

### **Baikhanov I. B. New facets of the professional identity of a modern Russian teacher**

**Abstract.** The study, the results of which are presented in this article, is devoted to the analysis of the professional identity of modern Russian teachers and the identification of its new facets. The main purpose of the study was the theoretical justification and identification of the features of the professional identity of teachers in the context of modern civilizational challenges. The methodological basis of the study was axiological and sociocultural approaches, which make it possible to deeply analyze the values and meanings that affect the formation of teacher's professional identity. The study used a comparative analysis of publications in the fields of educational psychology, philosophy, sociology and anthropology. Various views of domestic scientists on the essence, content and structure of the teacher's professional identity, factors of its formation and development, features of the influence of civilizational trends on the studied phenomenon were considered. Particular attention was paid to the problem of imbalance between external and internal regulation of teachers' professional activities, as well as difficulties associated with the dynamically changing context of professional teaching activities. The predominance of the affective type of professional identity among teachers is determined, that is, such a commitment to the profession, which is based on an emotional contact with it. As a result of the study, the main values and meanings that form the professional identity of teachers were identified, including: traditional spiritual and moral values and new, specific characteristics that arose under the influence of the digital era. The importance of civil-patriotic education in the process of forming the professional identity of future teachers was also emphasized. As a result of the study, the conclusion was formulated that professional identity plays a key role in improving the quality of education and the prestige of the teaching profession.

**Key words:** modern teaching; professional identity of the teacher; civilizational challenges; traditional values; worldview; citizenship; patriotism

### **Gricaj L. A. Perspective forms of interaction between teachers and parents of schoolchildren: from traditions to digital innovations**

**Abstract.** The article is devoted to the research of perspective forms of interaction between teachers and parents of schoolchildren in the context of modern educational process. The analysis is based on the classification of interaction in three main directions: traditional, innovative and digital forms of interaction. It is concluded that traditional forms, such as parent meetings, open days and lectures, remain relevant, but require adaptation to meet the changing demands of families and schools; innovative forms, including family clubs, master classes and socio-pedagogical projects, contribute to the active involvement of parents and the formation of partnerships, although their introduction is associated with certain organizational difficulties. Special attention is paid to digital technologies that transform interaction through the use of online platforms, messengers, webinars and electronic journals. These forms provide immediacy and accessibility, but require consideration of the digital literacy of all participants in these interactions. The advantages and limitations of each form are discussed, including lack of parental motivation, lack of human resources, and family-specific barriers. An integrated approach that combines traditional methods with innovative and digital tools is proposed. An example is given of the programs «Parent University in educational organizations» and remote parent meetings, which provide systematic support for families at all stages of a child's education. The results of implementation are noted: improvement of parents' pedagogical literacy, reduction of family conflicts and increased involvement in the educational process. It is concluded that it is necessary to develop flexible and sustainable forms of interaction, combining traditions and innovations, to increase the effectiveness of partnership between school and family.

**Key words:** school-family interaction; traditional forms; innovative forms; digital technologies; parent university; distance meetings; partnership

### **Palatkin V. V., Khadzhaeva A. A. Alimentary culture as a factor in formation of the cultural sovereignty of the student personality**

**Abstract.** The article addresses the issues of forming student personality sovereignty, which plays a key role in their educational and cultural development, ensuring the ability to make conscious and independent decisions in various life situations, including in alimentary culture. This culture promotes the development of a responsible attitude toward nutrition and health, strengthening the overall values of self-awareness and independence. The aim and objectives of the article are to analyze the role of forming alimentary culture in the development of student personality sovereignty, identify pedagogical tools that foster a conscious and independent attitude toward nutrition and health as an integral part of personal and cultural development, and discuss contemporary challenges and prospects related to adapting to new technologies and sustainable practices in the student food industry.

The study applied the method of collecting data to identify students' food preferences and the specifics of cafeteria menus in educational institutions, as well as the availability of innovative food products near universities. Statistical methods were used to analyze the obtained data, including Pearson's chi-square test, the phi coefficient, Cramer's V-test, and McNemar's test. The experiment involved 202 students from Astrakhan State University named after V. N. Tatishchev and 130 students from Astrakhan State Medical University.

The experimental impact of the developed «Smart Nutrition» program, which included workshops and culinary quests, proved to be effective, as the obtained McNemar test criterion showed a significance level below 0.05. A significant impact on students' eating habits was found out, increasing their awareness of healthy nutrition and developing skills for independent meal planning. The results of the experiment demonstrated significant changes in students' attitudes toward food choices, their dietary preferences, and their involvement in maintaining a healthy lifestyle.

The research showed that the purposeful formation of students' alimentary culture, through the organization of educational programs, is necessary for their cultural sovereignty, which is influenced by modern innovations in the food industry, developing their eating habits and attitudes toward nutrition.

**Key words:** formation; formation factors; alimentary culture; students; educational programs; interactive teaching methods; personal sovereignty of students

### **Kou Xiaohua Development of competence standards for russian teachers of chinese: an integrated approach**

**Abstract.** Professional competence of teachers is one of the key factors in the development of education. Countries around the world are actively developing and formulating professional standards for teachers to promote the development of teachers and ensure quality education. In Russia, there are «State Educational Standards» (general basic education and higher education) and «Professional Standards of a Teacher» (only for school teachers). Special educational standards have been developed for different profiles and areas of higher education. For example, there are special educational standards for foreign languages in teacher training, but there are no standards for teaching a specific foreign language, such as English, German, Chinese, as well as a professional standard for foreign language teachers. Due to the rapid spread of the Chinese language around the world, in order to meet the needs of Chinese language learners, standardize the teaching of Chinese and ensure the quality of teaching in China, the «International Standards for Assessing Proficiency in Chinese as a Foreign Language» and «Professional Competence Standards for International Teachers of Chinese» have been developed. Based on the current state of Chinese language teaching in Russia and in order to promote the sustainable development of Chinese language teaching in Russia, this article attempts to explore the possibility of creating a scientific and systematic standard of Chinese language teacher competence that meets the national conditions of Russia and draws on the experience of China, based on the comparison and integration of Russian and Chinese standards, in order to improve the quality of Chinese language teaching in Russia, and puts forward specific proposals and practical recommendations for the creation of this standard.

**Key words:** Chinese as a foreign language; international teacher of Chinese; standards of professional competence; educational standard; standards of level assessment; training of Chinese language teachers; teacher education

### **Malik E. S. Formation and development of the pioneer movement in the Vladimir province in 1922-1929**

**Abstract.** The subject of this article is the process of organization and development of the pioneer movement in the Vladimir province in the period 1922-1929. The purpose of this research is reconstructing the process of formation and organization of the pioneer movement in the Vladimir province in the period 1922-29, which allows us to consider this period both from the point of view of history and from the position of studying pedagogical experience in a particular region. The main sources of the research were the materials of the State Archives of the Vladimir Region, collections R-1045 (Vladimir Provincial Department of Public Education) and P-311 (Vladimir Provincial Committee of the Komsomol). The scientific novelty of the article is that it is the first to carry out a historical and pedagogical reconstruction of the process of formation and development of the pioneer organization of the Vladimir province in 1922-1929.

The research made it possible to identify the stages of formation and development of the provincial pioneer organization, to analyze the facts that led to the Vladimir provincial organization of young pioneers lagging behind its neighbors, and to identify the reasons that led to the crisis of the organization. Based on archival documents, the size of the pioneer organization in the years under consideration was studied, and the names of the first leaders of the movement in the province were identified. Particular attention was paid to the topic of training personnel to work with pioneers at the provincial level. The relevance of the topic under consideration is due to the fact that the pioneer organization became the basis for the social education of children in the 20th century and the study of its history will allow not only to evaluate the modern work of public organizations in the light of historical retrospective, but also to make forecasts in this area.

**Key words:** pioneer movement; Vladimir province; 1922-1929; children's communist movement; social education; children's associations; personnel training

### **Toreeva T. A., Borisenkov V. P. Strategies for training teacher-researchers in the modern system of higher education**

**Abstract.** The relevance of the study is determined by the importance of identifying, analyzing and systematizing the most effective strategies for preparing future teachers for research in the field of education in the context of ensuring Russia's scientific, technological and educational sovereignty in the information society. The purpose of the study is to present an overview of the latest pedagogical and psychological-pedagogical sources that cover the tasks, problems, forms and models of training research teachers (master's and postgraduate students) in the system of domestic and foreign higher pedagogical education in the context of digital transformation and informatization of higher education. The main research methods are a critical analysis of scientific publications on the issue under consideration, as well as a comparative method that allows comparing organizational and pedagogical approaches to training teaching staff and differences in the methodology of pedagogical research in different countries. The authors relied on the principles of competence-based, systemic and axiological approaches to education. The result of the study was a description of the key strategies and models for developing research competence and research culture of students in the system of pedagogical education in our country and abroad. The article describes the practices of involving future teachers in applied research practices, digitalization technologies, and methods for increasing students' motivation for research activities. The content analysis of the scientific sources under study allows us to conclude that the training of teacher-researchers is not fully covered in the domestic scientific literature. The study is of interest to school teachers, university professors, students, master's and postgraduate students in pedagogical fields, as well as representatives of the academic community involved in training researchers for the education system..

**Key words:** pedagogical education; information society; teacher-researcher; research competencies; research culture; motivation; digitalization; applied research in education

### **Yusupov V. Z., Evstratov A. V., Khromov S. S. Typological models of professional corporate training**

**Abstract.** The relevance of building typological models of corporate training is determined by two factors. The first is new legislative approaches for developing the domestic education system, demonstrating that corporate education has acquired the property of its component. In this regard, the definition of two interrelated terms new to the theory of corporate education is proposed – professional corporate training and the model of professional corporate training.

The second factor is related to the fact that the expanding practice of modeling objectively determines the importance of building an idealized model of corporate training, acting as a type, i.e., an object that generalizes this phenomenon. From the perspective of a systematic approach, the structure of such a model includes at least three components of its typological models: organizational, competence and process.

The typological model of professional corporate training is a mentally imagined idealized system that is generalized, «exemplary» for a variety of empirically given objects of this type of training and acts as a kind of template for building training models in a specific organization, enterprise, firm, corporation.

Each typological model represents a certain integrity, which is described through its structure (i.e., a set of components and links between them), external links, and technology for building corporate learning models based on it in a particular organization. The latter is demonstrated by the example of the IT company Taxcom, which has developed and implements models of compulsory education, individual training, grade training, compensatory training, training learning, as well as training by qualification groups..

**Key words:** professional training; corporate training; typological model; organizational model; competence model; process model

### **Kondina A. S., Peshkova N. V., Goncharova V. V. Narrative-digital approach to emotive practices in language education**

**Abstract.** The article deals with the experience emotive (communicative) narrative practices in the process of learning a foreign language in higher education. The article substantiates the importance of emotional intelligence development in the system of language education as one of the key skills of modernity. The experience of using social-emotional practices of narrative within the framework of narrative-digital approach is described. The article presents an overview of a set of possible assignments aimed at stimulating students to develop emotional intelligence through narrative therapy techniques, storytelling, group discussions and reflections, feedback on personal intercultural experiences, critical thinking, watching films on intercultural diversity, identifying and solving intercultural dilemmas. Scripts for conducting social-emotive practices on intercultural topics are described. Digital tools are proposed, which allow designing the completed tasks brightly and expressively. The advantage of using communicative practices within the framework of the narrative-digital approach is emphasized in order to develop emotional literacy, empathy and understanding of cultural differences and stereotypes. Recommendations are given on developing tactics and strategies of behavior in emotionally charged situations of intercultural interaction. The elaboration of the workshop tasks can be included in a basic course of a foreign language or taken as an additional block of social-emotional narrative practices in language education in higher education and is useful in the following areas: lifelong learning, online learning, interuniversity internship, educational tourism, work in intercultural space.

**Key words:** narrative; emotive narrative practice; emotional intelligence; emotional literacy; intercultural communication; foreign language

### **Svoboda N. F., Vorobeva O. B. Methodological aspect of philosophical education in a technical university**

**Abstract.** The correlation between methodology and methodology of teaching philosophy implies the question: how the specificity of the subject is reflected in the teaching methodology. The aim of the article is to substantiate the advantages of independent work of students of technical universities in the form of essays and diary of self-observation of learning activities in the course of philosophy. These types of student's work are aimed at the development of their reflection and require the learner to regularly study philosophy. Another feature of the diary and essay is their role as a way of self-identification, self-knowledge, and self-control. The success and difficulties of this form of learning activity are proved by an experimental study of the student audience of the Volga Region State University of Railway Transport. The analysis of the obtained data allows us to note a number of tasks that are realized by the student in his work with the diary and essay. The first is work on oneself: the process of finding the «independence» of consciousness. The second is the study of the external world: accurate, truthful, sincere. To strive to understand the essence of a subject, and then to clothe one's understanding in a concrete form, changing it at one's discretion to express a thought or feeling even more vividly. The third is the study of the technique of reflexion: techniques and methods, mastering the material and working conditions. And in this practice and habit the student begins to work differently, and reflexion (philosophy) becomes personal criticism and «habit» of thinking in educational and professional activities. Conclusions are drawn that the applied learning techniques can ensure success both in the short term (learning, understanding of philosophical issues) and in the long term: increasing the possibilities of variability in the development of self-education in subsequent life activities.

**Key words:** methods of teaching philosophy; higher education; philosophical reflection; technical university; engineering education; interdisciplinary links; self-awareness; learning activity

### **Belovetskaia L. E. Practical training of foreign language teachers in indian universities**

**Abstract.** The article examines the system of teacher education in India, with a particular focus on the training of future foreign language teachers. It explores the key components of educational programs, including the balance between theoretical and practical training, as well as the role of universities and specialized centers in developing the professional competencies of educators. The study emphasizes the importance of integrating modern technologies and innovative teaching methods into teacher training, which contributes to improving the quality of education. The practical aspects of training are analyzed in detail, including the examination of teaching resources, the organization of school-based teaching practice, curricula, and reference materials. The research employs thematic analysis, content analysis, and comparative methods, revealing key trends in India's educational policy. A growing emphasis on practical training is noted, reflected in the shift of focus to early stages of education, stricter monitoring requirements, and the updating of didactic approaches.

Based on theoretical works, the article identifies key methods used during teaching practice, such as observation, lesson planning, reflection, portfolio development, participation in professional events, and the case method. The study also highlights the risks and prospects for the development of foreign language teacher training, underscoring the need for further improvement of educational standards and strengthening the practical orientation of training. The findings of the research may be useful for designing educational programs in other countries seeking to modernize their teacher education systems.

**Key words:** India; foreign language teacher; school-based teaching practice; practical training; communicative competence; mentoring

### **Kosheleva I. N. Incorporating elements of creative writing into english language teaching in a non-linguistic university**

**Abstract.** Creative writing is a multifaceted educational tool which importance is determined by the demand for creative and critical thinking skills, as well as self-expression in modern society. The article aims to identify opportunities for integrating components of creative writing into the practice of teaching English in a non-linguistic university. Achieving this goal involves addressing tasks such as outlining the leading trends in creative writing teaching, exploring the effective techniques for developing writing skills, and presenting examples of assignments designed to evoke emotional responses in students. The analysis of the scientific papers by foreign and Russian researchers allowed the author of the article to determine the main directions in creative writing studies, both as a discipline and as a creative field compatible with the teaching of various subjects, in this case, English language teaching. Synthesis of the studied theoretical and practical material provided an opportunity to develop an understanding of the most effective ways to enhance creative writing skills, which subsequently formed the basis for creative writing assignments. As a result of the study, the methodological potential of creative writing is revealed, it lies in the development of language skills and creative and critical thinking. Additionally, the impact of creative writing on the personal growth and motivation of the students is demonstrated. The article presents the relationship between academic and creative writing, indicating that success in mastering the former depends on the experience and skills acquired in the latter. Moreover, the risks and benefits of using artificial intelligence tools in creative writing instruction

is examined. Finally, the work exemplifies the integration of components of creative writing into the English writing course, general language instruction, and home reading. The proposed methods for working on various aspects of creative writing can be tailored to the students' needs in different educational settings.

**Key words:** creative writing; academic writing; critical thinking; creative thinking; english language teaching; self-expression; personal growth; artificial intelligence; cultural identity

### **Samborskaya L. N. Basic competencies of a teacher's digital culture**

**Abstract.** The article analyzes the prerequisites for the emergence of new communicative opportunities and semantic units that ensure the transfer of information between generations, including in the context of digital transformation of society. The necessity of forming and managing the inevitable transformation of semantic loadings as a strategically important tool for creating a unified field of the conceptual base of society is substantiated.

An attempt is being made to determine the role of a semantic approach in shaping the common digital culture of teachers and students, as a tool to ensure consistency of concepts, including in the context of the multinational people of Russia, as well as to substantiate pedagogical practices and teaching methods, taking into account the transformation of semantic structures in the digital space of education in order to educate, preserve and protect national cultural and spiritual values of the population through the management of semantic units.

The paper substantiates the thesis that the management of meanings is a strategically necessary element and condition for improving the process of digital transformation of society. The use of methods for identifying and analyzing meanings, including through the field of meanings, expands the capabilities of teachers and curriculum developers, allowing them to work with new semantic units emerging in the digital environment. In the current geopolitical realities, it is education that helps to protect and preserve the cultural and spiritual and moral values of society, including by providing new opportunities for the transmission and assimilation of information.

**Key words:** semantic approach; definition of meaning; new ideology of pedagogy; digital culture; ontologies; modern computer methods; computational linguistics; natural language processing; psycholinguistics

### **Belyaeva O. A., Bugaychuk T. V. Professional development of a teacher-psychologist: modern realities of continuous professional training**

**Abstract.** The authors of the article identify an urgent problem of modern psychological education related to the organization of the training of psychological educators for real professional activity, as well as their further professional development as qualified specialists. Despite the presence in a number of regulatory documents describing detailed requirements for the work of psychologists in educational organizations, in real life, when performing work functions, especially by young professionals, a large number of questions and difficulties arise. The purpose of the study is to describe the difficulties of professional development of teachers-psychologists of educational organizations and identify possible ways to solve them. Based on the research results and the experience of the authors in examining educational practice, the article identifies three initial stages of continuous professional training of educational psychologists, highlights the typical difficulties of each of them and identifies possible forms of support for the development of a specialist. Firstly, the need for serious work on the development of professional identity among future psychological educators is outlined both at the stage of university studies and in the process of professional adaptation in an educational organization. Secondly, the importance of professional activity support through a mentoring strategy in educational organizations during the period of entering the profession of a teacher-psychologist is substantiated. Thirdly, the need for additional methodological support for the formation of a systematic view on the significant aspects of the specialist's professional position performing unique professional functions in the process of psychological and pedagogical support within educational practice in the context of dynamically changing professional tasks and situations is fixed.

**Key words:** teacher-psychologist; professional development; professional identity; professional education; mentoring; continuous professional training

### **Arsenyev A. E., Ogorodnikova L. A. The specifics of psychological training of teenage hockey players**

**Abstract.** The article presents the results of the empirical study of the pre-start conditions of hockey players of younger adolescence with 4 years of playing experience. The initial study showed the presence of significant psychological problems in young hockey players associated with increased anxiety, overestimation of the capabilities of a potential opponent on the eve of the game, expectation of condemnation from significant people, low game motivation. The study used valid and reliable methods selected taking into account the specifics of adolescence. Similar results in the control and experimental groups were established for all studied parameters that negatively affect the effectiveness of training and competitive activities. We used a program for the formation of an optimal pre-start state, which includes some changes in the training process: conducting open training sessions with the invitation of parents and friends of the players as spectators, individual conversations with the coach and educational classes that were conducted with an experimental group of players for 4 months. Exercises selected taking into account the age of the

hockey players were used in the classes, aimed at reducing pre-start anxiety. We used breathing exercises, elements of self-massage, exercises for muscle relaxation, affirmations for successful performance in the game, and etc. No changes were made in the control group. The final diagnosis showed that in the control group, unfavorable pre-start conditions remained at the same level. In the experimental group, statistically significant positive dynamics was diagnosed, manifested in increased self-confidence, reduced anxiety before the game and fear of the opponent, the formation of productive gaming motivation, and more successful gaming interaction. The applied program made it possible to stabilize the emotional state of teenage hockey players in the experimental group and bring them closer to the optimal pre-start state.

**Key words:** psychological preparation in sports; psychological readiness of an athlete; emotional state; hockey players; teenage; pre-start state; motivation; stress resistance

#### **Usov A. A. Sacred space of the russian north house in the XXI century**

**Abstract.** The article attempts to conduct a brief ethnocultural analysis of the subject-semantic content typical for sacred space in traditional peasant dwellings of the Russian North. The house researched is from the late XIX to mid-XX century and is currently in use. The «case study» uses materials from an architectural and ethnographic survey of house complexes in the representative village of Kimzha, Mezensky District, the Arkhangelsk Region, conducted in 2024. The main attention is paid to the concept of the «corners» of the hut as the key elements of its volumetric-spatial structure that are most resistant to functional and symbolic transformations. The central subject of the study is the red «holy» corner, the most important locus of the house sacred space, which contains the ideological and symbolic aspects of the everyday life of people and the Orthodox (folk) faith they cherish. The author points out the immutability of the traditional content of the red corner, and he comes to the conclusion that it is strongly connected with the main village temple – the Church of the Hodegetria (1709), as well as the disappeared Old Believer chapels through the continuity of ancient icons circulating in the space-time continuum of Kimzha. Nevertheless, minor changes that affected the red corners of the peasant house at the turn of the eras are also noted. Including their filling with mass-produced printed materials – icons and calendars, as well as photographic materials, bringing to the sacred space of the hut not a metaphorical, but literally visualized image of the temple and monuments of wooden architecture in the cultural landscape of the Russian North rural historical settlement.

**Key words:** Russian North; wooden architecture; cultural landscape; sacred space; historical settlement; dwelling; red («holy») corner

#### **Strizhov D. A. Animated series: analyzing the possibilities of applying the concept of metamodernism**

**Abstract.** The object of the study is the animation series Undone. The study takes a metamodernist perspective and conceptualises the series as a paradigm of art with a focus on implications of the postmodernist paradigm. The implications are considered at the anthropological level, namely human sensitivity and the ability to communicate. The analysis of the literature demonstrates the abundance of studies embedded within a metamodernist framework, which, however, often overlook the significance of animated series. This research contributes to the development of metamodernism scholarship by bringing the insights from animation projects. Specifically, the study reveals a wide range of possibilities of the animation language which allows depicting any psycho-emotional human states. Moreover, the study highlights a high level of reflection entrenched into the nature of animation series. The animation series, as the study concludes, inherently resonate with modern trends and social movements which are an essential part of the dynamic socio-cultural reality. Drawing on the example of the main character and their transformation in the Undone series, the study tracks down and reflects on the transition from postmodern to metamodern type of a person. The study describes the artistic features of the project and the technologies which have been used in its production (such as rotoscoping, morphing), particularly, it explores how the latter may work for metamodernist values. The findings will focus on the emotional landscape in the series and the variety of its transformations, e.g., from irony to sincerity, from distance to empathy, from convulsion and chaos to the subject's finding a place in the world, from alienation to the restoration of communication.

**Key words:** animation; animated tv series; Undone; postmodernism; metamodernism; empathy; morphing; rotoscoping

#### **Lukin O. V. The importance of Franz Hölterhof for the cultural, scientific and religious life of the Russian Empire of the XVIII century**

**Abstract.** The author of the article tries to assess the importance of Franz (Francis) Hölterhof (4.03.1711 – 11.12.1805), a Russian pastor, translator, teacher, linguist of German origin, for the cultural, scientific and religious life of the Russian Empire of the XVIII century.

Theological education at the University of Halle, famous for its Lutheran and Gernguter traditions, largely determined his life path, at the beginning of which the young man began pastoral ministry in the Reval province of the Russian Empire. For his association with the Gernuthers, he and his associates were secretly arrested and imprisoned in

the Peter and Paul Fortress. After 12 years imprisonment, F. Hölderhof was exiled to Kazan, where he taught German at a gymnasium. With one of his students at the gymnasium, the future great Russian poet G. R. Derzhavin F. Hölderhof is connected by a certain little-known episode, which testified to the latter's indifference to the fate of one of the significant representatives of Russian culture. In 1763, at the invitation of the curator of Moscow University, V. E. Adodurov, F. Hölderhof became a lecturer in German at the Faculty of Philosophy, and later became a professor. During the Moscow period, the scientist wrote a grammar of the German language, which went through 10 editions, and several dictionaries. In 1780, F. Hölderhof retired and until his death lived in the German Volga colony of the Gernguters in Sarepta, where he preached and taught Russian.

To achieve the purpose of the article, the author analyzed publications of the XVIII – XIX centuries describing the biography of F. Hölderhof, as well as works about him published in the late XX – early XXI centuries. The relevance of the work is related to the constant interest of all modern scientists in the historical aspects of cultural processes in various countries during certain historical epochs of their existence. The novelty of the work lies in an attempt to determine the significance of F. Hölderhof for the cultural, religious and scientific life of the Russian Empire in the second half of the XVIII century.

**Key words:** Franz Hölderhof (04.03.1711 – 11.12.1805); history of culture; history of religion; history of linguistics; gernguters; XVIII century

### **Nevzorova E. D. Reminiscences of childhood in the life paradigm of the genius of the place**

**Abstract.** The article is devoted to the analysis of the childhood of great creators who became geniuses of the place as a cultural phenomenon. The theoretical basis of the term «genius of the place» is considered, in particular, we rely on the scientific works of D. N. Zamyatin, N. Yu. Zamyatina, A. V. Kreitser, V. L. Alekseeva, I. O. Sayunov, M. A. Litovskaya.

In this article, we rely on the thesis of D.N. Zamyatin: a favorite place in the imagination of a creator is a repository of the most important, deepest images – most often childhood, youth or first love. Creating his work, the creator, the artist invents the most economical, most capacious form for his still formless memories, allusions, associations and signs. In the study, we turn to the cultural-biographical method, comprehending the childhood of great Russian creators who became geniuses of the place. The early years of Pyotr Ilyich Tchaikovsky, Lev Nikolaevich Tolstoy, Ivan Sergeevich Turgenev and Nikolai Alekseevich Nekrasov have been studied. Patterns were discovered that were common to their childhood and determined their future path in life and the reasons for the influence on domestic culture.

Among the regularities, the following are highlighted: belonging to aristocratic origins, the role of the mother as a person of beautiful and complex moral and psychological qualities in the life of the creator, the presence of significant connections outside the family and close contact with the world of art from an early age. The conducted research allows us to conclude that the above life features inevitably brought the creators closer to the role of genius loci.

**Key words:** genius loci; childhood; cultural-biographical method; Tchaikovsky; Tolstoy; Turgenev; Nekrasov

### **Nozdrenko E. A. Mythological patterns of modern advertising**

**Abstract.** The study is devoted to the role of mythological patterns in modern advertising communications. In the context of information oversaturation and competition between brands for the formation of consumer preferences, strategies that appeal to the deep, archetypal structures of human consciousness are becoming increasingly important. This study attempts to deconstruct common myths about advertising by analyzing specific advertising cases. Mythological patterns are understood as stable patterns, motifs and plots rooted in cultural memory, which through archetypal symbols and narratives influence the perception and interpretation of advertising messages. The relevance of the study is due to the need to rethink traditional approaches to modern advertising in the context of the rapid development of media technologies and increased consumer awareness. The work considers a number of key myths that both form advertising content and myths about advertising itself, the analysis of which is carried out on the basis of empirical data, including examples from the practice of advertising campaigns.

The results of the study demonstrate that mythological patterns have a significant impact on the perception of advertising, allowing to create an emotional connection with the consumer and form certain value attitudes. Both advantages and limitations of using the mythological approach in advertising communications are revealed. It is demonstrated that the effectiveness of advertising depends not only on creative presentation, but also on the correspondence of mythological patterns to the cultural context and target audience. The results obtained have both theoretical and practical significance. In theoretical terms, the study deepens the understanding of the mechanisms of advertising impact on consumer consciousness and reveals the role of mythological structures in the formation of cultural meanings. In practical terms, the results of the work can be used by specialists in the field of marketing and advertising to develop more effective communication strategies, as well as for the ethical assessment of advertising messages.

**Key words:** mythological patterns; advertising; advertising communication; media communications; myth; cultural meanings

**Tuchina O. R. Modern urban space: sociocultural analysis**

**Abstract.** Psychological well-being of city residents is largely determined by the characteristics of the urban environment, including its aesthetic appeal. The modern urban environment is a dynamically developing space that creates new forms of urban culture, which include murals – wall images. The purpose of the work is to study the psychosemantic structure of urban cultural objects (murals) among residents of Krasnodar. The empirical base of the study is 390 respondents aged 18 to 38 years ( $M = 20.3$ ,  $SD = 6.7$ ), residents of Krasnodar (211 women, 179 men). The author's questionnaire, the free description technique of D. A. Leontiev, the «Bipolar Semantic Differential» technique were used, based on pairs of opposite adjectives obtained as a result of an associative experiment. As a stimulus material, respondents were shown photographs of murals. As a result of factorization of the total assessments of the murals by the respondents, a two-factor semantic space was obtained, including the factors «Attractiveness» and «Strength and activity». All the murals under study have a high assessment for the attractiveness factor, but the assessment of the objects under study varies significantly for the strength and activity factor. The most popular street art objects in Krasnodar vary significantly in their main idea, theme, and style, their unifying feature is originality, as well as organicity in the urban space..

**Key words:** urban environment; urban cultural space; mural; perception of urban cultural objects; methods of psychosemantics; factor structure