Gruzdev M. V., Baiborodova L. V., Kozlovsky A. N.

Pre-professional training of schoolchildren
in the context of continuing pedagogical education

Abstract. Training of teachers is considered as one of the urgent problems, its success greatly depends on organization of pre-professional pedagogical education. The article presented the analysis of the massive long-term experience of pedagogical and psychological-pedagogical class activities and other forms of career guidance activities based on data obtained from 87 regions of Russia, as well as studies that have been conducted since the beginning of the 80s of the last century, devoted to career guidance and the choice of pedagogical profession. The main idea of the article is to consider pre-professional pedagogical training in the context of continuing pedagogical education. On the basis of the study, organizational and substantive problems of pre-professional training of schoolchildren were identified, the need for continuity and succession of pedagogical training at different stages of education was justified. On the basis of the conceptual-targeted, meaningful, organizational and effective components of the training of future teachers, the possibilities and ways of ensuring continuity and succession of pedagogical education were considered, the goals and results of pre-professional training in the aspect of the continuity of pedagogical education were described. A special place is given to ideas that should permeate the entire process at different levels of vocational education, including at the stage of pre-professional pedagogical training. It is important to ensure the consistency of the content of activities of psychological and pedagogical classes with the programs of pedagogical colleges and universities, continuity in the use of pedagogical means. The need for interaction between educational organizations, pedagogical colleges and universities in solving problems of pre-professional pedagogical training of schoolchildren and ensuring the continuity of pedagogical education is emphasized. The experience of such interaction organized in the Yaroslavl region is presented.

Keywords: pedagogical education; training of future teachers; continuing education; pre-professional pedagogical training

Neklyudova L. V.

Organization of pre-professional psychological and pedagogical training of schoolchildren
on the basis of step-by-step interaction of different educational institutions

Abstract. The article is devoted to one of the approaches of pre-professional psychological and pedagogical training of schoolchildren, based on a continuous, continuous approach and step-by-step interaction of institutions of additional, basic and higher education. Teaching professions are not prestigious, however, the conditions of a modern school place high demands on them. Now in Russia a large number of general education institutions is introducing pre-professional training, only in the Udmurt Republic 55 schools have joined this process. Almost all of them interact with one educational institution of the next stage (according to the schemes «school — pedagogical college», «school — university», etc.) and are aimed at implementing early pre-professional training of students in grades 7-9. The existing models of pre-professional psychological and pedagogical training do not take into account the step-by-step interaction of different institutions (additional, basic and higher education). Taking into account the experience of similar studies in Belarus, Yaroslavl, Moscow, Yekaterinburg, Omsk, Tomsk, Karelia, etc. the article reveals the principles of building this training (openness and feedback; promotion; collegiality and the public; cooperation and social partnership, etc.), its structure, substantiates and characterizes the early and main stages of this process. The schemes of interaction of educational institutions engaged in pre-professional psychological and pedagogical training received a structural generalization, also from the standpoint of the proposed approach, the analysis of the concepts of «pre-professional education» and «psychological and pedagogical class» was carried out, structural schemes of a brief description of pre-professional psychological and pedagogical training and its early implementation with a description of the content blocks were formed. The experience of implementing this training in the Udmurt Republic is described. The results of some indicators obtained as the result of the implementation are summarized. The prospects of development and improvement are determined.

Keywords: teacher; professional education; pre-professional training of schoolchildren; psychological and pedagogical training; psychological and pedagogical class; early pre-professional training; basic pre-professional training

Bogus M. B.

Competitiveness of young specialists: modern challenges and development prospects

Abstract. The purpose of the study was to substantiate and identify the conditions for the effective development of competitiveness of young professionals. To achieve this goal, the following tasks were solved in the work: analysis of the formation of flexible skills (soft skills), the orientation of young specialists to professional activity; generalization of factors that hinder the successful employment of young specialists; identification of educational, informational, organizational and managerial conditions for the effective development of the competitiveness of young specialists. The author notes the methods used in the process of solving research problems. The paper reflects the results of the application of both theoretical and practical methods.

The article substantiates the relevance of studying the problem of developing the competitiveness of future specialists in the learning process. Based on the analysis of the results of questionnaires, surveys of leading Internet recruitment companies, scientific papers, the author identified the problem of the need to determine the conditions for the effective development of the competitiveness of young professionals. The paper highlights the distinctive features of representatives of modern youth. On the basis of the survey conducted in the work, it was possible to present the characteristics of two groups of young specialists. The author summarizes the factors of personal, social, and economic nature that hinder the employment of young people. The article describes the essence and content of competitiveness as a personality quality of young professionals. Special attention is paid to professionally significant personal qualities of future specialists. In the paper, the author proposes a two-level system for developing the competitiveness of young professionals, which reflects the commonality of the problem for the university and labor collectives and effective conditions for its resolution.

Keywords: competitiveness; competence; professional qualities; development; factors; employment; youth; young professionals

Tamarskaya N. V., Pishchelko A. V., Kerimova I. A., Baskakova Ya. A.

Project activity in the system of social education in conditions of digitalization and hybrid educational space

Abstract. In the article, using system-activity and system-functional analysis, the socio-pedagogical foundations and practice of using the program-target method of planning and ensuring the effective development of educational systems in transitive society are investigated, the correlation of program-target and project approaches to solving system-wide socio-pedagogical tasks, including in the field of education, is revealed in the conditions of uncertainty of the social environment and the emerging hybrid space. Project activity in the system of social education in the conditions of digitalization and hybrid educational space has a multi-level character, reflecting the scale and interaction of different levels to achieve different goals. Implementing federal projects is ensured by their transformation to the regional level and the levels of educational organizations. The hybridization of space determines the expansion of educational organizations opportunities to include students in project activities. The results of the empirical study demonstrating the importance of project activities in the conditions of digitalization and hybridization of the educational space are presented. The experience of project activity is presented, implemented on the basis of taking into account the modern features of the digital generation and reflecting the application of new learning principles in the educational process. It is shown that the effectiveness of educational systems in the conditions of digitalization of activities and social interaction poses the task of designing predictive educational projects taking into account the characteristics of modern digital children and youth, ensuring the socialization of personality in unstable and changing social environment.

Keywords: social education; educational systems; project activities; digitalization; hybridization; hybrid space; digital generation

Dvoryatkina S. N., Mishina S. V.

Lean technologies as a tool to form future economists' entrepreneurial competencies

Abstract. The article is devoted to the problem of adaptation of lean manufacturing technologies to the educational process, ensuring the efficiency and cost-effectiveness of the educational process, the formation of modern competencies of future specialists so that the quality of professional training of university graduates is relevant to the requirements of the modern labor market. Formulating the priority goal of the study, which is improving organizational and technological tools for the development of entrepreneurial competencies of future economists, the authors propose their own concept and specific ways to solve the problem: to form entrepreneurial

competencies based on the principles of lean higher education through Lean technology. The article combines the principles of lean production with the main directions of the concept of thrift in higher education. The system of lean production principles adapted by the authors for higher education served as the basis for building the competence matrix of future Bachelor of Economics. A distinctive feature of the conducted research is the construction of a multi-level complex of individual and personal qualities-abilities, special qualities-abilities, as well as managerial qualities-abilities that make up the updated structure of entrepreneurial competence. The proposed structuring and formalization of entrepreneurial competencies ensures the construction of an optimal trajectory for the training of economic personnel based on the concept of lean higher education. The introduction of lean technology into the educational process is illustrated at the methodological, substantive and procedural-activity levels, the educational risks of implementing the technology are identified, practical options for its implementation using the 1C platform are proposed: enterprise and applied solutions built on its basis. The uniqueness of the presented approach lies in the fact that for the first time in the practice of teaching future economists, actual ways of overcoming costs and risks with the use of lean production tools and methods adapted to the educational process have been found.

Racheev N. O.

Methodological potential of virtual simulation of safety regulations in the university chemical laboratory

Abstract. The article is devoted to the problem of increasing the effectiveness of instructing university students on safety in educational chemical laboratories. Since the current methods of familiarizing students with safety instructions in a chemical laboratory are often formal in nature, and also are not provided with the visibility or interactivity of the student's interaction with educational content, it is proposed to use educational technologies of varying degrees of immersiveness, including VR technologies. As part of the study, a comparative analysis of methodological techniques and techniques for instructing students within the organizational part of the introductory lesson in the disciplines of «Inorganic Chemistry», «Analytical Chemistry», «General Chemistry» was carried out on the example of the activities of the agricultural university. The pedagogical experiment consisted in the selection of techniques and methodological methods of instruction, the development and testing of test tasks and the correlation of test results based on the results of the instruction in the context of 5 test groups, for which instruction was organized in the form of reading the text of the safety instructions (group I, 15 people), reading the text of the instructions, accompanied by illustrative material in the format presentations (group II, 15 people), interactive conversation with elements of mental modeling of situations and pedagogical drawing (group III, 15 people), interactive conversation using real visual aids (group IV, 15 people), 360° virtual computer simulation in the Labster web environment at a PC (group V, 16 people). Based on the results of the analysis of the results and discussions of the results of this work, in order to achieve the highest indicators of integrated safety during the development of the discipline of the chemical cycle, teachers of chemical disciplines in introductory classes are recommended to use a virtual computer simulation, for example, «Labster». If it is impossible to provide these educational conditions, the use of interactive conversations with the use of thought experiments, pedagogical drawing techniques or real visual aids is appropriate.

Redka A. A.

Foundations of students' professional self-consciousness: some results of empirical study

Abstract. This article reveals such concepts as self-consciousness and professional self-consciousness. The structural components of professional self-consciousness according to the identified components of the professional activity of the preschool education teacher are indicated as: cognitive, emotional-strong, motivational and operational components. During the study, it was necessary to develop the content and methods of pedagogical maintenance for the development of the foundations of professional self-consciousness of students. The study involved full-time and part-time students. According to the results of the study, it was revealed that the average level of self-esteem, professional orientation, communicative properties, intellectual properties, emotional and regulatory properties prevail in full-time students; a high level of motivation for study. Part-time students are characterized by an average level of self-esteem, communicative properties, intellectual properties, emotional and regulatory properties; high level of professional orientation and low level of motivation of study. At the formative stage of the

experiment, the foundations of professional self-consciousness were developed within the framework of a special course. The pedagogical maintenance program has been developed for senior students undergoing training in the field of preschool education. The development of professional self-consciousness of students is carried out in the system of pedagogical maintenance. The pedagogical support program was developed for senior students of the full-time and part-time departments undergoing training in the direction of preschool education. The programs were implemented into the control and experimental groups. In the experimental group, studying took place in the form of training and pedagogical support for the individual work of students. The analysis of the data obtained made it possible to draw general conclusions based on the results of the experiment. In the control and experimental groups of full-time and part-time education, certain changes occurred. Thus, in full-time and part-time students, when comparing experimental and control groups, in experimental groups there is a more organized structure of components of professional self-consciousness of students, which gives us the opportunity to talk about the effectiveness of the pedagogical maintenance program developed by us within the framework of a special course to develop the foundations of professional self-consciousness of students.

Gerasimova N. O.

University students' engagement in learning with distance learning technologies

Abstract. The article presents the results of the study on Yaroslavl State Technical University students' engagement in learning with distance learning technologies. The relevance of this study is associated with the active introduction of digital educational technologies into the scientific process in connection with the transition of educational institutions to distance learning during the COVID-2019 pandemic. The purpose of the study is to identify the characteristics and features of technical university student engagement in training with digital educational technologies. To implement the goal, the following tasks were identified: the selection of domestic and foreign literature for theoretical research, the development of a questionnaire with questions about the peculiarities of the educational process in the digital educational environment, the online survey of students of different courses and areas of training in the technical university with the Google-form service, the identification of the peculiarities of student engagement in learning with distance educational technologies.

The work used theoretical and empirical methods of research based on the theoretical positions of digital didactics. The theoretical analysis of Russian and foreign scientists on the organization of the educational process in the digital educational environment was carried out. However, it was noted that there are not enough studies that relate specifically to the study of the peculiarities of students' engagement in this educational process: difficulties, features, wishes of students. Understanding the specifics of students' engagement in the digital educational environment helps in organizing this educational process and can make learning with distance learning technologies more effective. As a result of the study, the features of students' engagement in the digital educational environment were determined; the difficulties they faced; advantages and disadvantages of this process. The results of the study are the starting point for finding options for improving the didactic conditions to arrange the educational process in digital educational environment; the quality of the education content, the study of the characteristics of students' motivation in new conditions and the search for mechanisms for stimulating cognitive activity, as well as educational independence of students.

Keywords: digital didactics; 'a digital educational environment; distance learning; mixed learning; didactic conditions; student engagement

Kondina A. S.

Development of soft skills and emotional intelligence in foreign language teaching at university

Abstract. This article discusses an integrative technology that builds the process of language learning in conjunction with the development of soft skills and emotional intelligence in simulated situations with the inclusion of socio-cultural realities and the use of digital tools through the narrative of students. The purpose of the study is to consider possible digital tools for building effective language learning in the process of actively developing modern educational trends: mass, globalization and digitalization; to test and describe the experience of using such technologies as an additional resource, to emphasize the importance of balanced classical and digital didactics, which makes it possible to increase interaction with the audience through interactive programs, increase student motivation and make the learning process more differentiated. During the implementation of the experiment, the article describes the experience of organizing group project work with first-year students in the Case Study format in English classes on the basis of Plekhanov Russian University of Economics. The work on the project includes

practical work using digital tools, focused on the development of soft skills, intercultural competence and emotional intelligence. The advantages of digital tools for face-to-face and remote use in language learning in the ratio of balance, flexibility and variability are analyzed. As additional digital resources that are actively used at University, there are Eduardo, Moodle Yandex Platforms, Google forms. The conclusion is made about the need for parallel work of the teacher and students for developing soft skills, increasing the level of emotional intelligence by experimenting with the previous professional, educational, life experience through a foreign language.

Gavrilenko N. N., Churganova M. D.

Integrative model for forming the protocol officer's translation competence

Abstract. The article describes the importance of translation knowledge and skills in the protocol officer's activity and suggests considering them within the framework of his translation competence. For the formation of the competence among students studying in such educational profiles as «International Relations», «Regional Studies» and «State and municipal administration», as well as in other areas involving international activity, the authors use an integrative model. The purpose of this research is to form the protocol officer's translation competence as a part of his intercultural communicative competence. The article includes the analyzed approaches, principles, content and structure of the developed model of the protocol officer's translation competence, where translation knowledge and skills develop gradually.

The result of studying the theoretical and practical experience of teaching has shown that to increase future protocol officers' level of professionalism, it is vital to use a modern integrative model for forming translation competence. Determining the significance and specifics of the future protocol officers' translation knowledge and skills will allow them to make teaching materials, and develop effective curricula that contribute to a high level of education.

The authors used the following methods: theoretical (generalization and analysis of research on translation studies, linguodidactics and didactics); empirical (study, generalization of experience in teaching a foreign language to protocol officers and surveys among protocol officers).

Vinogradova M. V.

**Russian as a foreign language in digital educational environment:
technology of working with text materials**

Abstract. This article is devoted to the peculiarities of working with linguoculturological texts. These texts are intended for students who study Russian as a foreign language in electronic educational environment. The electronic educational environment was considered as information space for effective and independent (autonomous) work with text. The author outlined some features for preparing text material in the electronic educational environment. The basic principles of working with the text were analyzed in the article. The linguoculturological approach has become the main one when working with text. The text is a communicative unity and provides effective communicative environment for students. The author proved that the main purpose of any text is to immerse students in the linguistic and cultural space. This is necessary so that students can improve their skills in the vocabulary of grammar, as well as in the history and culture of the language being studied. In the article, the author analyzes the role of a teacher in the process of working in the electronic educational environment. According to the author, the teacher should control the quality of educational materials for students and create good educational environment. The article highlights the features of monitoring students' knowledge in the context of autonomous learning. Motivation was considered by the author as the main aspect of successful learning. The article analyzes the methods that help students to be active in the process of studying a language course and achieve high academic results. The article presents the basic principles of feedback between a teacher and a student in an autonomous learning mode. These principles make it possible to achieve the effectiveness of independent work during the course and provide a favorable educational environment.

Gao Shenghang

Teaching chinese culture in Russia from the perspective of coding and decoding theory

Abstract. To meet the current needs of the political and economic development of Russia, the training of teachers of Chinese as a foreign language and specialists associated with China is of practical importance. Understanding the culture of the country which language the student is studying helps to increase the effectiveness of learning a foreign language. However, in Russian and Chinese pedagogy, the pedagogical conditions that help to combine the study of language and culture, taking into account the mentality of students, are not sufficiently substantiated.

This article first analyzes the process of teaching Chinese culture to Russian students, and develop model for teaching in this process and relevant mechanisms for cooperation between Russia and China in the field of teaching Chinese as a foreign language. Based on the researcher's reports on teaching in Russia on the basis of the joint Chinese cultural and educational center between Southwest university and Yaroslavl state pedagogical university named after K. D. Ushinsky from 2019 to 2023, based on the educational essentialism of W. C. Bagley, and from the perspective of the theory of coding and decoding ин S. Hall, this article discusses innovations in the model of teaching Chinese culture in Russia. Multisymbolic empathic coding and the expansion of decoding capabilities in teaching implements «transcultural communication». Thus, we may improve the effectiveness of Chinese culture teaching, the effectiveness of Chinese language learning of students in Russia, and improve the effectiveness of educational cooperation between Russia and China at this historical stage.

Keywords: teacher education; training of teachers of Chinese as a foreign language; teaching Chinese culture in Russia; teaching Chinese language in Russia; educational essentialism; theory of coding and decoding; transcultural communication

Vasilieva I. V., Chumakov M.V.

Subjective well-being of students during the COVID-19 pandemic

Abstract. During the COVID-19 pandemic, there was not only a decrease in the level and quality of the somatic components of human well-being, but also the psychological components of well-being. The work is aimed at clarifying the characteristics of the dynamics of subjective well-being associated with gender. The results of three periods of subjective well-being of students during the COVID-19 pandemic are presented: May 2021, October 2021 and January 2022. These periods differed in common features: the number of cases, awareness of the new coronavirus infection, the conditions of study for students at the university.

Material and methods. The study involved 505 university students of the Ural Federal District (Tyumen State University, Kurgan State University, Ural Federal University named after B. N. Yeltsin) studying in the area of «Psychology», the age of the subjects was from 18 to 39 years (M = 21,25; SD = 3,96). Subjective well-being was assessed using the «Subjective well-being scale» technique by G. Perruet-Badu adapted by M. V. Sokolova.

Results. The results obtained make it possible to assert that the dynamics of subjective well-being during the pandemic differs in boys and girls. The dynamics of the «mood» component in young men is more pronounced; in later periods of the pandemic, young men show more positive indicators. Gender differences were found in the «mood» component in the first period of the pandemic (May 2021) and in the «signs accompanying psycho-emotional symptoms» component in the third period (January 2022).

Limitations of the study. The results were obtained from a female-dominated sample, so more research is needed for student samples with a different gender distribution.

Conclusion. The results obtained can be used to clarify the direction of interventions in general medical prevention, psycho-enlightenment end the work of psychological support services in universities.

Keywords: gender; students; subjective well-being; mood; pandemic; pandemic periods; COVID-19

Ozhiganova G. V.

«Productive life activity and self-transcendence» method

Abstract. The article is devoted to the description of the results of the elaboration of the new method «Productive life activity and self-transcendence». The method makes it possible to identify the productivity of life in seven different areas (learning, professional activity, social activity, creativity, family, self-development, leisure) and the motivation for these activities: spiritual and moral prosocial motivation or non-spiritual egoistically oriented. The article discusses the basic concepts used in the description of the method and operationalized in the form of its indicators, such as productive life activity, spiritual and moral prosocial motivation, the capacity for self-transcendence, which is related to the transcendence of the egocentric «Self». The definitions of these concepts are given. A description of the verification of the inventory factor structure, reliability and validity is presented. The

main psychometric indicators are given. The study involved 587 people. 432 people are female (73,6 %); 155 people are male (26,4 %). Age 15 — 60 years. (M = 28,83; SD = 13,62). The confirmatory factor analysis confirmed the two-factor structure of the method (GFI — 0,939; RMSEA — 0,079); Cronbach's alpha for the scale 1 «Life productivity» $\alpha = 0{,}602$; for the scale 2 «The capacity for self-transcendence» $\alpha = 0{,}683$. Verification of the convergent validity showed a significant positive relationship of the scale 1 «Life productivity» with all indicators of the test of meaningful life orientations and especially with its scale «Life effectiveness»; as well as with an interest in self-development in various areas of life. Scale 2 «The capacity for self-transcendence», reflecting going beyond the egocentric «Self» in serving people and society, significantly positively correlated with spiritual and moral qualities, altruistic attitudes, meaningfulness of one's own life. The retest showed a high stability of both scales over time: for the scale 1 «Life productivity» ($rs = 0{,}786$); for the scale 2 «The capacity for self-transcendence ($rs = 0{,}905$). All the obtained results indicate the reliability, validity and good suitability of the new method.

Derevyankina N. A., Yuferova M. A.

Psychological diagnostics of emotional reactions of adolescents and young men from the LNR, DNR and newly liberated territories

Abstract. The special military operation sharply raises the issue of preserving the mental health of not only military personnel, but also civilians living in the active combat zone, as well as in front-line areas. In this situation, children and adolescents are especially vulnerable, since due to age characteristics, their psyche has less resources and resistance to psycho-traumatic factors. The importance of interpersonal relations, characteristic of adolescence and youth, is significant for understanding the emotional response to civil confrontation, which is witnessed by adolescents and young men from newly liberated territories. The experience of witnesses to hostilities, civil conflict affects the emotional state and its dynamics. The article is devoted to the description of the results of monitoring the psycho-emotional state of adolescents and young men, participants in the project «University Shifts», implemented in August 2022 on the basis of YSPU named after K. D. Ushinsky. The study involved 132 young people aged 12 to 17 years who arrived from different regions of the LPR, DPR and newly liberated territories. The study of the dynamics of emotional responses and emotional well-being was conducted using the Lusher color selection method (modified eight-color test) on the first and last days of the participants' stay in the camp. It was found that the experience of staying in conditions of physical and psychological safety and comfort contributes to the stabilization of the emotional state and the removal of psycho-emotional tension, returning to adolescents and young men the characteristics typical to their non-traumatic peers. Boys and girls experience stress in different ways. There are almost no differences between the residents of the LPR and the DPR and the newly liberated territories.

Ermolin E. A.

Neosymbolist photo artist Sergey Metelitsa: visual lexicon and matrix of the method

Abstract. Based on the analysis of the visual lexicon and the matrix of the method of the Yaroslavl photo artist Sergei Metelitsa, the article reveals the specific features of his work. The definition of his creative method as neo-symbolism is given, in comparison with similar phenomena of literature and with a reference to visionary art. The artist does not convey or rethink canonical plots, but seeks existential depth in his direct impressions of the world around him. Metelitsa is a neo-symbolist photo artist, peering into the world and capturing it in the attempt to convey the objective meaning of some kind of ontological message that goes beyond subjective impression or social typification. Time in the photographic art of Metelitsa is, among other things, the time of event-in-eternity, extracted from the flow of empiricism, stopped due to its special significance. The world is almost cleansed of acute personal experiences and of socially significant human presence. The main genre of Metelitsa is landscape, landscape photo canvas. An important dominant of this art is a special kind of practice of familiarizing with the Thebaid experience and the aesthetics of empty, desolate, silent spaces free from human presence, from a social perspective — the discourse of loneliness. The traumas of modernity (moving history) are revealed through meditative-contemplative intuition from the point of the end of time. From here, the artist looks at what is happening today, not resorting to reportage dynamics, to social and cultural clichés, but finding in the landscape environment the correlation between this view and the non-literal imprint of social upheavals. Signs of the social one are present to the extent that they are experienced as existential, as events in the horizon of eternity. The landscapes of civilization fit into a symbolic context: transpersonally, through the use of universal symbols, as a condensation of the traditional Orthodox sacrum (temple as a message), and as personal symbolic images, often conveying expectation, anxiety, sadness. The image

can be interpreted as a look-answer from Eternity to the challenge of our day, its oncoming heavenly and other signs.

Kuzovenkova Ju. A.

Transformation of street art under the influence of the art world discourse

Abstract. The article deals with such phenomena as «graffiti», «post-graffiti» and «street-art». The object of the research is the process of rise and fall of post-graffiti. The goal of this work is to identify conditions and subjects of art world which have influenced the development of the chain «graffiti — post-graffiti — street art». In our study, we use the historical (archaeological) method proposed by M. Foucault. We constructed our research model based on the concept of «historical a priori» proposed by M. Foucault. We associate the historical a priori with the fall of binary oppositions and rigid hierarchies in the organization of space culture. They are interchanged by the processes described in the concept of «language games» and the phenomenon of deterritorization, distinguished in art. Due to the new conditions appeared for the existence of cultural phenomena among theorists and practitioners, the objective essence of art is abandoned in favor of the idea of its correlative nature. One of the criteria, which is the bases for the discursive distinction between art and non-art, is the principle of precedent, which implies that a new work in one form or another should have its parallels in the history of art. The analysis of the history of post-graffiti and emerging street art allows us to conclude that these directions in art are products not so much of the creative activity of street artists as of the discourse of the art world created by its subjects (art historians, art critics, curators, collectors).

Fedotova A. A.

Imperial and soviet: the image of a tyrant and the problem of power in works of N. S. Leskov and I. A. Brodsky

Abstract. The article raises the topical issue of the continuity of I. A. Brodsky in relation to the Russian cultural tradition, which is considered more broadly than the problem of direct intertextual interaction. The author relies on M. M. Bakhtin's concept of the dialogue of texts in the «big time», when typological text intersections are not motivated by a conscious author's orientation to borrowing. The article is based on Brodsky's appeal to one of the key issues for Russian culture of the XIX-XX centuries — the issue of power. The problem of reflecting various ideological issues in the poet's work is extensive, so the author focuses on the analysis of one of its aspects — the image of the tyrant, which is one of the leitmotives in Brodsky's political poems. N. S. Leskov is considered as the author with whom Brodsky enters into a dialogue in the «big time». The main basis for comparison in this case is the literary material itself, namely the appeal to the image a tyrant when thinking about the problems of domestic power. Based on the similarity of the material, it is possible to conduct a comparative study that allows us to demonstrate the new features of Brodsky's approach to the problem of power in comparison with Russian classical literature, and at the same time to outline the lines of intersection of fundamentally different approaches within the framework of nevertheless a common literary tradition.

Zhivitsa A. R.

Sociocultural technology for updating folklore in the ethnocultural group

Abstract. The article considers the provocativeness of the artistic image of an ethno-cultural group as a socio-cultural technology for updating folklore. Being one of the topical and debatable, the topic of updating folklore with the advent and introduction of modern technologies in sociocultural practice and at the same time the use of new forms and solutions in the implementation of folklore tradition expands the boundaries of its problem field, opening the way for subsequent scintific research. The artistic image is one of the most studied categories in aesthetics and the main influencing element in any kind of art, as it reflects ideas and feelings by various means of artistic expression. The study examines the practical experience of applying the provocative method as an integral element

of culture, contributing to its renewal and development, actively used in implementing the artistic image of ethnocultural communitiesm, its impact on attracting the attention of the audience on the examples of iconic folklore projects: D. Pokrovsky ensemble and«Russian song» ensemble led by N. Babkina. The use of new extraordinary apporoaches and solutions for embodying folklore in the stage space, such as experiments with musical sound, modification and reworking of traditional costumes, taking into account modern fashion trends and artistic taste, creativity of stage direction, as well as sometimes a fragmentary violation of traditional canons for the sake of creating a unique image of an ethno-cultural project, allows you to go beyond a stable folklore image and attract the attention of a new audience, including the younger generation.

Malshina N. A.

Mapping the cultural industry as a way to visualize socio-cultural transformations in the regions of the Russian Federation

Abstract. Visualization of cultural industry functioning in the regions of the Russian Federation is presented by the author using the constructed aggregated indicator of cultural institutions in dynamics from 2019 to 2020 by sub-sectors: theaters, museums, libraries, cultural and leisure institutions, children's art schools, concert organizations and independent creative teams, design in the field of culture and art. Socio-cultural dynamics in the sub-sectors of the cultural industry in the regional aspect shows a multidirectional dynamics, but in the initial analysis periods from 2018-2019 there is a general positive trend. In the period from 2019-2020, there is a decline in socio-cultural dynamics — cultural and leisure activities, museum activities, project activities in the field of culture and art. There is negative arc-shaped socio-cultural dynamics with an increase in indicators in 2019, but with a subsequent decline in 2020 to approximately the level of 2018 — concert organizations and independent creative collectives. The overall positive dynamics from 2018 to 2020 is demonstrated by theatrical activities, children's art schools. The overall negative dynamics from 2018 to 2020 is demonstrated by library activity. Thus, the method and results of assessing the level of development of cultural industry institutions in Russian regions are presented, which is especially important in the strategic planning of regional socio-economic strategies and provides a more rapid response to new information and more effective implementation of cultural and socio-economic policy in the regions of the Russian Federation. The method of visualizing the activities of the cultural industry with the help of DEA analysis allows us to detect the socio-cultural dynamics of the regions of the Russian Federation.

Fuchs D. A.

Communicative aspect of modern media culture (carnivalization of the speech culture of modern entertainment television)

Abstract. This article is devoted to one of the actual cultural phenomena of our time — the carnivalization of the speech culture of entertainment Russian television. For modern media culture, within its communicative aspect, the carnivalization of mass media speech processes is characteristic. The structural-functional method for analysing the speech practices of modern entertainment television proves the relevance of a scientific discourse about a special type of modern speech thinking that is being formed in the current realities, based on the carnivalization of speech in modern entertainment television. The analysis of theoretical works devoted to speech practices allowed us to conclude that the idea of universal «carnivalization» of language was expressed by M. M. Bakhtin, but the «carnivalization» itself was fully manifested in the modern language — the language at the turn of the XX-XXI centuries. The main characteristic of modern speech practice and language ideals existing in the digital space is the desire to simplify, change, transform the usual systems of transmitting language constructions into a set of exploited stamps, based, as a rule, on imitation of popular trends. The purpose of this article is to analyze the development of the process of speech culture carnivalization in the field of modern media, including television products. As an empirical material, scientific studies devoted to the mass communication activities of various television personalities and specific speech embodiments in the space of cultural trends of the modern television space are considered. The tendencies of popular speech practices are considered, the distinctive features of modern mass speech culture from the position of universal carnivalization are revealed. The author comes to the conclusion that the general nature of the existing metamorphoses of the speech culture of entertainment television is directly related to the «carnival» of the modern speech behavior of the television audience, the universal media language game of representative speech

images of entertainment television, the Europeanization of the modern television format, which determine the significant changes in the modern mass speech culture on Russian television.