L. V. Baiborodova, N. V. Tamarskaya

Pedagogical technologies for the now generation of schoolchildren

The article notes the relevance of the technological approach in education, emphasizes the need to improve pedagogical technologies due to new tasks of education, modern demands of society and production, peculiarities of the now generation of students. The author's definition of «pedagogical technology» is proposed; the main subject of the educational process is characterized, the subject is students belonging to the so-called Generation Z. Some peculiarities of schoolchildren's cognitive activity, connected, first of all, with the processes of digitalization, are considered; data of foreign and Russian studies are analysed, which justify neurocognitive and socio-psychological peculiarities of the now generation of children. On the basis of the theory on the development of higher mental functions of man by L. S. Vygotsky the justification of Generation Z as a frontier one is given; the positive and problematic characteristics of the now generation of schoolchildren, which influence the success of their education, are considered; the need to find out new pedagogical technologies is justified. Hybrid pedagogy, gamification, adequate to the peculiarities of modern children are offered. The expediency for using subject-oriented technologies is justified, their characteristics are presented, the algorithm of general subject-oriented technology (self-diagnostics, self-analysis, self-determination, self-realization, self-evaluation, self-approval) and private versions of its use are proposed. It is noted that it is advisable to use already known technologies taking into account the changed conditions and the need to use such technologies, which offset deficits in upbringing and socialization of modern children. The expediency for changing the nature of interaction between teachers and children, the transition from influence to partnership and dialogue, from learning and education technologies to support technologies is stressed and explained. In conclusion, the general characteristic of technologies is considered that will solve current problems of education successfully and meet the needs of the modern generation of students.

Keywords: modern schoolchildren, Generation Z, pedagogical technology, subject-oriented technology, neurocognitive research of schoolchildren.

V. N. Efimenko, N. A. Rachkovskaya, V. M. Minazova

Organization in activity of psychological-medical-pedagogical consultation in inclusive school educational environment

The purpose of the article is to determine the main principles, directions, forms and methods of work of the school psychological, medical and pedagogical council in the inclusive educational environment. The article describes the main categories of students who are in urgent need for psychological and pedagogical support: students with disabilities and physical disability, students with learning problems and behavioral deviations. Based on the analysis of legal documents, scientific literature and best practices of inclusive educational organizations, the main directions of work of the school psychological, medical and pedagogical council were formulated: identification of special children and assessment of reserve opportunities for their development; examination of psychophysical characteristics of schoolchildren; preparation of materials for the territorial psychological, medical and pedagogical commission; discussion with the school administration of the possibility to create special educational conditions for minors with disabilities; development and implementation of the program of psychological and pedagogical support as a component of the adapted educational program; organization of consulting and educational work with parents, teaching staff of the school, healthy peers. The article shows the use of a team approach in the work of specialists of the school psychological, medical and pedagogical council. The authors of the article pay much attention to work with a family raising a child with developmental disabilities, psychological rehabilitation of parents.

Keywords: disability, limited health opportunities, inclusive education, inclusive educational environment, principles of inclusive education.

D. A. Kalmykova

Formation of university teachers' readiness for knowledge management

The process of establishing the cognitive society is inextricably linked with the transformation of the role of knowledge, which today is the main inexhaustible resource and globalized national public good. The formation of the knowledge economy changes the educational process in higher education significantly. The article is devoted to the issues of knowledge management of the educational organization of higher education in the context of the formation of a cognitive university – a new generation «University 4.0».

The work reveals the concept of «knowledge management in the educational organization of higher education». The relevance of the problem under study is due to new conditions that give the teacher the functions of a mentor and manager-organizer of the educational process, which is identical to the knowledge management process. The problem of adapting the faculty to new functions requires resolving the existing contradiction between the needs of universities for

employees with willingness to manage knowledge and the lack of a system for its formation that takes into account the specifics and characteristics of teachers.

The author presents the structure of the university teacher's readiness for knowledge management, integrating value-motivational, instrumental-digital, research, evaluation-analytical, interactive-communication and academic-entrepreneurial components. In determining the structure, the principle of identification was used, on the basis of which the types of scientific activities of the teacher and the stages of managing the life cycle of knowledge in the organization are correlated. The article proposes one of the solutions to this problem by developing a system for creating the university teacher's readiness for knowledge management. The author describes the target, substantive, procedural and productive elements of the system, the applied methodological approaches and principles. The disciplines and modules aimed at the formation of each of the readiness components are listed. The basic pedagogical technologies used in the framework of the course of intra-university advanced training of teachers are disclosed.

L. B. Raikhelgauz

A definitive analysis of the concept «academic resilience»

The article is devoted to the definitive analysis of the new concept «academic resilience» for pedagogical research. This concept is analyzed from the positions of three scientific approaches: psychological, socio-pedagogical and didactic. The author proves that the application of the didactic approach can smooth out the existing definitional contradictions, and differentiate the concept of resilience from constructions reflecting resistance to social and economic factors of educational inequality and from the partially synonymous concept of stability of educational results. The article provides and substantiates the understanding of academic resilience as the ability of students to cope with educational tasks successfully, despite the failures and problems typical for the normal course of educational activities. Defining academic resistance from the standpoint of didactics and identifying its essential features, the author forms a theoretical basis for the development of mechanisms for its formation and didactic solutions aimed at improving the ability of students to cope with the inevitable successes and failures in educational activities. The author's interpretation of academic resilience differs significantly from its understanding in the socio-pedagogical context established in the research of the organization for economic cooperation and development in Europe. The didactic approach to understanding resilience allows us to replicate this definition in relation to the most popular category of students who do not have outstanding academic achievements, but also differ in significant difficulties in educational activities. The novelty and scientific significance of the author's interpretation of the concept «academic resilience», given in this article, reflects the normative, everyday resistance, and is relevant to many people who must overcome everyday difficulties in educational activities, as opposed to acute or chronic failures. It is proved that the didactically oriented concept of academic resilience is consistent with the latest achievements of positive psychology, the postulates of the knowledge economy and the provisions of the concept of human capital development. This article continues the discussion on methodology and practice in the field of didactics of pedagogical education and higher education in general, which was started earlier on the pages of Yaroslavl Pedagogical Bulletin and within the framework of the interuniversity research center «New didactics».

G. A. Filippov

Strategic positioning of the university in the learning service market

The article describes the experience of analyzing the development of the university based on the approach by Constantinos C. Markides and the methodology of the blue ocean strategy by K. Chan and R. Moborn. The key value in choosing a strategy is the correct definition of a university client, which is indicated by the basic question «Who?» (according to C. Markides). A complete understanding of the needs and expectations of each type of customer gives rise to an appropriate offering in the learning service market, which is described by the basic question «What?». The complex of the university educational product should be correctly positioned – the basic question «How?» Considering the sufficiently close working conditions of different universities, considerable similarity in the understanding of the client, educational products and positioning methods, there may be a situation of actual indiscernibility of universities among themselves in the perception of clients. Such an undifferentiated strategic position is identified by the author of the article as «traditional university». Universities, which adhere to this position, as part of their promotion offer almost an identical set of value characteristics of their educational products.

The competition of traditional universities takes place in the context of the «red ocean» competition (according to K. Chan and R. Moborn). In order to differentiate your university from other participants in the learning service market, it is necessary to change the strategic position. The article presents the analysis of the strategic position «Traditional University», as well as four new strategic positions, which the author of the article identified as «Educational

Supermarket», «Business School», «Corporate University» and «Research Center». The author concludes that the university needs to make an informed choice in favor of a strategic position, but it is also possible to implement them in different forms and at different stages of study in the conditions of the same university.

Keywords: professional training, higher education, strategic position, university strategy.

E. A. Dmitrieva

The experience of creating subject information-educational environment

In the context of modernization the educational standards are undergoing significant changes at all levels of education. This also applies to higher education. One of the leading problems is formation of the unified educational and informational environment. First of all, the information and educational environment is created and implemented through the use of equipments and resources of informational and communicatory technologies. Currently, there are various positions on component composition of the informational and educational environment and grade of implementation in the Russian Federation. As a rule, researchers of the problem pick out technical, technological, informational and informative, communicative among the main components of the educational information environment with all the variety of approaches. Among the grade of implementation of the informational and educational environment (the Russian Federation, regional, municipal, educational institution, subject) the most interest in the subjective informational and educational environment, which has become the object of the ongoing research for practicing teachers of higher school.

In the article has been analyzed the problem of the formation of the subject information and educational environment in terms of the educational process of higher school. The structure and content are reflected as one of the leaders in the specific subjective information-educational environment of the informative component on the example of educational disciplines of a botanical orientation for students of the direction of preparation «Ecology and Nature Management» of the Federal State Budget Educational Establishment of Higher School «Far Eastern State Technical Fisheries University (FESTFU)» (Vladivostok).

The basis for creating the information-content component of the subject information-educational environment was the material base of the disciplines «Botany» and «Aquatic plants», implemented in the variable part of the curriculum. In the article the stages of creating electronic educational resources are being disclosed on which the information-content components of the subject information-educational environment was built: digitized samples of the herbarium collection of macrophytes and marine grasses; digital database of thalli of algae and their parts, including histological sections; macro images of algae of various bays of the Sea of Japan in the natural habitat of aquatic organisms; thematic test items in various test environments. In turn, the developing information and content component has become the basis for creating a course for blended learning on the educational platform – the online-course designer «Stepic».

Keywords: educational standards, information-educational environment, subject IES, informative component, electronic educational resources.

M. V. Gruzdev, I. Yu. Tarkhanova, A. M. Khodyrev, A. V. Repina

New role of the university in the development of personnel potential of the educational system: transfer of educational technologies

Since April 2020, thirty-three pedagogical universities have moved to the Ministry of Education of the Russian Federation, which makes it possible to hope for the formation of single educational space that unites all levels of pedagogical education: pre-professional, secondary professional and higher education. This situation updates the issues of interaction of subjects of the system of continuous pedagogical education, determines the need to find new directions in cooperation of pedagogical science and practice, one of which is organization of scientific and methodological support for teachers of general education organizations and organizations of additional education with the involvement of material and technical personnel and intellectual resources of pedagogical universities. In 2020, the Ministry of Education announced a competition for grants from the federal budget in the form of subsidies to budgetary institutions, autonomous institutions and non-state non-profit organizations (Municipal) institutions, in order to implement the event «Improvement of professional skills in the formats of continuing education of teachers of the system of general, supplementary and professional education within the framework of the implementation of the federal project «Teacher of the Future» of the national project «Education» of the State program of the Russian Federation «Development of Education». The winners of this competition were three universities: Herzen Russian State Pedagogical University, South Ural State Humanitarian and Pedagogical University and Yaroslavl State Pedagogical University named after K. D. Ushinsky. Scientific and methodological centers for the support of pedagogical workers will be established on the basis of these educational organizations of higher education. The purpose of this article is to justify and present to the scientific and pedagogical community one of the directions of activity of the center created on the basis of YSPU named after K. D. Ushinsky – transfer of educational technologies.

This article continues the discussion initiated earlier on the pages of the journal «Yaroslavl Pedagogical Bulletin» and within the framework of the activities of the inter-university research center «New Didactics» on the issues of methodology and practice in the field of pedagogical education didactics.

E. A. Noskov

Students training content structure considered in the context of national security in education

The following study presents the correlation between Russian national security and education; it substantiates theoretical and methodological approaches to the formation of a modular structure of the students training content in the sphere of national security in education. The purpose of the study is to identify the grounds to use the modules and blocks type of syllabus for students training in the context of ensuring national security in education.

The systemic and convergent approaches have been used as the methodological basis of the study. The didactics postulates of the education informatization period have been used as the theoretical basis, more precisely, the characteristic features of the period associated with the use of information and communication technologies (ICT) for educational purposes.

The modular structure of habilitation for professional activities involves the basic and variable components of the training structure. The article clearly frames the requirements for students training in the sphere of national security in education: basic training invariance concerning the future profession, its orientation towards the main directions of any majors of students training regarding national security in education; training variability, its orientation towards the advanced study of each direction of student training in the sphere of national security in education, it should take into account the peculiarities of the information and communication technologies use in students future profession; training differentiation, its orientation to students personal preferences, needs and character. The directions of basic training, the features of the modules and blocks approach to the curricula design are presented; the components of the modules and blocks structure for students training in the field of national security in education are detailed.

Thus, the proposed approach takes into account the requirements for a student habilitation in the sphere of national security in education at a particular stage of his training with elements of advanced learning, taking into account the personal preferences of students and the amount of assigned credit hours. The curriculum represents a comprehensive solution to the content and technological problems of the information and educational environment as well as resources for the implementation in the sphere of national security in education.

Keywords: ensuring national security in the sphere of education, modules and blocks structure of a curriculum design.

L. V. Vandysheva

Results of project activities of future social work specialists

The article presents two types of results of project activities of future social work specialists. Educational results are expressed in the personal and professional development of future social work specialists. The competencies that are formed using project activity as an educational technology are marked in the Educational Standard for the direction «Social work» and the Professional Standard of social work specialists.

The social results were obtained during a longitudinal study (2010-2019) conducted at Samara National Research University named after academician S. P. Koroliov. Participants were 239 students in the field of training «Social work», who developed 64 social projects during the training.

The typologies of social projects proposed by Russian scientists were taken into account by the author of the article when developing the typology of student innovative projects. The analysis of these projects made it possible to identify the objects and subjects of innovative activity within the framework of developed social projects. The diversity of projects did not allow us to define the subject of innovation clearly, but such aspects were highlighted as: first, new technologies provided to social services related to the use of IT technologies; secondly, new services that are being actively introduced in connection with the growth of environmental culture of the population, for example, technologies of the sharing economy; third, new management technologies (pilot projects); and fourth, social innovations related to the participation of citizens in the control of activities at the place of residence.

The analyzed projects present intra-and inter-organizational innovations. The role of volunteerism as a retro innovation is highlighted.

The main factors influencing the innovative activity of future social work specialists are identified: institutional transformations in the social sphere, legislative regulation of certain social issues, socio-demographic changes in the region, material and technical security of institutions and organizations based on which student projects were implemented. The role of social demands from social services and public organizations in relation to innovations in social design is noted.

I. R. Myasnikov

Model of vocational training of persons with disabilities of health and disabilities for the purpose of social and labor integration

The article deals with the organization of vocational education for people with disabilities and persons with disabilities for effective inclusion in labor activity and successful social integration.

In the framework of the implementation of certain articles of international and domestic legislative acts and local regulatory documents aimed at providing high-quality professional education to people with disabilities and the disabled in order to increase their competitiveness in the open labor market, we analyzed the experience of professional training in the state autonomous professional educational institution «Multicenter of social and labor integration». Innovative practice-oriented approaches are highlighted in detail in the implementation of vocational training programs, the organization of interagency interaction of various institutions in the system of professional integration of people with disabilities and the disabled. The models used in the Multicenter illustrate the provision of social, legal and social assistance during vocational training for people with disabilities and the disabled aimed at their effective integration into society.

The need for outreach work with the population, as well as with specialists from various departments involved in the provision of public services, has been established.

The mechanism of interagency interaction of bodies and institutions was studied on the example of a resource center for the provision of public services, which is part of the Multicenter structure. The structure of the resource center is described, including a bureau of medical and social expertise, a representative office of the Social Insurance Fund, branches of the multifunctional center «My Documents», a pension fund, a department for social protection of the population, and the employment center; the optimization of students' life support in terms of obtaining the maximum number of public services in the format of one site is shown.

The mechanism of targeted employment of graduates of the Multicenter has been studied and presented, which meets the needs of the open labor market and employers, which is especially relevant in the context of the implementation of the state social policy for the employment of disabled people.

Keywords: persons with disabilities, multi-Center, vocational education, targeted employment, support in the workplace, interagency cooperation, accessible environment.

I. B. Zasukhina

Stages of the professional and personal motives forming for learning a foreign language among students of technical college

The article considers the problem of the motivation forming for learning a foreign language. The conditions of the «discovery» by students of the meaning of learning a foreign language for professional growth are justified; it clarifies the sequence which the work on the motives development is being carried out in. The article solves the problem of stages in the forming of ideas about the importance of a foreign language for personal and professional development for technical college students. It shows the specifics of creating personality-developing situations. The technique of creating professionally-oriented pedagogical situations, each of which has its own contribution to the development of motives, is presented.

The article suggests indicators of the motives forming for learning a foreign language, the conditions for students to proceed to a higher level of motivation. The analysis of indicators determined by expert assessments that show the connection between the motivation to learn the language, the student's life story, the cultural advancement and plans for the future is given. The article proposes a scale of levels for classifying students of motivation forming, questionnaires, and statements of students about the role of a foreign language in their life and profession. The importance of pedagogical assistance and support for students in the process of developing a motivational position and revealing their potential in educational projects is established. The results of the experimental testing of a model professional and personal motives forming for studying a foreign language are presented. The result of the study is the creation of the methodology for preparing technical specialists.

Keywords: student's personality, professional and personal motives, creation of episodic situations, stages of the motives forming, motivation diagnostics, level scale.

A. N. Lebedev

Critical thinking and feelings in self-development of the personality

Many researchers of the personality, considering biological and social factors as the source of its development, do not pay enough attention to the mechanisms of its self-development. In recent decades, this problem has become more and more urgent. However, due to a number of methodological guidelines, self-development of the individual is considered without taking into account the influence of other mental processes, properties and states on the person. The critical thinking of a person and his emotional sense sphere play a huge role in the direction of self-development. In self-development, a significant role is also played by the factor of randomness, which is essential when a person makes important life decisions in a situation of subjective equal choice. The pilot empirical study examined the ability of respondents to evaluate critically false information (fakes on the Internet, visual advertising, etc.) as well as its emotional assessments. The research was conducted in order to study the conditions for determining the prospects and direction of self-development of the individual. It was assumed that respondents who are capable of self-development have more developed critical thinking and a specific structure of the emotional and feeling sphere. The research allowed us to find out the connection of some characteristics of critical thinking with a number of personal properties and features of the emotional and feeling sphere. In particular, it is shown that people of a certain psychological type, namely, those with a more pronounced sense of guilt, emotionally unstable, etc. evaluate unreliable (fake) and reliable information in different ways. Since respondents who experience a state of discomfort and guilt as a result of a negative assessment of their behavior, unreliable information causes more confidence. Therefore, their opportunities for self-development seem to be more limited. Respondents with high indicators of emotional stability have a more negative reaction to false information, they are easier to determine the presence of fakes, so there is reason to assume that they have a higher level of critical thinking, which means a greater potential for personal self-development.

Keywords: personality development, self-development, critical thinking, feelings, fakes, guilt, emotional stability, decision making.

A. A. Breusenko-Kuznetsov

About the unconscious aspects of integration of psychological knowledge

The article is devoted to the integration of psychological knowledge as a problem. The unity between integrative activity of scientists and a permanent crisis of psychological science is specified (the crisis was realized in the given quality by psychology methodologists at the boundary between the XX-XXI centuries). Integration of psychological knowledge is considered to be the process which can bring both benefits as well as harm for the development of the psychological science depending on the way and forms of this integration. At the same time disintegrative activity of scientists is recognized expedient in some adverse conditions, for example, in case of divergence with ideology dominating in the science. The article deals with the definition and judgement of unconscious destructive aspects of conscious constructive aspiration of psychologists to integration of their science. The following unconscious aspects of the problem are considered and reflected from the point of view of depth psychology: 1) the crisis formation of scientific psychology as the history-psychological precondition of inadequate methodological consciousness of its subjects (it is illustrated by the myth about the «Solomon decision»); 2) a protective role of positivistic demarcation of the psychological science applying for universality (it is illustrated by the 1-st topic model in S. Freud's metapsychology); 3) a ritual function of methodological rules of scientific research. In the last aspect doing the «puzzles» as the leading form of tasks of a «normal science» according to T. Kuhn has the compensatory sense typical for persuasive ritual action of neurotics (which analogy was stressed by S. Freud concerning religious practices). Protective forms of behaviour compensate the disturbing character of methodological consciousness of the psychological science. The ritual behaviour of scientist-psychologists is based on the basic mythologemes of positivism. This ritual behavior is realized not only in the process of getting scientific knowledge, but also in the way of conditioning publications typical for scientometric editions.

Keywords: scientific psychology, methodology, a paradigm, crisis, scientism, unconscious, integration of psychological knowledge.

A. A. Mnogosmyslova

The relationship between viability and Internet addiction disorder of a person

This article is devoted to the study of the phenomenon of resilience in the structure of a person with Internet addiction disorder. Viability is considered as an integral ability of a person to maintain his integrity, i.e. unity of individual, subjective and personal properties). As one of the most important conditions for the viable state of the «human» system, the openness of this system, which maintains its integrity due to constant self-development, is considered. Internet addiction disorder as an obsessive (compulsive) desire to use the Internet, leading to negative consequences in professional activities, the family sphere, social interaction, contributes to the «closure» of the system, blocking the possibilities of its self-development. A hypothesis is put forward on the existence of a feedback between

resilience and Internet addiction disorder. An empirical study (N = 289) was conducted to test this hypothesis. Research methods are: «Chen Internet Addiction Scale» in adaptation of V. L. Malygin, K. A. Feklisov, the test «Human system capability» by E. A. Rylskaya. According to the results of the Chen Internet Addiction Scale, the sample of subjects was divided into 3 groups: the control group (N = 104), the risk group (N = 113), and the group with Internet addiction disorder (N = 72). Statistically significant differences between groups in terms of viability were revealed. In the group of people with Internet addiction disorder, indicators on the scales of «Adaptability», «Self-regulation abilities», «Self-development abilities», «Life meaningfulness» are lower than in the control group and the risk group. The correlation analysis showed that the lower the level of resilience, the higher the indicator on the Chen Internet Addiction Scale (r = -0,708, p = 0,01). Thus, the hypothesis put forward was confirmed. The results of the study showed that a person with Internet addiction disorder is characterized by difficulties in adapting to changing environmental conditions, rigidity of behavior patterns, difficulties in self-regulation and control of their behavior, a lack of clear goals and life prospects, reduced interest in self-development and achievements, a low level of meaningfulness of life.

Keywords: resilience, Internet addiction disorder, addiction, non-chemical addiction, youth, early maturity, diagnosis.

A. S. Berberyan, L. S. Akopyan

Creative expression of the personality as a means of moral-oriented development of a schoolchild

The article considers the possibilities of morally oriented development of schoolchildren through creative self-expression of the individual. It is assumed that group classes with the use of creative self-expression stimulate the moral development of the student. According to the authors, familiarization with theoretical knowledge in this area, with insight into the essence of the basic concepts through specific artistic and life situations, teaches to know human characters, and through them themselves in search of consonant and alien to themselves in these characters, but the most important it is to respect the valuable in the actions and experiences of people. The purpose of the study is to study the morally oriented creative self-expression of the student's personality. The research attempts to link the acquaintance with literary works, paintings and their analysis in the framework of creative communication with literature and fine art as specific methods of psychodiagnostics, self-knowledge and personality correction. Work with schoolchildren was carried out according to a comprehensive program that includes morally oriented creative communication with works of art. The results of processing are recorded in individual psychological maps of students. The work on the integrated program was conducted in 2 groups in the form of conversations on the following topics: the concept of character, temperament, accentuation of character and its types. A comprehensive program of group and individual sessions of psychocorrection work with schoolchildren is planned. Co-curricular activities foster elements of socially-oriented behavior such as responsiveness and caring for each other, regardless of differences in ability, ethnicity, gender, or social origin. Morally oriented creative development of the individual allows us to accumulate the moral, emotional, artistic experience of mankind in influencing the personality and use it to correct the accentuation of the student's character in the adolescent period.

Keywords: morally oriented creative self-expression, values, reflection, psychological qualities, emphasis on character.

D. A. Kitova, M. A. Kitov

Attitude of social network Twitter users to children: a machine analysis of the emotional background in messages

Attitudes towards children in different historical periods were not always the same. In modern conditions, this attitude is largely determined by the dominant pedagogical paradigm in society, but may have unexplored features. The authors suggest that demographic problems can be determined by psychological factors that are manifested in the nature of attitudes towards children, the identification of which can help in the formation of positive socio-demographic attitudes of Russians. The aim of the study is to identify structural and substantial features of the emotional background of the relationship of social networks users to children.

An automated text analysis system was used as the main methodological technique, the interpretation of the results was carried out in the framework of the theory of relations, the emotional background of tweets was estimated using the Dostoevsky neural network model.

The most striking thing among the problems discussed by users of the social network Twitter is the problem of child behavior, which, both in quantitative and qualitative characteristics, surpasses all other issues related to children discussed on the network. At the same time, the main background of child behavior assessments is negative and is associated with the assessment of child behavior.

It turned out that users are concerned about the lack of attention to children's problems from the state, the long-term need to deal with a child, and the lack of confidence in their own ability to interact with children effectively. The following psychological situation is connected with the fact that in the sphere of everyday relationships with a child, both joys and distresses of respondents are concentrated at the same time, which acts as a pronounced source of

stressful conditions. The same stressors, but of a strategic nature, are experiences of the parents, which are associated with doubts and fears for the future of the child.

The results of the study indicate the social and psychological significance of the presented problem, which should attract the attention of psychologists, sociologists and social workers. The results obtained can be of great importance for the formation of socio-demographic attitudes of the individual in modern socio-economic conditions.

N. A. Derevyankina

Self-esteem of third formers with a normal level of development and developmental delay

A study of the self-esteem of junior schoolchildren allows us to answer the question about the psychological safety of joint education of children with standard development and developmental delay. The analysis of the distinct manifestation and self-esteem of students in mixed and corrective classes allows us to draw conclusions about the difficulties and advantages of various forms of education for all categories of students. According to the data received, girls are in a better position than boys; children with developmental delay in the general education class are in less favorable conditions than children with standard development or children with developmental delay from correctional classes. To feel reliably like a good student (what is extremely important in elementary school), you need to be an «ordinary» girl without diagnoses. The «Neat», «Smart», «Good» and «Skillful» parameters are the most vulnerable evaluation and self-assessment criteria. This fact requires the exclusion from the educational space of any discrediting comparison, changing the position of adults regarding these criteria. At the same time, it is necessary to investigate further the content of the concepts «good/angry» for children with developmental delay studying in correctional classes. In general, the self-esteem of children with developmental delay in mixed classes is the lowest by most criteria. At the same time, all children from mixed classes are characterized by a holistic self-esteem structure, where all parameters are connected to each other. In other words, teaching a child with developmental delay in a mixed class is associated with greater vulnerability due to constant comparison with «ordinary» children and with a tendency to form a holistic and consistent image of Self, and it is a definite advantage to ensure long-term emotional well-being.

L. Yu. Subbotina, T. L. Smirnova

Psychological analysis of implementation of professional's dangerous and safe behavior

Currently study of problems of psychological safety becomes more and more actual, especially for highly hazardous professions (including the profession of military personnel). A brief analysis of literary sources on the problems of safety psychology is carried out in the article. The approach to the consideration of safety through the prism of mental states is proposed. The purpose of the study is to find out the psychological mechanisms underlying dangerous and safe behaviors.

The study was carried out in two stages. The first stage was devoted to identifying the main signs of the safety state and interrelations between the safety state and psychological well-being with its components. The motivational determinants of the safety state were revealed at the second stage. The data were collected with the help of psychological methods: «The relief of mental state» by A. O. Prokhorov; «The scales of psychological well-being» by C. D. Ryff adapted by T. D. Shevelenkova and P. P. Fesenko; a questionnaire for diagnosing a tendency to the safety state by L. U. Subbotina and T. L. Smirnova; «Readiness for Risk» by A. M. Schubert; «Motivation for success and fear of failure» by A. A. Rean.

As a result psychological features of the safety state were identified. They were presented on the part of mental processes, emotions, behavior and physiological reactions. The relationship between psychological well-being of a person and a tendency to the safety state is presented. Definitions of dangerous and safe behavior were proposed. The results of a study of motivation of preference for dangerous or safe behavior were presented on the example of military personnel and non-military people. Component and structural differences in the organization of achievement motivation, risk-taking and a tendency to the safety state were identified between groups of military personnel and people whose professions are not associated with a risk to life. The mechanism for regulating dangerous / safe behaviors was proposed. Scopes of practical using results were described.

S. L. Bogomaz, M. M. Morozhanova

Model of the individual's positive functioning
in the professional environment of the «man – man» system

The research is based on the data of theoretical and empirical conclusions obtained during the study of the problem of positive functioning of the individual in the professional environment. The needs of specialists in optimal positive functioning at different levels are identified: subjective (self-satisfaction, self-life, experience of positive emotions), individual (personal growth, self-realization, self-acceptance, stability) and group (positive social relations). Building a system dynamics model, and the search mechanisms and conditions of formation and development of positive emotional trends are implemented in the logic of communicative methodology as an umbrella concept aimed at the search of opportunities and ways of integration of psychological knowledge in contemporary psychology, its methods, methodologies and fundamental principles, focusing on sociocultural – and interdeterministic dialogical meta-theory, and humanistic ideas about the actualization of the manifestations of the subjective position of the individual, positive psychology, dialogical paradigm. Positive personality functioning is a complex and multi-structured phenomenon and its construction was solved by step-by-step conceptual modeling. The purpose of the modeling is to consider the dynamics and structure of the system over time and under various conditions. Based on the assumption that the cultivation of positive emotions is not only the end result, but also a means to achieve personal growth and well–being over time, and based on the results of the study, by logical modeling, content and dynamic constructs were structured into three levels: personal, group and social. The developed model is dynamic and can have both positive and negative directions, since the problem of positive functioning is not only a problem of an individual specialist, but also the responsibility of the professional community and the organization. The implementation of dialogic interaction is central to the model. Dialogue and discourse are seen as productive agents of a person's daily and professional life, social and professional expectations, ideals, and positive constructive experience.

Keywords: positive functioning, integration, self-realization, model, professional activity, development, well-being, dialogical interaction.

P. A. Polyakova, T. V. Bugaichuk

The problem of gender schematization
in the choice of professional activities by girls in the IT-sphere

There is a recent trend in stereotypes associated with professions in the world of widespread of information technologies. The article presents the researches of the Russian Legal Information Agency, Eurostat and Microsoft. These results definitely demonstrate a few engagement of woman despite a great demand for the specialists in the IT-sphere, but at the same time, the authors give examples of famous female programmers who have achieved worldwide recognition in this area. The authors investigate the main contradictions and problems. Based on the theory of S. Bem on the issue of gender schematization and gender typification in our time, the authors assume the main points of view and dwell upon the problems that have arisen in this professional field, among them: lack of research on the consequences of gender inequality in the IT-professions, deficiency of slender explanation of gender disparity, shortage of effective measures aimed to the elimination of gender schematization, impact of education on the career choices. At the same time, authors highlight a culture role and the patterns of modern education at the structure of the formation of gender and its influence on career preferences. The authors of this research assign an important role in solving the problem of gender schematization to female students of a pedagogical university – the graduates of the specialty «Informatics», they are going to work in school and prove the possibility of obtaining a profession in the field of IT for their girl-students.

Keywords: gender stereotypes, gender schematization, gender typification, IT-professions, information technologies, girls, cultural and semantic boundaries.

L. A. Zaks

Theater as a model of socio-culture

The author considers theater from the perspective of contemporary culturology. Society is a product of a special cultural subsystem: socially organizing, or, more briefly, socio-culture. On the one hand, the latter includes culturogenic means and ways of human co-existence, on the other, the very practices of production, use, reproduction and development of the former. The paper highlights the first aspect of socio-culture.
A specific nature of theater as an art form resides in re-establishing (representing) society through the society itself: living people, actively working and communicating. And theater representing society also appears to be a representation/model of socio-culture. The author identified basic structural components of socio-culture: institutions, forms of communication and social behavior; norms and values; language, and the speech; statuses, roles, and identities; matrixes of social psychology and ideology.

The author reflected on the specificities of socio-culture components, nature of their representation by stage means. He also examines values and norms, language and speech as objects of theatrical representations in theatres of different epochs. The author revealed the organic link of the theater with such mental structures of socio-culture as the structure-matrixes of social psychology and ideology. The author analyzed in detail statuses, roles, and identities both as the phenomena of socio-culture and as objects of representations. A special role of such components of theatrical poetry triggered by the task of reestablishing real typologies of individuals as lines of business, masks, and characters is emphasized but the inability of these early scenic means to represent growing complexity of socio-cultural people's typology is stated. For this purpose, the theater devises and develops ways of artistic generalization: idealization, typification, classification. The paper indicates a growing interest of the theater to socio-cultural personality typology in the XX-th century, a more pronounced interest in «capturing» social types and a greater role of scientific and philosophical foundations of this capture-comprehension. V. Meyerhold's unique director experience in classification is especially noted.

The last part of the article analyzes basic aspects of socio-cultural forms of communication and reveals a key meaning for the typology of the very theater of role relationships of communicating subjects refracting fundamental modalities of social. The author also argues that the present-day theater tends to synthesize basic types and underlines the necessity to explore a new type of theater.

Keywords: culture, socio-culture, theater, representation of socio-culture, theatrical representation, performing theater, theater of experience.

N. T. Tarumova

Colorative lexicon of the poetic language of Andrey Belyj:
from the color designation list of words to the dictionary of colors

We can judge the richness and originality of the language not only by live speech, works of writers and oral folk art, but also by one of the oldest and most famous achievements of world culture – dictionaries. S. Ya. Marshak expressed such an understanding of the purpose of the dictionary in the poem *Dictionary*: «No, it is not a dictionary that lies before me, / But an ancient scattered tale». Indeed, a dictionary is a historical story about a language related to the activities of the people who created it. It is through language that culture is passed down from generation to generation. Cultural languages are means, signs, symbols, and texts that allow people to communicate with each other and navigate the cultural space. A dictionary is a book where these signs, symbols, and texts are recorded. Language does not stand still in its development. The words «are born, develop and die» together with concepts that have become unnecessary. It is impossible to do without dictionaries and reference books at the present time, since they contain a huge amount of human knowledge.

A separate direction in the study of Andrei Belyj's literature works is the formation and study of the corpus of poetic materials, in particular – the compilation of a dictionary of the color of the writer's poetic language. Color occupies a special place in poetry, creating an emotional background of the poem. However, each author interprets and details the meaning of color in their own way, which gives the lyrics a special flavor and uniqueness. The use of color painting in poetry is one of the poetic techniques that help to penetrate the inner world of the poet.

Keywords: culture, linguistic personality, individual identity, coloristic space, color semantics.

N. A. Khrenov

«Archeology of the theater» as the basis of orientation to grammar

The author develops the ideas of mimesis presented in previous publications as a theoretical concept that underlies the understanding of theater in its specificity, and «grammar» as the basis of special, audiovisual communication. The article discusses the question of whether the change in orientation to «text» is an orientation to «grammar» as a result of the technological revolution that appeared in the emergence of photography and cinema. The theater is considered in the light of the technological revolution, which, however, has influenced all types of art. The author considers the cultural situation that in its development, a theater with mimetic functions had exhausted its capabilities by the twentieth century, although in general these functions could be carried out by other types of art outside the theater. Exploring the context of the development of the oldest art of theater, the author draws attention to a number of strategies, one of which was to assimilate into theatrical art the possibilities, techniques and forms that cinema brought with it. The author calls an alternative strategy theatrical archeology, the meaning of which is that theater directors are trying to find techniques that are organic to the theater in the past and revive them. The third strategy was generated by the aggravated problem of theater reception in the new conditions – in the situation of making mass. Another strategy involves turning to the experience of other cultures, and not only other eras. An important strategy, which seems constructive and positive, is associated with exclusively formal experiments («internal speech», «flow of consciousness»).

Keywords: theater, cinema, archeology, grammar, mimesis, strategies.

T. S. Zlotnikova

Man, war, cultural memory (on the 75th anniversary of the Victory in the Great Patriotic War)

The article updates the ideas about historical and cultural memory concerning the events of the Great Patriotic War. The problems of memory are considered not only as a methodologically significant discourse, but also as a source of integration with cultural ideas about specific manifestations of memory, in particular, with the problems of creativity. The article proves the morally justified and scientifically significant need to analyze the cultural and anthropological component of the memory of the war. The author relies on her research experience, in the framework of which in the 1970,1980 years artistic actions were recorded, representing an understanding of the events of the Great Patriotic War. At present, the unique layer of Soviet art associated with the memory of the war is becoming relevant in its humanistic strength. Considering the significant layer of domestic works about man and war in literature and cinema, the author of the article dwells on the very large-scale part of the «building» of the cultural memory of the war – a theatrical one. The collision «man in war» is presented through a retrospective analysis of the play based on the story by B. Vasiliev «He was not in the lists» (Tashkent, Khamza Theater, 1978), where cultural memory recorded: for young heroes of the play, fulfilling the duty and death associated with it are just as natural and therefore outwardly not heroic as life itself is. The conflict «man during the war» was shown through the work by G. Volchek at the Sovremennik Theater: her tragic performance based on M. Roshchin's play «Echelon» (1975) and the played grotesque role of Nyurka-bread cutter in the play «Forever Alive» (1957 and later). It is shown that the memory of the war turned out to be logically and convincingly connected with the memory of the negative side of human manifestations – about anger, greed, selfishness, atrocity of the moral world; the feat and moral responsibility had a flip side, which must also be remembered. The conflict «man after the war» is presented through the play «Quiet Old Men» based on the play by M. Bogucharov (Tashkent, Gorky Theater, 1978), where the «trial» of elegant murderers is carried out. A metaphorical idea is revealed that the past cannot be «changed», as a person changes clothes, or, having crossed out, replace how the surname changes.

Keywords: cultural memory, man, Great Patriotic War, Soviet art, socio-psychological and cultural-anthropological modes.

A. B. Permilovskaya, A. A. Usov

The role of the traditional dwelling in the historical and cultural landscape formation of Onezhskoye Pomorye

The article researches the traditional peasant dwelling as a factor in the formation of the historical and cultural landscape of the Russian North and the Arctic. The northern peasant was in a complex relationship with the surrounding landscape: living it, he formed a natural and cultural environment, which, in turn, influenced his behavior and worldview. In the cultural space of the North of the XIX – early XX century a high status of the peasant house was formed. The structural features of the house, the type of peasant manor and the settlement as a whole demonstrate, in the subject-spatial embodiment, the special way of life of a Russian person in the conditions of the coastal-marine and forest natural complex. This paper is based both on material from previous field studies, and obtained during the last two expeditions to Onezhskoye Pomorye, the Arkhangelsk Region (2018-2019). In addition to empirical data, authors use the results of archival and museum sources analysis (The Onega Historical and Memorial Museum, the State Museum of Architecture named after A. V. Shchusev, the Arkhangelsk State Museum of Wooden Architecture and Folk Art «Malye Korely»). The research relies on the application of the author's method of Doctor of Cultural Studies A. B. Permilovskaya on the architectural and ethnographic examination of wooden architecture objects. As a result of the research, new data were obtained on the architectural and planning arrangement of the Pomorye house. It was established the cultural landscape of the Russian North is, first of all, the landscape of rural historical settlements. The house was one of the ways to develop the natural environment, its transformation into a habitat. Thanks to its adaptive capabilities, reflected in the architectural, structural and planning device, it became possible for the survival and comfortable existence of man in the North and in the Arctic.

Keywords: Russian North, the Arctic, Onezhskoye Pomorye, traditional culture, historical and cultural landscape, historical settlement, traditional architecture, dwelling.

M. I. Koziyakova

Theater of the changing times: quo vadis?

The methodology of studying theatrical culture and determining the prospects for its development must inevitably be associated with the analysis of socio-cultural dominants that determine the development of modern society. Our era is time of change. Responding to various challenges of the time, the theater incorporates many features of these global trends that change the lives of people of the XXI century. These include, first of all, the postmodern realities of modernity: the dominance of mass culture, the market and the total consumerization associated with it, as well as the increasing virtualization and computerization of various spheres of life. Postmodern theater, experiencing all these

influences, develops new layers of reality, pays much attention to experimenting with a variety of artistic practices. They, however, to a certain extent problematize the very idea of theatrical art, since freedom of expression, the absolutization of the personal principle, considered as necessary conditions for artistic creativity, are paradoxically combined with the commercialization of theatrical business.

The modern so-called post-drama theater demonstrates the rejection of its classical basis, of drama: the literary text becomes «passing nature», and its place is taken by a certain creative idea. The role of the playwright passes to the Director – the play can be composed during rehearsals, and the action can be improvised. The use of multimedia technologies and theatrical interactivity becomes a sign of the times. The involvement of the audience in the action changes the theatrical reception, since the theater, interacting with the audience, turns it from an observer to an actor.

The consequences of theatrical innovations are quite contradictory: artistic practices make theatrical life more and more diverse, enriching and at the same time transforming, leveling the specifics of this ancient art.

Keywords: theater, theater culture, drama, text, post-drama theater, directing, mass culture, virtualization, mass media, interactivity.

K. A. Kozhanov

Typology of modern city tours in Russia

The article presents the results of a cultural study and systematization of the diversity of city excursions existing in modern Russia. The theoretical base was the work, including classifications of excursions of different times: pre-revolutionary practice-oriented publications (Russian Excursion magazine), the works of the first Russian «excursion scientists» (I. Grevs, N. Antsiferov), methodological works of the 30-s (B. Raikov, N. Geinike) and the era of «developed socialism» (A. Rodin, Yu. Sokolovsky, B. Emelyanov, P. Pasechny). The works of modern researchers (G. Leskov, S. Pospelov, N. Nekhaev, I. Kedrov, O. Orlov, N. Kiselev), devoted to phenomenology and trends in the transformation of excursion content, are examined. Based on the included observation of a number of city excursions in St. Petersburg regarding the specifics of excursion content, an analysis of the assortment of offers of popular excursion reservation sites and tour operator organizations, a number of criteria have been identified that determine the variability of modern excursion practice in the cultural aspect. The necessity of developing a modern classification of city excursions by adapting approaches proposed by the authors of past periods to modern practice and introducing new classification criteria characterizing the state of the XXI century excursion sphere is substantiated. The author's approach to the typology of city excursions in three directions is proposed: classification by thematic, by communication, by organizational and technical principle. The proposed classification is intended, in theoretical work, to clarify the scope of the phenomenon of urban excursions, its assessment as a phenomenon of modern mass culture; in practical – for planning the assortment, developing standards and developing excursion programs, selecting tools for their implementation, and increasing the efficiency of satisfying audience requests.

Keywords: classification of excursions, typology of excursions, city excursion, excursion activity, excursion studies, mass culture, city culture, urban space.

V. M. Marasanova

Commemoration of Nekrasov's places in city and regional dimensions: Yaroslavl region

The author considers the commemoration of the personality and memory of Nikolay Alekseyevich Nekrasov in city and regional space. The main task was to reveal the practices of «remembering» and «forgetting» of historical memory by the example of the great poet on the eve of his 200th anniversary. The author traces the formation of secular commemorative practices in the Yaroslavl province from the beginning of the 20th century, starting from the outstanding writers' anniversaries and the 150th anniversary of the Russian national theatre. It is noted that the foundation of Nekrasov's Museum «Karabikha» in 1946 contributed to the perpetuation of the memory of the poet, and also made this estate the best preserved one in the Yaroslavl region. The museum saved the estate of the Golitsyns, the Yaroslavl nobles, and today allows us to imagine the unique world of the Russian estate, family life and official activities of Mikhail Golitsyn, the Yaroslavl governor of the early XIX century. The author raises the question of the importance of preserving the noble estates by museumification, adaptation and commercialization. The article studies the commemoration of Nekrasov's personality and writings in the historical and cultural heritage sites, monuments, publications, names of libraries, streets, schools, settlements of the Yaroslavl region. The author emphasizes the possibility of «Nekrasov's routes» within the historical center of Yaroslavl, a UNESCO World Heritage Site, as well as in the Nekrasov's places of the Yaroslavl region which add a commercial component to the socially significant project. Nekrasov's writings can lead tourists to places immortalized by the poem «Who is Happy in Russia» and allow to apply the well-known lines to the modern historical and cultural landscape. The practice of «forgetting» is revealed by the example of replacing historical toponyms when the name of the poet turned out to be a convenient option for a «neutral» substitution of the names of city streets and settlements undesirable to the Soviet regime.

The author concludes that Nekrasov is diversely represented both in family narratives and the material content of the socio-cultural environment of the region.

T. B. Kolyshkina, I. V. Shustina

An advertising image as the resemblance of the brand-conception (the problems of positioning)

This article deals with the problem of reflecting the brand concept by means of an advertising image. The purpose of the article is to establish whether the semantics of the visual component of the advertising text corresponds to the semantics of the verbal concept of the brand. The research was based on advertising of perfume products in the national media and the results of a consumer survey. The basis for selecting ads was the presence of a verbal description of the product positioning.

On the basis of different approaches to the image analysis, it is established that imagery is a form of intellectual and sensory interpretation of reality, and the advertising image allows the recipient to form consciously an idea of goods and services in the form of ready-made images that are understandable to the recipient and accepted by him. The polycode space of the advertising text is formed by different types of characters, which makes it difficult to create (design) it.

The study involved the development of a tool for evaluating advertising layouts and the brand concept posted on the site. For this purpose, on the basis of the method of repertory lattices, J. Kelly developed a modified semantic differential scale that allows evaluating both the verbal and visual components of the text. In addition, the use of this scale allows the use of multidimensional statistical methods that allow the researcher to identify cause-and-effect relationships. The use of the factor analysis method made it possible to translate latent variables into significant factors and on their basis to establish semantic similarity / difference between the semantic description of the brand concept presented on the site, and the visual and advertising image broadcasted in the media.

The article describes the results of semantic analysis and factor analysis for several layouts briefly. This allows the researcher not only to identify the advantages and disadvantages of the developed advertising and make a conclusion about the effective positioning of perfume brands, but also to offer specific recommendations to advertising developers.

Keywords: artistic image, advertising image, polycode text, advertising communication, brand, positioning, verbal semantics, visual semantics.