

A. V. Zolotareva

Education system readiness to switch to a remote mode of work: pandemic lessons reflection

The article actualizes the problem of the education system readiness to switch to a remote mode of work based on research and reflection on the lessons of the coronavirus pandemic in spring 2020; it substantiated the need for digitalization of the educational process through analysis of trends in the development of education and training using information systems; disclosed approaches to the methodology of digitalization of education in such areas as digital didactics, digital transformation, digital education, digital ecosystem; the concept of «readiness for activity or action» is defined, a theoretical analysis of the organizational, motivational, psychological, material and technical, normative readiness of educational organizations and participants in educational relations for activities in the new conditions of distance learning is provided; it describes the results of a study of the readiness of regional education systems, educational organizations, participants in educational relations (teachers, students and their parents) to work in a distance, remote mode; disclosed research methods (online survey, analysis of websites of educational organizations, study and generalization of experience) and the data of the results of the study of normative, material and technical, informational, organizational readiness, the education system for a remote mode of work, the readiness of teaching staff for new working conditions, as well as the readiness of families of students to study in self-isolation; examples of the best practices for organizing the activities of schools and families of students during the period of the forced transition to distance learning, including forms of rapid response, targeted methodological support of educational organizations in the region, psychological assistance to children and parents in the process of transition to new digital relationship; identified and generalized problems, suggested ways of solving in the near future.

Keywords: digitalization of education, digital transformation, digital education, digital didactics, digital ecosystem, remote mode of work.

M. V. Burlakova, T. V. Burlakova

Career-oriented training of students within multi-ethnic groups at pedagogical university: a new vision of the individualized education

The phenomenon of multiethnic groups is becoming an urgent issue at the university level. An increased number of mixed groups of learners from different cultures highlights the lack of appropriate methods and means of planning the educational process and requires developing a newer scientific understanding of the education individualization as a strategy for training specialists at the pedagogical university.

This paper deals with the theoretical foundations of the individualization in students training in the multiethnic group. The authors have set the objectives of studying the passport of the current national project «Education» by the Russian government; of analyzing the theoretical foundations of multicultural education; of developing some new principles which are to complete the author's concept of individualization of professional training of students at the pedagogical university; of describing the culture maps as a means of individualization of education within multiethnic groups.

The authors come to the conclusion that even general understanding of students' culture-specific behaviours in the educational environment, made into the culture map for each individual multiethnic university group of the university, can help to promote mutual understanding between the subjects of the educational process, which is a factor of the outer individualization. Besides, it can help students accurately understand the professional goals of their training at a Russian pedagogical university, and motivate students to develop an active social attitudes, which is a factor of the inner individualization of training.

The authors emphasise the important role of the culture-specific factors in the process of individualization of professional training of students in the multiethnic group of a pedagogical university. The results obtained in the paper can be used in education in order to increase the attractiveness and competitiveness of the Russian universities in the international education industry.

Keywords: professional education, multiethnic group, principles of individualization, pedagogical university, means of individualization, culture map.

T. N. Sakharova, N. V. Tamarskaya, O. V. Stremilova, M. D. Bataeva

Competence development strategies for youth workers

The article examines the strategic directions of the competence development of specialists in work with youth, determined by modern trends in the development of society and the state's requests for organizing activities with youth. It is shown that, since young people, as one of the most problematic and socially vulnerable groups of the population, require appropriate organization of activities aimed at the formation of their socially significant needs, trajectories of

self-improvement and self-realization, the development of their creative potential in the interests of society and the state, a professional standard of a specialist in work with youth. The target guidelines of this professional standard are given, the possibilities of additional educational content for specialists in working with youth, applying for the position of adviser to the head of an educational organization for educational work and work with children's associations, are considered. The most promising areas of competence development of a specialist related to improving knowledge and skills in the field of youth policy, socio-psychological development of the modern digital generation, gamification of the educational process, project activities are indicated. In the content of additional education, an emphasis is needed on the problems of cyber socialization, the peculiarities of socialization of urbanized youth, and knowledge of young science. It is shown that for a specialist developing a strategy for educational work, modern knowledge about the neurocognitive features of the digital generation is also needed, associated with such a conceptual series as web surfing, selective visual attention, clip thinking, simultaneous perception, and transactive memory. Along with the neurocognitive features of the digital generation, it has a special value-semantic perception of information and reality, which should also be taken into account in the competence development of specialists in the field of working with youth, applying for new positions in the education system.

Keywords: competence development, youth policy, value and semantic orientations, professional training, advisor to the head of organization, digital generation.

I. S. Sukhorukov

Club communities in the system of factors of formation of the adolescents' ethno-cultural identity

The author of the article turns to the socio-pedagogical analysis of club communities and their socializing potential in the process of ethnic socialization of the young generation of modern Russian society. Socio-pedagogical support of the process of ethnic socialization of adolescents and youth requires the integration of the efforts of various subjects of social education, among which club communities have established themselves as an effective means of including young citizens in socially useful activities, social relations, and the formation of a wide range of socially significant personal qualities of pupils. The strengthening of migration flows creates a special socio-cultural situation in Russia in which adolescents have to integrate into a polycultural, polyethnic environment. Thus, socialization carries potential risks and threats associated with the rejection of «others», their alienation, the growth of nationalism, xenophobia, racial and religious intolerance among adolescents and youth. The author cites the results of his own research into the process of forming the ethno-cultural identity of adolescents, the conditions for realizing the socializing potential of club activities in this process, reflects on the possibilities of anticipating the development of a negative attitude of adolescents towards representatives of «other» peoples and cultures. The article presents the results of the empirical study, during which the features of the ethnocultural identity of adolescents were analyzed in connection with the involvement in the activities of various club communities. Using a representative sample, the author shows the changes that have occurred in the structure of the ethnocultural identity of adolescents involved in the activities of club communities. The author pays special attention to the need for competent psychological and pedagogical support of the process of adolescents' ethnic socialization in multiethnic environment, using the socializing potential of reference adolescent and youth communities, enhancing the involvement of schools and families in ensuring the formation of ethnocultural identity of modern adolescents. The research materials can be used in the activities of educational psychologists, heads of educational organizations, and are of interest to researchers studying the problems of ethnic socialization, multicultural education, socio-pedagogical and socio-psychological problems of adolescent and youth communities.

Keywords: social pedagogy, social psychology, ethnic socialization of adolescents, club communities, ethnocultural identity, pedagogy of additional education.

T. N. Gavrilova, S. L. Paladiev

Educational system of the Smolny institute for noble maidens

The article is devoted to the characteristics of the educational system of the Smolny Institute for noble maidens, the first educational institution for women in Russia, which laid the foundation for female education in the country. The pedagogical essence of this educational system is to create environment which enables to develop the personality of each of the subjects of this system. Despite major differences in the Institute educational system at different stages of development of the educational institution, one can talk of a holistic educational system of the institution. This is evidenced by the presence of systematically important connections which ensured the continuity of pedagogical influences at all stages of the existence of the educational institution, as well as by the development of originally established traditions. Special features and development stages of the institute educational system, indicating its different states, are considered. During the long period of its functioning, the Smolny institute went through periods of rise and fall, of heyday and decline, of different approaches to the organization of educational process (from a rigid sociocentric approach to a more humane homocentric one). But it always remained a major center of female education

in the country, where interesting pedagogical ideas were given rise to, original pedagogical experience was formed. Many of its graduates in no small way contributed to the development of the cause of education in the country. Special attention is paid to the renewal of the Smolny institute educational system during the time when K. D. Ushinsky worked there as a class inspector. The article emphasizes that the Smolny Institute established itself as a phenomenon due to the fact that there was developed an original educational system, which changed throughout more than 150 years, yet abided by the initially set goal of training highly competent, «perfect» citizens of their Motherland, true Smolyan women.

Keywords: the Smolny Institute, female education in Russia, upbringing, educational system, systematically important connections, development stages of the educational system, K. D. Ushinsky.

L. V. Vandysheva

Experience of distance learning for future social work specialists

The current epidemiological situation, which has developed not only in Russia, but all over the world, has become the basis for rethinking the content, forms, methods of training future social work specialists. Distance learning has become the only educational technology that ensures, on the one hand, the isolation of students and their safety in the context of the spread of COVID 19, on the other hand, the mobility of students while continuing their studies. Before the official transfer of the education system to distance learning, in foreign and domestic practice of professional training of future social work specialists, little experience in distance learning was accumulated.

The purpose of the article is to concretize the essence of distance learning for future social work specialists; identify problems and determine the conditions that improve the quality of distance learning for future social work specialists.

The analysis of this experience allows us to conclude that the interactivity of distance learning presupposes the advancement of new requirements for the roles of the teacher and the student, the organization of their interaction. As a result of the author's research, problems were identified related to the implementation of distance learning (imperfection of technical support, unpreparedness of the teaching staff to conduct classes in a distance format, lack of the possibility of «live communication», insufficient self-discipline and self-organization of students, etc.), which do not contribute to high-quality education, personal and professional development of students. There is a lack of readiness of first-year students after the experience of distance learning at school to continue it at the university; sophomores generally prefer offline learning; third and fourth year students are more inclined to study in a distance format. The basis for the formation of a positive experience of distance learning for future social work specialists is: information and technical competence of all participants in the educational process, the formation of certain personal qualities, as well as the possibility of blended learning (traditional and distance).

Keywords: distance learning, social education, social work specialists, interactivity of distance learning, technical teaching aids, self-organization of students, personal and professional development.

E. M. Iskakov

Profession-oriented coaching in the army environment

The article is devoted to the problem of professional development and career development of officers of the armed forces, other troops and military formations. The relevance of this problem is due to the rapidly changing conditions of the military-pedagogical environment. At present traditional forms and methods of professional training cannot fully meet the demand of military personnel for the formation of self-development, self-actualization and self-realization skills. In this regard the author raises the question of the need to find new approaches and views on the process of improving professional training, the result of which should be the readiness of officers to build, design and develop a military career.

The author suggests using coaching, the methodology of which is focused on the disclosure of professional and personal potential and the awakening of the activity of officers as promising forms and methods of military professional training. The concepts of «profession-oriented army coaching» and «army coach» are clarified. It is emphasized that the technology of coaching is new for the military sphere and requires substantial and technical adaptation to the army reality.

In this work the author presents the concept of profession-oriented army coaching, taking into account the ideas of the acmeological approach, the military specifics and the architecture of the coaching process. The goals, objectives, principles, directions and conditions for the implementation of coaching in the army environment are defined. The author comes to the conclusion that in the army environment, the coaching and acmeological approaches have similar views, combining the search for ways to maximize self-expression in the military profession and the optimal ways to organize professional activity to achieve success in the future.

The concept of profession-oriented army coaching proposed by the author reflects the requirements for finding new approaches to the process of improving the professional training of military personnel, imposed by the modern training and combat process of the armed forces.

The practical implementation of this concept became development and introduction of «Profession-oriented army coaching» teaching guide to the learning process of military universities of the Republic of Kazakhstan. The author sees the prospect of further work in the use of profession-oriented army coaching in the troops in organizing classes for the professional development of personnel.

Keywords: officer, Master's programme, military university, career-professional development, professional career, army coaching.

V. A. Tolochek

Methods and methodology of field research: open questions. Part 1

For more than a century, the state of psychology has been characterized as a crisis (crisis of methodology). The present state of social objects, acting for us as subjects of research, is characterized by increasing dynamism, variability. Modernity – in its typical objects, the circumstances of conducting research work (NIR) by ordinary researchers – is more often left out of the field of attention of methodologists and historians of science. Changes in the conditions for conducting research in modern organizations, which are already growing into a serious scientific and scientific-practical problem, we conventionally call «methods and methodology of field research». This problem is still masked and greatly smoothed out by the dominance in the domestic psychology of research on the model of educational groups (schoolchildren, students), that is, in relatively simple conditions. But the range of research and practical tasks is much wider; obvious shift to surveys of mainly educational groups – displacement into spaces of «accessibility and comfort» leads to erosion of discipline. The purpose of our research is a historical and theoretical analysis of the methodological, methodological and organizational aspects of research in a modern organization. Methods are an analysis of scientific literature, psychodiagnostics, reflection of the experience of scientific and practical work of research institutes in modern organizations.

It is summarized that (1) the state of the discipline methodology, the understanding of its method, subject and technology of conducting relevant scientific research, explanations of the results obtained are interconnected; 2) even under strictly specified diagnostic conditions, if administrative resources are available, methodological and methodic problems are preserved and reproduced; 3) diagnostics issues in the space-time of modern organizations transfer these difficulties into the status of «problems square», «problems raised to the third power»; 4) one of the least developed issues of psychodiagnostics is the question of «situation».

Keywords: discipline methodology, methods, subject, situation, field research, diagnostics, problems, questions.

I. V. Nikulina, A. M. Sanko

Research of subjective perceptions about the quality of modern students' life in

The article presents results of the research of modern students' subjective perceptions about the quality of life. The analysis of the literature has shown that the ideas about the quality of life are formed on the basis of the objective situation of human life and its subjective assessment. The initial perceptions about the quality of life were related to the ability to work, have an income, have the opportunity to receive education and medical care. Gradually, the list of indicators of life quality expanded and now it includes social activity, psychological comfort, the ability to take part in solving important issues, etc. The study subjective perceptions about the quality of modern students' life took place on several key issues: What does the quality of life depend on? The quality of life for me is...? What measures does the state take to improve the quality of life of the population? The category of the population with the highest quality of life? The category of the population with the lowest quality of life? What measures should be taken to improve the quality of life? How has the quality of life changed in the digital economy era? What threats to the quality of life exist? The analysis of the survey results showed that two-thirds of the respondents believe that the quality of life depends on social, economic, environmental, and political conditions, and only one-third of the students note that the quality of life is determined by the values and lifestyle of each individual. The article also presents a list of threats and measures to improve the quality of life of people.

Keywords: quality of life, assessment quality of life, students, contentedness, threats, risks, health, subjective perceptions.

L. Yu. Subbotina, T. L. Chudakova

Mutual influence of safety and personality features

A study of subjective safety, its determinants, strategies and psychological mechanisms is very urgent at the present time. There is the theoretical research that is devoted to consideration of the issue of a leading factor in the dyad «the safety – personality features» in this article. On the one hand, personality features determine the characteristics of the safety state, on the other hand, the safety state determines occurrence of personal features.

The personal safety is seen as a mental state. The article shows that the safety has all features of mental states.

The research was conducted with reliance on age development concepts and mental states concepts. The article presents that personality features are primary and they determine occurrence and particular qualities of the safety state from the perspective of authors of mental states concepts. Authors of age development concepts approve a great part of safe environment in childhood for successful development of a child and for psychological well-being of an adult. From this viewpoint, the safety determines occurrence of personality features. The article shows that mechanism of formation of tendency to the safety state is similar to the process of interiorization as conversion of the external safety (the safety of environment) to the internal (personal) safety. Interiorization of the safety occurs in childhood. The authors of the article take into consideration the stability of personal traits in adulthood and suggest that in adulthood leading factor in the dyad «the safety – personality features» is personality features. Safety need is a basic motivational factor that influences mental life, behavior and activity of human. The safety state and personality features influence together human's behavior and activity.

One of the tasks of the further research is to study the problem empirically. Such examination has theoretical and practical significance. Results of the research may be used in child psychology, advisory psychology, family psychology, military psychology and in other branches of psychology.

Keywords: safety, subjective safety, psychological safety, safety state, interiorization, personality features, mental state, determinants, personal determinants, theoretical research.

S. V. Lautkina, I. N. Selezneva

Relationship between indicators of communication, self-esteem and interpersonal status of preschool children

Communication, complex multidimensional education, begins its active development directly in preschool age. With the correct and timely development of communication, cognitive processes, emotional-volitional and motivational-need spheres, behavior, and the interpersonal status of the child are formed. The formation of communication skills is possible only with the timely full development of speech. The lower the state of speech, the more difficult it is for the child to organize and implement communication, and vice versa, the higher the level of formation of the communicative act, the more fully expressive speech develops. Difficulties in forming speech and communication affect self-esteem. Self-esteem as a phenomenon develops under the influence of the assessment of others. Self-esteem is the result of one's own activity, communication, behavior, activities, experiences of a preschooler. The inability of a preschooler to implement verbal communication in a peer group leads to deformations in the development of personality and interpersonal interaction, reduces his social status, and leads to his isolation from other members of the team. Summarizing the above, we have set a goal – to study the relationship between indicators of communication, self-esteem and interpersonal status in preschool children. The main research method is the contrast group method. Empirical study was carried out in groups of preschoolers – with normal speech development and with speech disorders («General speech underdevelopment (GSU) level III» according to R. Levina's classification). The results of the study showed that the level of communication formation in the group of preschoolers with speech disorders is lower than in the group of children with normal speech development. The lag in the formation of communication skills is represented by a number of indicators: «interest in a peer», «sensitivity», «prosocial actions», «means of communication», «active speech». Low self-esteem was found only in the group of children with speech impairments. There were no differences in the level of the sociometric status between children of both groups.

Keywords: communication, levels of communication formation, communicative competence, normal speech development, speech disorders, general speech underdevelopment, preschoolers, self-esteem, interpersonal status, interaction, interconnection.

K. B. Malyshev, O. A. Malysheva

System-based definition and measurement of the professional position of the individual cadet of a departmental university

The article is devoted to the system-based analysis of the definition and measurement of the professional position of the individual cadet of a departmental university. A basis is a set of elements that is characterized by completeness, orderliness, and measurability. The «set of elements» has the following «substrate characteristics» such as «relation», «mapping» and «transformation», which define the first level of «immersion» in the concept of «basis». In turn, at the second level of «immersion» in the concept of «basis», corresponding to three factors («completeness», «orderliness», «measurability»), there are corresponding triple characteristics that determine the third level of «immersion»: 1) «full» is «factoriness», «multiply connected» and «integrity»; 2) «the order» is «symmetry», «dichotomy» and «adenomassness»; 3) «measurable» is a «measure», «projection» and «rating». At all three levels of «integration» into the concept of «basis» there is a single generalized dichotomy «external – internal», which in our article is projected on a separate personal dichotomy «social-individual». «Multi-connectivity» means the existence of many dichotomous factors for which there is no single dichotomy, i.e. there is no «node» with a single factor dichotomy (reminiscent of Kettell's

factor strategy, consisting of 16 different factor dichotomies in his typology of personality qualities, where there is no single dichotomy). «Unconnectedness» means the existence of a set of factors for which there is a single dichotomy, i.e. there is a «node» with a single factor dichotomy. In the «dimension», the following triples are obtained: 1) measure the representation (image, word, number), 2) projection of data conversion (image to word, image number words number). The last conversion (words to numbers) will be used in this article, and it is, by the way, more common in measurement diagnostic practice. 3) the assessment of the level of measurement of information (low, medium, high) will be used in this article and, by the way, it is also more common in measuring diagnostic practice.

In our article, «completeness» is defined by a factorial multi-connected integral set of types. «Orderliness» is defined by a symmetric-dichotomous unconnected factorial verbal structure of a set of types (a single dichotomous multi-factorial verbal structure of types or «verbal basis»). The «measurability» of types is associated with a single dichotomous verbal-numerical evaluation metric scale or with a «numerical basis». «Measurability» makes it possible to create dichotomous basic multifactorial methods based on a dichotomous symmetric verbal-numerical scale evaluation of types.

Keywords: factor dichotomous typologization, consistency, basis, measurability, professional types, professional position, semantic proximity.

M. D. Piskunova, P. A. Pobokin

Students' attitude to learning using virtual reality programs

This article presents an empirical study of the interest of higher educational institution students in supplementing educational activities with virtual reality technologies. The article substantiates the relevance of using VR technologies in teaching University students. The purpose of the study is to determine the feasibility of using virtual reality technologies in the learning process. The review of literature sources devoted to virtual reality and its application in the educational sphere, including the training of highly specialized professionals. Specific examples of the use of virtual reality technologies in the educational process are presented. Classifications of virtual reality technologies are given depending on the necessary means to enter the virtual environment, as well as on the type of virtual reality technology VR, depending on the degree of user immersion. The possibility and feasibility of using each type of virtual reality in the educational process in modern educational institutions is evaluated.

The empirical part of the research is devoted to conducting a survey of University students on their awareness of VR, interest in learning through the use of VR technologies, satisfaction with virtual reality technologies already introduced into the educational process if they have experience, and preferences in the way VR is used in training. The main empirical results of the study are presented in the form of tables based on the results of a survey among students. The results of the research can be used in pedagogy when developing new educational programs, when making decisions about the introduction of innovative technologies in the educational process, when improving the skills of teachers as a theoretical material that introduces the concept of virtual reality and the prospects for its use in education.

Keywords: virtual reality technologies, virtual environment, educational activities, learning tools, distance learning.

O. A. Koval

Psychoemotional features of preschool children with speech pathology and their connection with the emotional characteristics of mothers

The article deals with the problem of studying the psychoemotional characteristics of preschool children in their connection with the features of interaction in the «mother-child» dyad. The relevance of the work is determined by the increasing number of children with speech pathology. A number of works by Russian and foreign authors are devoted to the study of the psychological characteristics of preschool children with speech development disorders. The novelty of the presented research is to consider this issue through the prism of the family, in particular, mother-child emotional interactions. This study reflects the importance of developing the emotional competence of mothers raising preschool children, namely: teaching mothers to understand their own emotions, control expression, the ability to perceive the child's condition, understand its causes and influence it; and it justifies the high importance and necessity of including mothers in the rehabilitation process when working with preschoolers with speech pathologies.

The study involved 120 pairs of «child with speech pathology – mother», divided into three groups according to age. The first included children of young preschool age (3-4 years old, 35 couples), the second – middle preschool age (4-5 years old, 54 couples), the third – senior preschool age (5-6 years old, 31 couples). Similarly, three normotypic groups were formed according to age ranges, the first of which included 32 child-mother pairs, the second – 36 child-mother pairs, the third – 35 child-mother pairs, a total of 103 dyads with normotypic speech development.

The study found that the mothers of preschoolers with speech pathology differ in the level of development of emotional intelligence components, the characteristics of emotional interaction with the child from mothers raising regulatory developing children. Links have been determined between the level of development of the emotional intelligence of the mother, the features of maternal-child emotional interaction and the psychoemotional features of preschoolers who have speech pathology.

Keywords: preschool age, speech pathology, mental cognitive processes, emotional intelligence, mother-child relationships.

T. S. Zlotnikova, V. M. Kuimova

Nostalgia for the *soviet* in the modern media scene

The article sets out the current and paradoxical problem of nostalgia, the object of which is the Soviet past, Soviet being, the idea of soviet life as a source of stability and moral and psychological certainty. Nostalgia is considered as a cultural philosophical metaphor and as an academically conceived subject of study in the interdisciplinary paradigm. The definition correlates with psychological discomfort and with the need to return the past, perceived as a harmonically arranged life. The concept of nostalgia and the phenomenon it denotes correlate with several problematic discourses, being at the intersection of socio-cultural, philosophical and worldview, historical, symbolic and psychological aspects. Nostalgia turns out to be a way of mythologizing the Soviet past, actualizing the personal experience of representatives of different generations as experiencing negative and requiring overcoming psychological conflicts.

The research methodology is related to the deep traditions of socio-philosophical and philosophical-anthropological issues, consists in ideas about the cyclical nature of social processes and phenomena of cultural life. Based on the judgments of N. Berdyaev, S. Bulgakov, other philosophers and publicists, the significance of the aspect of nostalgia associated with longing for lost Russia and for lost spaces, emotions, links is affirmed. For the noble environment, the subject of nostalgia is pre-revolutionary Russia, the image of which is being idealized, and the social problems of the monarchist state go into oblivion. Soviet existence is permeated by longing for the past. Living generations see psychoemotional reactions in the Soviet past, which are broadcast as present there and absent in the current society – the value of friendship, the duration of love, interest in life, social inclusion, willingness to make decisions and lack of infantility, early adulthood; collectivism, stability, camaraderie are being updated as an alternative to the loss of socially significant ideals. The dynamics of nostalgic manifestations in several generations of Soviet and post-Soviet people is noted. We analyze media, in particular, presented in television and cinematic products, manifestations of nostalgia for strength and harmony, fidelity to the chosen path and masculine certainty (sports issues, appeal to the discourse of power).

Keywords: phenomenon of nostalgia, Soviet existence, Soviet culture, breakup of the Soviet Union, historical memory, popular consciousness, retrotopia.

E. Ya. Burlina

«Old City» – «Bezmyanka» – creative city

«Bezmyanka» is the name of the largest industrial district of the city of Kuibyshev, now Samara. The expressive name can also be interpreted as a metaphor for many industrial cities of the Soviet era. In the XXI century various projects for the transformation of industrial cities are known. The cultural capital of Europe in 2007 was the oldest mining city in Germany, Essen, together with nearby industrial ancient mining towns in the Ruhr River Valley. The project was won by solving environmental problems and creative reformatting of the industrial city.

It should be noted that the problems of Soviet industrial cities are presented in numerous Russian and foreign studies. So, the article refers to modern works on the search for justified transformations of «Soviet Magnitka»; Uralmash in Ekaterinburg and other problematic industrial cities. The purpose of this article is to draw attention to various interpretations of such cities. In Samara, there is also «bifurcation»: the old city and industrial Bezmyanka. To expose the sociocultural contradiction between the «old» and the «industrial city», the article reveals discrepancies that inhibit development. The author draws attention to the unique and overtaken by its time Grushinsky festival, in particular, its leaders. Conclusion: the lack of the balance of «old», «Soviet» and «post-Soviet» territories inside of one city is a problem of lack of personalities.

Keywords: merchant city, «reserve capital», industrial Bezmyanka, leaders, «old» city, «Soviet» city, «post-Soviet» city.

A. B. Permilovskaya

Mythology of the russian orthodoxy and wooden church architecture

This research topic is the initial stage of new work. The influence of the mythopoetic worldview of Russians and Orthodoxy on the architectural structure and symbolism in the concept of wooden temple building in the northern and arctic territories is considered an integrative scientific field in the article. This is founding a confirmation in the organization of the cultural and sacred landscape, in historical traditions and legends about the choosing of a place for the building of a temple (chapel). As well as the special status of «sacred» and «roadside» groves of trees, the selection of these trees for construction in a sacred meaning and using of individual parts of these temples as a community center

and place for ancient rituals. The lexis, connected with the folk architecture, indicates the anthropomorphic nature of the architectural space of the temple. The construction, as it were, is assembled from «large», qualitatively significant components of the human body: head, neck, face, eyes, kokoshnik, forehead, rib, human bust, etc. This tradition is preserved and strengthened by the circumstance that since ancient times, the proportions of the human body acted as a tectonic (building) model of the entire architectural structure. The research substantiates an algorithm for the interaction of the mythopoetic worldview and the Orthodoxy on the architectural structure, and the significance of church architecture. The temple occupied a central place in the sacred space of the northern peasant world. The conducted research made it possible to convincingly prove that wooden churches are a symbolic heritage of the Russian North and the Arctic. The pinnacle of the development of wooden architecture, embodied in the northern temple architecture, was a natural result of ancient Russian architectural – constructional traditions and a reflection of the talent of the Russian people, which allows us to translate the concept of «Russian carpenter» into the category of «Russian architect».

Keywords: mythological worldview, the Russian Orthodox Church, wooden church, the signs, the architectural device, Russian North, Arctic.

V. M. Marasanova

Moscow cultural practices in XIX century trade

Research of the Moscow cultural trade practices gives a concentrated picture of Russian trade, shows almost the entire range of national and foreign goods, reveals vivid types of entrepreneurs. Moscow was the largest logistics center and consumer of various goods, industrial raw material, and food. The bulk of the regional supplies were textiles, cereals, iron, milk, meat, leather, timber, etc. The Moscow merchants performed the functions of intermediaries in all-Russian and foreign trade, linking distant markets. In the second half of the 19th century the traditional land and river trade routes were supplemented by railway roads. The top of the Moscow merchants was formed from the «nonresident» merchants, commoners and peasants who were able to achieve success at the expense of their abilities in the face of intense competition. The types of Moscow merchants are revealed by the example of the Eliseevs, Blandovs, Buryshkins, Filippovs. The study of the localization of urban trade made it possible to find out exactly where foreign goods were stored and sold. National goods entered the Kitay-gorod wholesale warehouses, from where the goods dispersed to the industrial enterprises, Moscow markets and shops. The city's business and financial life was concentrated in Nikolskaya Street, Ilyinka and Varvarka. The trading opportunities of Moscow was supplemented by the Upper Trading Rows (now GUM), and shop-passages became one of the most popular types of retail space. The article describes the retail space of Moscow – Okhotny Ryad, Sukharevsky market, Smolensky market, Khitrovsky market, Boloto, as well as local markets and fairs. It is shown that in Moscow it was possible to see and to buy practically everything what Russia is rich in. Various types of old-fashioned shopping places and modern European shops coexisted in the urban space. Consideration of the Moscow trade as a holistic cultural phenomenon based on the historical cultural and civilizational approaches made it possible to reveal the main trends and features of the historical period.

Keywords: cultural practices, trade, goods, merchants, Moscow, markets, streets.

E. M. Boldyreva

«Charlatans from medicine» in the «times of great tribulation» in the works of Lu Sin, A. Chekhov, M. Zoshchenko and V. Shalamov»

The article is devoted to the analysis of the specifics of the artistic representation of the image of the doctor-charlatan in the stories of A. Chekhov, M. Zoshchenko, Lu Sin and V. Shalamov. The article demonstrates that in the humorous stories of A. Chekhov and M. Zoshchenko the phenomenon of «charlatans from medicine» is presented in an ironic mode, when writers create many comic, farcical and vaudeville plots, in which illiterate doctors try to treat stupid common patients unsuccessfully; in the works of Lu Sin and V. Shalamov, this topic is presented in a fundamentally different way: they express the tragedy of a person who has become a hostage of political and social upheavals. The authors distinguish three main plot invariants in the medical discourse of writers: plots in which the motive of «drug» is realized – a pseudo-drug used by charlatans for treatment (from farcical and comically absurd in the works of Chekhov and Zoshchenko to senselessly inhuman, associated with motives of blood and death in the works of Shalamov and Lu Sin), plots in which the motive of «the executioner and the victim» is presented, accentuating the barbaric and sadistic methods of treatment used by «charlatans from medicine» and plots where the subject of the image becomes the emotional deprivation of a doctor or pseudo-doctor, a kind of «anesthesia of the heart», presented in a comic version by Zoshchenko and Chekhov and in a tragic version by Shalamov and Lu Sin.

The author comes to the conclusion that doctors M. Zoshchenko and A. Chekhov, in their executioner incarnation, are so naively simple-minded that they are not frightening, but comical and perform their «unconscious butchery» without malicious intent, or out of fear to admit their professional incompetence, or being absolutely sure of their own infallibility, and sick victims lose their martyr's halo, they are equated with doctors in terms of the narrowness of their horizons, and therefore their suffering causes not compassion and sympathy, but laughter. The charlatan healers of Lu

Sin embody the tragic hypostasis of butchery, perceiving their healing «torture by fire and blood» as loyalty to barbaric ancient traditions and mythological customs, Shalamov's doctors are sophisticated sadists, their deliberate butchery is based on the awareness of the inviolability of their sacred status, the victims are not treated, but exposed, so they perceive their torment and suffering outside the ethical paradigm and feel their butchery as a creative act, receiving aesthetic pleasure from the process of «medical butchering» and from the awareness of their chosenness and the right to decide human destinies.

Keywords: V. Shalamov, M. Zoshchenko, A. Chekhov, Lu Sin, cultural hero, charlatanism, plot invariant, motives of the executioner and victim, medical discourse, emotional deprivation, mythologeme of «great sorrow».

T. I. Erokhina, R. E. Shamashdinov

«Soviet school of juggling»: ideological and aesthetic aspects

The article is devoted to understanding the ideological and aesthetic aspects of the formation of the Soviet circus art. The authors turn to the analysis of the origins of the Soviet circus, noting its genetic connection with pre-revolutionary circus performances, as well as with the attitudes of the Soviet state to the formation of a new Soviet art and Soviet man. The purpose of the study was to understand the genesis of the Soviet school of juggling, the formation of which falls at the beginning of the formation of the Soviet state. The article considers the factors that influenced the ideological and aesthetic specifics of Soviet circus art, as well as the factors that influenced the transformation of the concept of circus performance in Soviet culture. Turning to the history of circus art, the authors analyze the socio-cultural context of the formation of the «Soviet school of juggling», noting the synthesis of ideological attitudes that position the Soviet circus as a means of forming and educating a new personality, and aesthetic activities that create a life-affirming image of the Soviet circus artist. The authors note the signs of the «Soviet circus school», focus on the theatricality of circus performances, the formation of specialized educational institutions in the Soviet state for the training of a new generation of professional circus artists. Referring to the performances and techniques of the most outstanding Soviet jugglers-E. Abert, A. Kiss, S. Ignatov – the authors come to the conclusion that the concept of «Soviet school of juggling» was the result of the aesthetic and ideological attitudes of the Soviet state. The «Soviet School of Juggling» is a metaphor that aims to emphasize the ideological differences between the Soviet state and the capitalist countries, as well as to assert the superiority of Soviet art.

Keywords: Soviet juggling school, Soviet circus, ideological attitudes, aesthetic activity, Soviet man.

T. B. Kolyshkina, I. V. Shustina

Transformation of the advertising image as a reflection of the change in the advertising concept

The article presents an approach to advertising from the point of view of the formed advertising image. This approach allows us not only to identify the positioning features of one of the players in the banking services segment, but also to identify changes in the bank's market policy, which are reflected in communications with the consumer, in particular in the change of the advertising concept. The authors aim to analyze the transformation of the advertising image depending on the change in the advertising and communication concept of promoting the organization's services.

The TV advertisement of VTB Bank was used as the material for the study. The basis for the selection was its placement on the main channels of Russian television, which confirms the orientation of the organization's offer to a wide consumer audience. The presented empirical material is described according to the author's model, which includes two bases. One of them takes into account the communicative type of the text and its focus on the recipient, the object of advertising or the recipient. The second basis is the generated advertising image associated with the characteristic, possible actions, or functions and the impression produced.

The analysis showed that the type of advertising image can undergo significant (sometimes fundamental) changes. This transformation depends on the advertising and communication concept of the company. The created advertising image is determined by the specifics of the segment to which a particular service is addressed, the nature of the service itself, changes in the market situation and the communication policy of competitors. Taking into account the society, quick response to changing marketing factors allows the main subjects of the banking services market to create effective advertising images based on a variety of strategies and tactics that can attract different groups of customers. And the model proposed by the authors makes it possible to analyze and create an advertising product based on the motivational analysis and value behavior of consumers.

Keywords: image, advertising image, a communication type of the text, bank advertising.