches devoted to the study of gender identity in children with mental disorders and also the lack of diagnostic techniques intended to study children's gender mindsets. The main method of study was animated filmstrips, which allow showing features of behavior of the hero and the nature of his relationship with other characters in a form available to the child. The procedure of studying of children's social and role mindsets is described. Here was analyzed the ability of children to orient in the family roles connected with the reproductive function of family. Realization of the symbolical relations between beloved is reflected by fragments of animated films: «Dog in boots» (director E. Gamburg, 1981) and animated film «Ugly duckling» (director Mr. Bardin, 2010). Groups of children with normal intellectual development and children with a delay of psychophysiological development were taken for comparison. 120 children aged from 4 up to 12 years participated in the research. During the research it was revealed that children with mental disorders acquire gender roles more slowly and find it difficult to identify a gender of animated film characters on the basis of interpretation of their relationship with other heroes. They are guided only by external signs of the gender, but not gender-role behavior of the hero.

Also it was revealed that most of children with mind disorders identify themselves with characters of the opposite gender. A quite large number of children with normal intelligence was revealed who did not identify themselves with characters of their gender, boys preferred to choose heroes with feminine behavior, and girls preferred to choose heroes with masculine.

Keywords: diagnostics of social and role mindsets, a method of using animated films, children with mental disorders, gender identification of children.

V. F. Petrenko

Interaction of Cultures as a Factor of Mutual Enrichment and Competition

The article is devoted to the problem of interrelation, interdependence and at the same time to competition of cultures. Culture in the present article is understood as the whole set of semiotic means of communication and consciousness (national languages, sign languages, painting, architecture, music, mathematical language and programming, symbols and design, rituals, verbal and nonverbal codes and others) and also created by their means texts, material and virtual objects. The position of the author of the present article is, in particular, that the main dominating semiotic means of the culture is language, more precisely a set of national languages. At the same time the leading role of the language is presented both in communication between people, and in functioning of individual and public consciousness. The role of a national factor, culture and language in formation of the ethnic picture of the world is discussed. It is claimed that in relation to humanitarian knowledge it is possible to speak about «cultural and linguistic relativity» because humanitarian knowledge (philosophy, psychology, sociology, history, philology the right) always has a valuable and axiological component inherent to this culture. In the article it is emphasized that there is a washing out of the Russian identity, falling of the national culture level and its transformation in borders of the traditional territory into one of many alignable competing ethnic cultures. It occurs against the background of falling of «the quality of the population» of the most Russian ethnos: its education and the level of the humanitarian culture including knowledge of own history, literature, art. The concept «the quality of the population» includes also the relation to work as a benefit source. In the article the essential conclusion is made according to which the low level of humanitarian culture will inevitably respond the international opposition, ethnic terrorism and the Russian revolt – «senseless and ruthless». A way out from this deadlock is education in the humanities giving spirituality growth.

Keywords: humanitarian culture, language, identity, tolerance, competition, Unitotality of cultures.

A. V. Yurevich

Empirical Estimates of Modern Russian Society's Morals

In the article results of the empirical researches of modern Russian society's morals are considered, which were made by psychologists and sociologists. Special attention is given to modern Russian youth's morals as future of our country. The considered researches, including made by the author of the article, show a negative condition of morals and morality in modern Russia. In the article it is shown that the events in this sphere in our country correspond to the international tendencies consisting, in particular, in decrease at the level of people's credibility to each other in the USA and England. The analysed tendencies, according to the author, do not give the grounds for optimism. At the same time the growing concern of our society concerning its morals is noted. Optimism

concerning improvement of our society's morals is confirmed also by dynamics of the corresponding index calculated within the psychology of RAS of quantitative macropsychology developed by the Institute. This index fixes such components of the moral atmosphere of the society as the level of 1) cruelty, 2) inhumanity, 3) injustice, 4) cynicism. The corresponding operational indicators are used (the number of murders per 100 000 inhabitants; the number of the children who were left without guardianship of parents; Jeanie's Index expressing unevenness of income distribution; Index of corruption). In the article it is shown that a quantitatively estimated moral condition of our society has got positive dynamics since 2008 though due to the absolute value of the corresponding indicator concedes the one that was in 1990, taken as a reference point. This assessment allows us to draw a conclusion that though morals of modern Russian society remains to be in general obviously unsatisfactory, in recent years it has a tendency to be improved, so nevertheless there are reasons for optimism.

Keywords: morality, modern Russian society, morals, young people, international trends.

N. V. Borisova

Personality in the National Philosophical and Psychological Tradition: Present Challenges

In the article the need of keeping integrity of the personality in the situation of global socio-political transformations is proved. The danger consists in loss of the values and ideals having the objective importance for moral formation of the personality. In legal consciousness of modern young people there is a division of the concepts «law» and «morality». Laws are still perceived as an attribute of the state as something «external», possessing functions of punishments and freedom restriction. In judgments there is mistrust to laws, doubts in their justice, effectiveness in the territory of the Russian Federation. There is still the tendency to get rights to various freedoms. There is a loss of the important component of the justice sense – support on the moral principles. The fear of punishment and authority of the government have decreased. In the article it is shown that a way of the worthy solution of problems is keeping faith to the cultural roots. It is claimed that the support on the domestic philosophical and psychological tradition is necessary. The concept «spiritual personality» is analysed, which was introduced into the psychological science by American psychologist W. James and as the central theme of researches it was developed by representatives of the national philosophical and psychological thought by V. I. Nesmelov, I. A. Iliin. James considered «the spiritual personality» through the description of religious and mystical experiences. Nesmelov, Iliin relying on the domestic religious tradition, created original concepts of «the spiritual personality», described the process of its formation focused on perception of extreme spiritual meanings by the person. In the article the conclusion is drawn that the only way leading to the constructive solution of the modern problems, set by the modern world and carrying threat to the personality's integrity, to its dignity is to keep faith to cultural roots, basis on the domestic philosophical and psychological tradition which differs in deep penetration into questions of knowledge of original human life and understanding of the person, first of all, as a «spiritual personality».

Keywords: spirituality, «the spiritual personality», moral formation of the personality, value, ideals, self-determination, W. James, V. I. Nesmelov, I. A. Iliin.

V. A. Mazilov

Development of the Explanation Concept in Psychology

In the article it is noted that the problem of explanation is of extreme importance for modern psychology. The disproportion of the value of the explanation problem is noted in psychology and the number of researches directed to solve this problem. The value of explanation is recognized practically by everybody, nevertheless outdated views on the explanation problem are duplicated, that interferes expansion of the scientific research and further advance in development of the explanation theory. It is claimed that it is necessary to reveal the stereotypes preventing creation of the modern concept of explanation. It is shown that the unsatisfactory solution of these questions is connected with limited understanding of the explanation: it is treated only as cause to effect, other types in methodological constructions are not practically used; in the explanation theory the construct of consciousness is used which is considered separately from a construct of behavior; the isomorphism of conscious and physiological processes is postulated in a wrong way. The task of the present article consists in planning the main development stages of the modern concept of explanation in psychology. Thoughts are formulated, which need to be observed in order that development of the modern concept of explanation in the psychology corresponding to problems of today would be possible. Firstly, it is necessary to include explanation in wider context where other methodological concepts are presented (for example, in the scheme of the structure of a psychological research). Secondly, recognition of plurality of explanation types is necessary, it is necessary to refuse monopoly of a causal explanation. Thirdly, the new concept of explanation will demand a new interpretation of the psychology subject (the model used by J. Piaget seems to be unsatisfactory). Fourthly, the refusal from the concept of psychophysical overlapping is necessary as the cornerstone provision on isomorphism of physiological and psychological structures is not proved in any way. It should be noticed that in fact Piaget speaks about isomorphism of logic and physiology (we already paid attention to this substitution). Fifthly, it is necessary to transfer the explanation into the structure of the subject. Use of the concept of the psychology cumulative subject allows carrying out the requirement, formulated once by E. Spranger, according to whom mental should be explained by means of «psychologica - psychological».

Keywords: psychology, concept, explanation, science, subject, J. Piaget, reduction, inner world.

Yu. P. Povarionkov, Yu. N. Slepko

Educational Activity: a Systemogenetic Analysis

The article presents the results of a psychological analysis of the development of the psychological system of educational activity at the level of general education. The presented results reflect one of the stages of the genetic plan for the analysis of the psychological system of activity that is traditional for the system-genetic approach, along with which structural and functional plans are singled out. The main idea stated in the article is that in the development of the psychological system of educational activity, qualitatively specific periods can be singled out that reflect its functioning at two levels—the level of macroprocesses and the level of microprocesses. The basis for distinguishing the macro- and micro-period of development is the analysis of the organization indicator of the system, reflecting the combination of the two processes of development and functioning of the psychological system of learning activity – its integration and differentiation. At the macro level, the development of the psychological system of educational activity is a successive change in the periods of growth in the organization of the system, reaching its peak and reducing the organization. The authors conclude that in such dynamics of the organization of the system the process of formation of a specific type of school educational activity is reflected. At the micro level, the development of the psychological system of educational activity is a successive change of three periods, basically corresponding to the normatively allocated levels of primary, basic and secondary general education. The presence of general and specific patterns of development of the psychological system of educational activity in selected periods allows authors to talk about the formation of three school types of educational activity – primary, basic and pre-professional. The name of these three types is a working one, because on the basis of the results obtained, the authors will then proceed to analyze the qualitative uniqueness of each type of educational activity. The qualitative analysis of the development and psychological content of the block of goals of educational activities will allow the authors to clarify the name of the selected types of educational activities.

Keywords: development, systemogenesis, psychological system of learning activity, school educational activity, types of school educational activity.

A. V. Gorbushina

System Genetic Analysis of Teachers' Professional Activity Motivation Depending on Their Work Experience

The article is devoted to the problem of the importance and lack of conceptually based detailed analysis of changes in the content of motivation of professional activity in science; it is argued that the most productive approaches to the description of motivation of professional activity are metasystemic and systemogenetic approaches that allow describing the dynamics of motivation of professional activity depending on the characteristics of the functional organization of the system; the aim is to confirm the existence of quantitative and qualitative changes in the motivation of teachers' professional activity, indicating the development of the system, taking place on the principles of systemogenesis; the analysis of the formation of the system of professional activity motivation based on the results of a survey of teachers; the changes taking place in the structure of motivation of teachers depending on the increase in work experience; the dynamics of the system of motivation of professional teaching activities from the standpoint of the system genetic approach; the results are correlated with the stages of professionalization of the subject of labor; the logic of development of the system of motivation of teachers' professional activity is made: actualization of the general labor motives – formation of a new structure of motives of professional activity – quantitative growth of the system – slowdown of rates of quantitative growth – crisis – optimization of functioning of the system (qualitative jump) – quantitative growth and integration of system – interiorization of professional activity motives in the motivational sphere of the personality; the conclusion is made about the nonlinearity of the formation and development of motivation of teachers' professional activity, irregularity, heterogeneity, the pursuit of integration and differentiation, constant restructuring in the system of teachers' motivation; is stressed the importance of professional activity as a factor of development of personality of the work subject in the regulation of the psychological system activities at the personal and motivational level; are confirmed the principles of the systemogenesis and metasystematic in the development of professional activity motivation.

Keywords: systemogenesis, system, motivation, structure, dynamics, development of motivation system, experience, professionalization.

D. B. Bogoyavlenskaya, E. S. Zhukova, E. E. Kornienko

V. A. Ponomarenko's Typology as a Model of Professionalism Levels

The professionalism typology is most accurately and in detail presented by V. A. Ponomarenko. It is developed by him on the example of the classification of pilots' dangerous professional activity. Academician V. A. Ponomarenko revealed three levels of professionalism, they cover the whole area of this characteristic completely, that is confirmed by the leading teachers in the articles and the conducted survey of 400 teachers Moscow and the Moscow region schools of a different education level. If Workers only broadcast knowledge, then Experts who meet the professional requirements, but, after all, are not beyond normative requirements, can give it to pupils. And only the Professionals anxious with the child's fate provide authentic Education of the personality. It allows

us to consider it as the higher form allowing to reveal and see the whole range of opportunities of professionalism levels. If in common understanding the concept «expert» and «professional» are synonymous, then Ponomarenko divides them on the basis of activity of the work subject, its sources. Professionalism, according to Ponomarenko, is characterized by a personal position which defines the pilot's mission to support passengers' life that in some situations demands from him to make a feat. Just because Ponomarenko seizes on the example of the analysis of the single form of the work its special and universal forms, he with need (and it is an analysis depth index) quits on detection of a patrimonial entity of the person, the intrinsic characteristic of his activities, namely – creativity. It is important to reveal characteristic manifestations of the «expert» and «professional». As researches showed, in professional activity, at a lesson the skill of the teacher is presented not only in magnificent presentation of a training material, use of new pedagogical technologies and ability to motivate pupils to do homework. The «expert» is good at a technique, material and technologies and works for result, will not send the pupil to the textbook that he would read, look, decide, but he will precisely specify a mistake and the reason of its origin: insufficient training and insufficient comprehensibility. The expert builds new skills and abilities into the system mastered by him, accurately defining their place. In its turn, the «professional» communicates with pupils not only in the educational process, forming the relation to life, builds the system of relations. This system is characterized by interaction of factors of the guidance and cooperation, education and feeling of psychological community with the teacher, orientation to the adult with high consciousness, a self-assessment and absence of authoritative forms of educational influence, use as a factor of control of education and training of pupils' interest and unity of business and personal communication.

Keywords: typology, professionalism, expert, worker, creativity, professional activity, purpose, work, responsibility, morality.

V. K. Ryabtsev, S. M. Zverev, V. V. Ryashina

The Teacher's Reflexive Consciousness as a Way of Managing the Professional Activity

In the article the constructive and technological meaning of reflexive consciousness as a mechanism of managing the professional and pedagogical activity is developed. The content of reflexive consciousness forms is revealed on the example of realization of design by the teacher. From positions of the anthropological approach innovative education is the education focused on development of the person and development of the education system. The question of professional and pedagogical development is solved if the teacher is included, first, into professional community, where practice of education and its main problems are reflexively discussed, and secondly if he carries out reflection of own professional activity and on this basis builds and realizes a plan of its development. For this reason development of reflexive consciousness moves to the forefront today and as the strategic objective of expansion of additional professional pedagogical education, and – is wider – as the key psychological content of continuous education of the person. In the methodological plan the basis on development of reflexive consciousness discloses its constructive and technological meaning in the context of practical and converting activity. It allows the teacher to carry out special work with components of the professional activity, to develop its means and ways, to build concepts and to form professional communication. It is represented that reflexive consciousness in the forms – «believing», «comparing», «defining», «synthesizing», «transcending» – is the mechanism of regulation and management of the teacher's professional activity. Manifestations of the specified mechanism are considered on examples of realization of pedagogical things by the teacher and the organizations of student's design by him. The understanding and judgment of transition from one form of the reflection to another means development of the mechanism of professional activity reflexive management by the teacher. The question of development by the teacher of the mechanism of transition from one form of reflexive consciousness to another should be in the framework of the principle of professional development of the teacher. The principle of development is an opportunity to come to the new level of functioning. If functioning is characterized by reversibility of processes of change under certain and necessary conditions, representing cyclic reproduction of a constant system of functions (for example, the going processes of increase in professional competences), then development means emergence of essentially new formations. All this is emergence of a new qualitative state which acts as total and irreversible change of mechanisms of functioning. Transition points between forms of reflexive consciousness are a special norm which authors call a development situation.

Keywords: forms of reflexive consciousness, believing reflection, comparing reflection, defining reflection, synthesizing reflection, transcending reflection, pedagogical design, innovative education, management of professional activity.

L. A. Zaks

Gorky: Artistic Consciousness at the Intersection of Multiple Socio-Cultural «Between»

The creation of great art masters has always been the eternal subject and still remains the mystery in many respects. Bound to their times, its society and culture they never «fit» the latter, never put themselves naturally to typological frames of social and artistic consciousness of certain groups of socium, artistic movements and tendencies. That is the way they advance the culture of mankind. One of such «falling out» of the renowned socio-cultural matrices of the art subjects was canonical Russian writer A. M. Gorky. The article forwards a hypothesis which aim is to explain the phenomenon of A. M. Gorky' creative activity as an adequate expression of the socio-cultural reality of the early 1900s. The essence of the hypothesis is as follows: in the conflicting world of his epoch Gorky managed to occupy the position of «inter-sidedness» with regard to the poles of leading controversies and the controversies themselves. And he did not identify himself with any of the poles-opposites, which allowed him to conceive the very poles and their relationships, to conjure up the complexity of the reality, its logic, socio-cultural typology, «sociology», «anthropology», cultural psychology and contradicting value-and-worldview-driven depth of life. The article shows «being outside» and «being in between» of Gorky artistic consciousness with respect to all social groups and their relationships in Russia of that time,

which enabled him to realize a new type of literature sociality, to create a sort of artistically sociological «encyclopedia of the Russian life» in the beginning of the XX century. But for Gorky as a writer the challenge of conceiving the complicity of human nature, the existence and the grain of Man of his time and human being on the whole, had a far greater importance. The article outlines key subject-and-value-based items of Gorky's «anthropology» re-establishing arduous worldview-centered discussion about the human being in Russia and providing a multidimensional image of the human person that still preserves its idea-and-meaning-charged topicality and the power of artistic impression.

Keywords: Gorky, artistic consciousness, artistic attitude to the world, «being in between», «being outside», socio-group being in between, sociality of creativity, anthropological issues of creative activity.

I. V. Kondakov

M. Gorky at Postmodernism Sources

In this article, the personality and work of M. Gorky appear as a multidimensional, contradictory, mosaic phenomenon, adequately reflecting the complexity of the pre-revolutionary and post-revolutionary era. V. Lenin could not admit to himself that M. Gorky remained a mystery to him, the key to which he never managed to find. However, in the XXI century the «mystery» of Gorky has not diminished. Probably, in fact, Gorky was something explaining this reconciliation of opposites: Nietzsche and Marx, Lenin and Rozanov, Russia and Italy, the White Sea Canal and the Union of writers, humanism and stalinism. The pluralism of Gorky's life and work was reproduced at different stages of his life by various means. Contradictory the figure of Gorky «multiplied»: he was at the same time Maxim Gorky, Alexei Peshkov, any of his characters, including the frequent narrator in the first person. The author's style constantly fluctuated between the author, narrator and storytellers. As an artist, formed on the line between the people (crowd) and the intelligentsia, Gorky was the embodiment of the cultural borderline: he seems to politicians «insane» and unpredictable; as a politician, he seeks to be independent, although not hiding his involvement. Combining irreconcilable opposites in his work, Gorky demonstrates his ambivalence in political, moral, philosophical and stylistic attitude and blurring of all borders. Therefore, many concepts of culture in Gorky's interpretation have duality and ambiguity. Thus, Gorky clearly shows what is happening in modern culture, «the splitting of the cultural core», prior to the cultural explosion. Approaching the study of man with the yardstick of pluralism and of polystylism, Gorky shows his characters in unexpected places and ambivalently.

Keywords: «insanity», multidimensionality, borderline, mosaic phenomenon, contradiction, «the splitting of the cultural core».

N. N. Murzin

Nietzscheanism of Gorky: an Overman between Pose and Poetry

The question whether Gorky was or not a Nietzschean is still an important matter of discussion for Russian literature critics and philosophers. The specter of answers is widely ranging and depending on many factors: some almost deny any serious influence, others judge it partial, reflected only in some circumstances of Gorky's life, creative work and attitude. Basically, the discussion centers around the «overman», the most famous Nietzschean concept, as the researchers muse whether Gorky shared it whilst trying to find a new hero of his own, strong and free, for the sake of both literature and life. It is also connected with Gorky's own political choice of communism, because the communist doctrine in its quite important part considered the idea of creating a «new man», the ideological fetish that can highly remind the «overman». In this article, however, the author regards the problem from a different angle, more literary and creative – minding the fact that Gorky was first of all a writer, not a politician or a philosopher. The same concerns Nietzsche who was often called «thinker-poet». The article poses a question: what the «overman» really is, or must be understood – a hint on some reality, or a creation arising from the depths of aesthetics, the work and the secret of art. Thus the author deals with the problem of what unites Nietzsche and Gorky, through the dualism of prose and poetry as one of the greatest conflicts and strategic philosophical dichotomies of the western thought and culture since the antique times.

Keywords: Gorky, Nietzsche, Bakhtin, prose, poetry, overman.

S. S. Neretina

Confession: Dynamics and Logic of the Genre

Confession, in Gorky's understanding, is not the repentance of a confessor in the face of death in his sins, initially assuming the stability of faith in certain religious principles. This is a story, that is, a literary genre about someone's confession, carried on from the first person with a chronologically built plot, which broadcasts the rejection of the former belief in the transcendental God and religious dogmas, reducing to nothing the grounds of the Christian religion and building a new religion on immanent world principles. The source and constructor of the faith is the people, understood as a collective person. Gorky understood God-building not only in the ethic-philosophical line of Russian Marxism, but also in the vein of the ancient Roman tradition. By assumption, A. A. Zolotarev, Gorky developed the idea of one of the inspirers of Risorgimento in Italy, J. Mazzini, about diepopolo. In the Italian fairytales Gorky was struck by the ability of the Italians in one moment to become one whole, when every man became necessary. This condition was noted as a difference from Russia, where a person could be unnecessary. This was contrary to the vision of

«Confession» in Russia at that time, where the evaluation of this work was very critical. Mazzini's views, in turn, can be compared with the treatise «On the Nature of the Gods» by Cicero and «Reflections» by Marcus Aurelius, where it was supposed that the Roman god both physically and anthropomorphically is a perfect man. In the article, two concepts are compared: the people and the forest (people as a forest), which represent the first world of the world, from which and not only does everything exist, but a new one is also being built.

Keywords: religion, confession, god-building, faith, wanderer, people, life, death, speech, clergy.

V. N. Porus

Klim Samgin's Secret

In the article the attempt is made to «decode» the hidden plan of M. Gorky, who considers the novel «Klim Samgin's Life» to be the message to future generations. This novel was perceived as a research of the genotype of the Russian «petty-bourgeois» intellectual for decades, who made evolution from sympathetic participation in the revolutionary movement upto ideological opposition to the Bolshevism and anti-Soviet activity in emigration. Contrary to Gorky's declarations made under the pressure of the political situation in the Soviet Union in days of «a great change» and the Bolshevik interpretation of the novel, offered by A. Lunacharsky, the plan of the novel is deeper. Samgin is a «dummy», the parody to a special kind of the Russian intellectual of the era of the Russian revolutions in the beginning of the 20th century. The aspiration was peculiar to this social group in the shortest possible time «to replace» the ideas and values of the European culture in the soil of the Russian reality, first of all, the principle of independence and personal freedom. Implementation of this principle assumes deep transformation of this soil – all forms of public consciousness and public institutes. When there is a lack of such transformations «personal principle» degenerates in skeptical individualism and can not be the ontologic basis of culture. At the same time, «samginizm» becomes an inevitable result of destruction of two myths – about the intellectuals (as a social and cultural leader of the nation) and about «people» (as the carrier of the spiritual beginning and moral consciousness). Gorky managed to see Samgin as «the hero of the era of the individual» for whom the disappointment in universal cultural values, the attitude towards them as to «fictions» which are necessary for adaptation to reality, but not for its transformation, are typical. The novel by Gorky is not payment with the past, but a sad prophecy about the future.

Keywords: Klim Samgin, Gorky, Russian intellectual, individualism, culture ontology, cultural values.

N. A. Khrenov

Sacralization of Private Life by A. Tarkovsky and A. Zvyagintsev: a Statement through Demonstration of Contrary in the Movie «Dislike»

The topic of continuity in the history of domestic cinema which is a subject of this article as, however, and other articles by N. A. Khrenov published in the previous issues of this magazine, is revealed on the example of movies by national film director A. Zvyagintsev whose name often appears in media, and, both in the domestic and foreign ones, informing on artists, conferred prestigious prizes and awards at the international Film Festivals. A. Zvyagintsev is one of successful directors whose each movie causes discussions. Appealing to A. Zvyagintsev's creativity, the author touches upon only one subject: what this director borrows from the other director, the director of the previous generation whose name in the West is not less known than in Russia. This is A. Tarkovsky who updated during the thaw era poetics of national cinema. On this subject the author found a different common ground between these directors in the previous articles as well as differences between them. In this final article the author stops on the last film by A. Zvyagintsev «Dislike». Undoubtedly, influence of poetics of A. Tarkovsky's movies is felt also in this movie by A. Zvyagintsev. It is proved first of all by what A. Zvyagintsev picks up at A. Tarkovsky and continues to develop and it is a subject of private life sacralization which at totalitarian regime, in fact, was brought to nought. This subject appeared for the first time in movies by A. Tarkovsky. And the follower of this line in domestic cinema is A. Zvyagintsev. However this subject in A. Zvyagintsev's works gains drama development. Developing it, he goes from contrary. The statement of sacralization of family life values, images of the father, mother, children in his works is undertaken through desacralization. To some extent such situation is a consequence of totalitarianism, apparently, which is in the past, but left many injuries. One of them is alienation of parents from children. Of course, not only the totalitarian modes, but, including, a modern civilization are the reason of it what A. Zvyagintsev emphasized. And in it he appears as A. Tarkovsky's follower too. In this article the author concerns another movie by A. Zvyagintsev «Elena», where the accent is made on a choice problem. In this movie the heroine solves whether to accept the values of the liberal paradise, which were accepted by parents of the killed boy in the movie «Dislike» or to adhere to those moral guidelines to which she got used to. In this movie the subject of private life, life of family is also important, as well as in the movie «Dislike».

Keywords: private life, family, civilization accident, sacralization, desacralization, liberalism, petty-bourgeois values, middle class, boundary situation, Messianism.

M. V. Aleksandrova

Soviet Era Stylistics in Modern Mass Culture: Conceptual Cafes and Restaurants

The article is devoted to the study of the interpretation of the images of Soviet catering culture and Soviet everyday life in the concepts of modern cafes and restaurants in Moscow, St. Petersburg and provincial cities of Russia. The article analyzes the factors of the attractiveness of Soviet stylistics in modern mass culture, the mechanisms and aspects of its use, reveals the elements of «the Soviet way of life» which are most demanded by mass culture realized in creating of concepts of modern institutions of the leisure

sphere. The research material is authentic institutions of the Soviet public catering, experience of revival of known Soviet «brands» and new institutions in the Soviet style. The analysis of interpretations of the Soviet public catering culture is carried out in several aspects: choice of names of cafe and restaurants, decoration of their interiors, interpretation of the Soviet culinary tradition. In the article here is investigated the tendency to borrow in stylistics a part of institutions of images which are not connected with a public catering, but associated with the Soviet era, its daily life: image of the communal flat, Soviet resort, criminal world of the USSR, Soviet sport, film images of the Soviet era. In the article are revealed discrepancies between realities of the Soviet daily occurrence and its interpretation in modern mass culture, the superficiality of perception of the historical and cultural context of the Soviet style formation which is presented in abstract names, combinations of modern design with retro details, non-authentic menu. The analysis of interpretation of the Soviet gastronomic traditions reveals interest in the national cuisine of the USSR people, popularity of «monocafe» (restaurant where pelmeni, vareniki, doughnuts are served), commonality of the range and free interpretation of recipes. On the basis of the analysis of the studied concepts and artifacts here is accented the tendency to mythologization of the Soviet past in mass consciousness.

Keywords: mass culture, the Soviet era, the Soviet style, catering, Soviet cuisine, image, the culture of everyday life.

I. E. Koznova

Maxim Gorky: a Portrait on the Background of the Soviet Era (based on the materials of the magazine «Ogonyok»)

For the Soviet era, Maxim Gorky was a symbol of revolution and building of a new world, rejection of bourgeoisie, the embodiment of the dream of a man who made himself, at last, a classic writer. A significant role in the creation of the image of Gorky made a popular magazine «Ogonyok», with the initiator of the resumption of which and its first editor-in-chief M. Koltsov writer linked creative and friendly ties. M. Gorky was for the magazine one of the main characters of the publications, in fact – a cultural hero; his image of a man, a writer and public figure was presented on the pages of the publication widely and multidimensionally. Gorky anniversaries were noted, his works (essays, stories, excerpts from the novel «Life of Klim Samgin»), memories of the writer, various reviews and articles, photographs, illustrations, etc were published. The magazine constantly stressed Gorky's connection with the Soviet people. Taking on the mission of the chronicler of the life and work of Gorky, often breaking reality in the myths, the magazine has greatly contributed to the canonization of the writer, strengthening his revolutionary significance. A stable expression, which is associated with the name of Gorky in the Soviet culture – the «stormy petrel of revolution», «fighter of the proletariat» – were replicated by the «Ogonyok», facilitating their introduction into the mass consciousness. With Gorky's estate, the idea of an active transformation of life, of intervening in the very midst of modernity, was connected. The writer was declared a symbol of Russian power and talent. Gorky acted as a living contemporary, whose creative energy was timeless and aimed at building communism. At the end of the Soviet era, Gorky's image appeared in «Ogonyok» in a tragic awareness of the illusory nature of romantic optimism.

Keywords: Maxim Gorky, revolution, proletariat, Soviet culture, bourgeoisie, the past.

I. Yu. Luchenetskaya-Burdina

Comical and Tragic in the Russian Province at the turn of the 19–20th centuries (on the material of the cycle of M. Gorky's essays «Across Russia»)

In the article the main tendencies of the Russian literature at the turn of the 19–20th centuries which were expressed in updating of classical realism and destruction of the novelistic genre are considered. Reflection of these tendencies in M. Gorky's prose of this period is revealed. The way of formation of Gorky as a writer is shown from feuilletons in «Samarskaya Gazeta» (1895–1896) to the cycle of essays «Across Russia» (1912–1917). Features of Gorky's feuilleton of the Samara period creativity, provincial life in the story «Town of Okurov» (1909) are considered. It is proved that essays «Across Russia» became the major stage in formation of the writer's hallmark. For this purpose in the article is analysed a subject and composite structure of the cycle in general and separate essays on the example of stories «Birth of the Person» (the narration about the birth of the person on the seashore); «Ice drift», «By steamship», «In the gorge» (all three about the power of the nature). In stories «Gubin», «Nilushka», «Woman» it is narrated about the fate of women and children. In essays «Cemetery», «Dead man», «Merry fellow» the writer reflects on the death of the person and the memory of his deeds on the earth. Here are considered means of the description of the Russian province life at the end of the 19th century used by M. Gorky. Conclusions are drawn that at external fragmentariness of essays of the cycle they are united by the conceptual look of the author revealing a paradoxical combination in national character of comical and tragic beginnings as in a separately taken story, and in the cycle in general. It is shown that connection of external comedy of the event and internal dramatic nature of the condition of the character, in fact interface of the mutually exclusive beginnings, became the basic constructive principle of creation of Gorky's Russian Universe.

Keywords: anecdote, antinomicity, storyteller, provincial Russia, journalism, subject turn, feuilleton.

V. I. Mozhegov

God-Building Ideology as the Basis of the Cult of A. S. Pushkin of in the USSR

The article examines the role of Gorky and the ideology of God-building in the formation of the cult of Pushkin in the USSR, as well as the struggles of the «battle for culture» that ensued between the Radicals (LeF, Mayakovsky, Trotsky) in the first years of the Soviet power, demanding the abolishment of all pre-revolutionary culture – and «God-builders» (Lunacharsky, Gorky, Bogdanov) who believe that the new culture must grow from the depths of the old. Two events, Lenin's passing, and Pushkin's anniversary of 1924 turned into a magnificent event by Lunacharsky became a turning point in relation to the culture in the USSR. The final affirmation of the role of pre-revolutionary Russian culture in the USSR took place at the First Congress of Soviet Writers (1934). In the same year, the National Pushkin Committee was established under the leadership of Gorky, and a course was taken to glorify Pushkin as the «grandfather of a new Russian literature». In 1937, the year of the 100th anniversary of the poet's death, Pushkin was elevated to unprecedented highs acquiring the indisputable status of a cultural leader and world genius. According to the God-building ideology the mankind in its development should overcome the atomized nature and turn into uniform super mankind. In the center of socialist transformations God-builders put creation of a new culture and a new person, considering that the new culture should grow ripe in old subsoil, and responsibility for its creation is on shoulders of cultural leaders. The author claims that metaphysics of the God-building became the basis of the Soviet culture development and making of the «overman» cult of Lenin and Pushkin.

Keywords: Pushkin, Gorky, Lunacharsky, Trotsky, Lenin, God-building, empiriomonism, culture, cult.

S. A. Nikolsky

Gorky and People: a New Word in the Russian Tradition «Love of People»

The problem of the relations of the writer and people was solved in different ways in the XIX and in the XX centuries. It used to be typical to the national classics that understanding was followed by sympathy. These are opinions on the people, for example, of I. A. Goncharov and I. S. Turgenev. The profound knowledge of the people is found out by L. N. Tolstoy that it, however, does not prevent him from bringing the peasant to the pedestal and preaching the attitude towards him as to the standard and the ideal. F. M. Dostoevsky in his own way presented the same position in his journalism. The critical view of the people is found in the last third of the XIX century by N. S. Leskov and A. P. Chekhov. But the author of «Men», seeing barbarity and wildness of the Russian village, does not stop appealing to philanthropy and tolerance.

The relation of sympathetic understanding changes, starting with Maxim Gorky. At the same time, his understanding is followed by hidden or even open not just critical relation, but even contempt. The reasons of it are as in deep, personal knowledge of the people, among whom he spent his first half of life and about what in detail he wrote in the autobiographical trilogy «Childhood», «In People» and «My Universities», and in features of his rich creative nature. That was the common thing – contempt for the people, and further the attitude towards him as to the material for creation of «a new person», having undergone ideological fluctuations from revolutionary romanticism («The Song about the Petrel») to a political slogan («Mother»), «the ancestor of socialist realism» he found a common position with Bolsheviks in the beginning with Lenin and his colleagues, and later with Stalin.

Keywords: Gorky, people, culture, history, philosophy, literature, personality, intelligentsia.

A. V. Eremin

Regional Practices of State and Church Interaction in Civilization Context

In the article regional practices of state and church relationship in the context of the civilization discourse development are investigated, which affected social and moral and philosophical determinants of popular culture in the 21st century. Development of the civilization discourse of popular culture in modern Russia becomes a trend of the sociocultural processes affecting the sphere of state and church relationship. Activity of the Russian Orthodox Church in regions influences initiatives of local authorities that contributes to the development of the glocalisation process. In the work objectivation is given to the glocalisation process – to the mechanism of counteraction to a globalization paradigm. The author focuses attention on the defining value of glocalisation, which is «response» to cultural expansion and aspiration to level cultural identity of the Russian society. The process of glocalisation demonstrates the increase of the role of the province in the sociocultural sphere, aspiration to awareness of collective identity. This process of cultural experience transformation is in many respects connected with updating of the Orthodox discourse developing in the system of modern popular culture. The state and the Church in modern Russia are in interaction at the regional level, using channels and mechanisms of popular culture. In the article here are systematized typical for provincial practices actions and events in various fields of activity, the experience of cooperation of the Russian Orthodox Church and authorities is generalized in the context of regionalization of sociocultural intensions. The actions are analyzed, which are organized by the Church by means of the channels typical of existing of popular culture and which are carried out with help of authorities. In the article the importance of state and church interaction to strengthen civilization beginnings is accented and here is emphasized that the province becomes the center of sociocultural intensions, influencing the business strategy of the federal center of the authorities and patriarchy. In the work the tendencies are analyzed in detail demonstrating development of the Orthodox discourse, strengthening of positions of the Russian Orthodox Church

Keywords: state, church, interaction, regional practices, civilization context, identity, popular culture, glocalisation.

I. A. Edoshina

**Contemporary Culture in the Problematic Area of Titling
(based on the book of poems by Ian Probstein «Two Sides of One Medal»)**

The name of the article has defined its target orientation. Based on the culturological approach to the book of poems «Two Sides of One Medal» by the poet and translator of poetry Ian Probstein (b. 1953), specific sides of contemporary culture in the problematic field of naming are revealed. It is emphasized that the problem of naming is closely related to the practice of this cultural phenomenon and is deeply rooted in ancient civilizations and cultures, corresponding examples of which have been demonstrated. Respectively, the designated purpose is revealed in a number of tasks, which are presented as already received final meanings. Special attention was dedicated to the close interrelation between the artistic aspect of the cover of the book and its title, thus creating a certain emblematic replica reflecting the importance of the synthesis of the verbal and visual for the author: hence an image of the two-faced Janus (a version of the two sides of the medal) as the poet's Alter Ego. The systematization of the poems according to their titles has been done, and the specifics of the entitling (visual and semantic) have been analyzed. In connection with the titling, relative blocks have been explicated, such as «childhood», «roots», «immigration», «history», in which the general drama of the author's persona is not without a touch of a bitter self-irony. The author of the article revealed the most important literary allusions, in her opinion, as well as the examples of explicit and implicit citations and mentions of the names and works both of the classical and contemporary authors, which, in turn, is reflected in the titles. In conclusion it is claimed that in modern art culture the naming has not lost its relevance, continuing to perform semantic and figurative functions.

Keywords: contemporary culture, a book of poems, ancient civilization and culture, naming, entitling, poetic persona, «two-faced Janus».

A. S. Kuzin

**«Emptiness» and «Tightness» – Scenic Concepts of M. Gorky's Dramatic Art
(from experience of interpretation of plays «At the Bottom» and «Last»)**

The article defines two aesthetically meaningful metaphors found by the author in the plays by M. Gorky, and embodied them in productions of plays. «Emptiness» is a metaphor that characterizes the stage concept of the play «At the bottom», where, according to Gorky, in the vast and incomprehensibly located underground spaces, people thrown out of life are located. «Tightness» is a metaphor describing the scenic concept of the play «The Last», where, Gorky, people, formally united by family ties, crammed into uncomfortable, deprived of the pleasant and affectionate domestic parts of the room, feeling irritated and disgust and rejection from each other. The author argues that both metaphors, together, can be attributed to each of the plays, as physical «tightness» causes a sense of psychological «emptiness», and spatial «emptiness», not able to be perceived as space or empowerment, causes a passionate need of people to join the «tightness», to feel the living warmth, touch, which is incredible – the care of the neighbor. The article analyzes the performances staged by the author in Yaroslavl, Moscow and St. Petersburg based on these plays by Gorky. The tradition of theatrical interpretation of M. Gorky's plays is rich and florid. The theatrical «life» of Gorky's works, like any other classic, has no direct and unambiguous «history». Near personally felt and reflecting the care and pain of the creators of the performances, there are those who give in good faith, but the cold tribute to politeness. The search for a way out of the unbearable tightness and the search for vital ways to fill the void is an imperative far from the social or artistic conjuncture, on the basis of which the Director's work on Gorky's works has already been carried out and, I hope, can still continue.

Keywords: Gorky, plays, «At the Bottom», «The Last», metaphor, tightness, emptiness, stage decision, Director.

Tadashi Saito

**Formation of Friendly Relations between Urban Residents and City Guests
by the Verbs Extraction Method**

In recent years, the tourism promotion and tourism planning movement of cities have flourished in Japan, and there are many examples of preserving historical places through tourism. Nevertheless, some of the local residents of such historical areas visited by tourists are afraid of the development of tourism in a certain area and psychologically distanced themselves from the process and visitors.

Therefore in this research efficiency inspection of application of a unique author's «the verbs extraction method» is carried out. Some years ago we developed an original «verbs extraction method» as a technique. It is a method in which we, having shifted a focus from division «tourist / local» to simple human behavior and words which designate it (verbs), have tried to reveal new opportunities for tourist exchange. The method can be used free for participation in workshop «The verbs designating specific actions as a way to connect directly tourists and locals and to create the system of mutual exchange of experience». It is a method which is based on the project of introducing «verbs of free will» in life of community and is a way of development of local communities as centers of cultural interaction. Under the verbs mentioned here we mean those which assume not unilateral sentences of service or promotion of demand from locals, but those which assume bilateral cooperation between locals and tourists that, according to the assumptions, will be useful in understanding of local culture. For example, the use of the verbs «transfer», «teach» in the context of education of visitors about traditional culture by locals, leads to reduction of a psychological distance between the parties, contributes

to the development of internal cultural projects with active participation of locals and development of regional tourism in general. Check of efficiency of the use of a unique author's « verbs extraction method» on the example of the project of preserving traditional buildings of Yamaguchi Prefecture and also on the basis of results of questioning of locals and tourists in October, 2016 raises the issue of the method of creation of friendly relations between city visitors and local residents. The scheme of tourist development of the city becomes relevant for the whole world. Implementation of the project and carrying out similar workshops at the international level will make the significant contribution to development of education and researches in the field of preservation and use of historical resources by means of interaction between tourists and locals.

Keywords: tourist exchange, friendly relations, trust, urban residents, city guests, the verbs extraction method, methods of trust building.

V. I. Peftiev, L. A. Titova

Approaches to Understanding of the Foreign-Language Text in Communicative Space «Own-Strange»

The foreign-language text is a visible sign of globalization, the meeting place or more likely collision of civilizations, an artifact of communication and information. Understanding of the foreign-language text belongs to phenomena and concepts of the highest class of complexity because of crossing with philosophy, psychology and linguistics. The translation of the foreign-language text is always a subject of discourse and depends on a set of factors, including purposes which are set before himself by the translator, or the purposes which are set before the translator by society. The policy penetrates not only economy, but also culture now, including language. It always determines the subject and the context of information broadcast through mass media, now in the conditions of a modern geopolitical situation this process has escalated even more. The attention is drawn to incomplete knowledge of the context and inattention to the language palette of political rhetoric during the postmodern era. The post-truth is not a lie, not a fake, not gossip, not a myth, but the quasireal environment, imitation, a skillful fake of an artifact, an original substitute, some context with modeling of a situation. The post-truth appeals not to the facts, but to their experience, to their primary perception; it excites reflexes but does not awaken contemplation, comprehension and reflection. The communication space in the European Union is many-sided, conflictive, changing and spontaneously hand made. In mass media all possible means of competition for the reader are used. In the article are presented and analyzed the statements of the European journalism grandees (The Economist, Le Monde, le Figaro) concerning «beginners» in geopolitics who appear as «own-strange» for different audience (Donald Trump and Emmanuel Macron)

Keywords: frontier in culturology, communication space «own-strange», foreign-language text, D. Trump, E. Macron.

A. S. Barmenkov

Ratio of Collective and Individual in the Context of National and Professional Creativity

In recent years, interest has grown significantly to the centuries-old legacy of heritage of folk art. Artless products of peasant life return into the cultural outlook of modern man, their artistic assets are measured by the highest measures. The questions whether to refer these things to the field of art or craft seem naive today – the idea of art firmly includes folk pottery and wooden utensils, forged metal objects, a variety of woven and embroidered products. Meanwhile, the artists and craftsmen who created them did not consider themselves artists at all – from giving their favorite creativity free from agricultural work to the present, they remained tillers, hunters, cattle breeders, and their products were considered as things necessary in everyday life. These perceptions reflect the real picture of the world in which they lived in the wizard world, which did not know art, but at the same time did not know extremely utile, unaesthetic relationship to any event, and subject. The nature of this world, the complex structure of its reflection in the traditional folk art is of constant interest. Understanding of the basis of folk culture, its human consciousness is relevant for our time, is inextricably linked with those searches that characterize the culture of our days. The modern period of development of folk art is marked by a combination of contradictory and heterogeneous factors, some of which stimulate the collective and traditional principles, while the others can lead to deformation of its fundamental properties. This article considers the relationship between the two competing principles – collective and individual. On the basis of the analysis of a number of works of the known domestic art historians the attempt to define a ratio of collective and individual in national and professional art is made.

Keywords: folk art, professional creativity, collective, individual, author's, traditions, continuity, values, urban culture, scholarly culture.

