

Tarkhanova I. Yu. Didactic identity of a modern teacher

Abstract. The article is devoted to the study of the professional identity of a modern teacher. The possibility of highlighting didactic identity as one of the components of the holistic phenomenon of professional pedagogical identity is substantiated. The changes brought about by the digital transformation of education and their impact on teacher-student interaction with educational content are considered. On the basis of the paradigm approach, changes within the theory and logic in organizing the learning process are analyzed. Didactic identity is understood as a set of beliefs, ideas and strategies that guide the teacher in the process of planning and organizing the educational process. It was revealed that didactic identity has an important place in the general structure of the professional identity of the teacher, as it is one of the key elements that determine his professional behavior and teaching style. The influence of socio-cultural and philosophical-worldview factors on the development of the didactic identity of a modern teacher is foreseen. As a mechanism for the formation of didactic identity, the professional reflection of the teacher is considered, aimed at finding answers to the questions «How do I teach?» and «How do my students learn?». The results of a survey aimed at assessing teachers' ideas about the nature of knowledge, the meaning of education, preferred educational approaches and roles in the educational process are presented. The results of diagnosing the professional identity of teachers according to the method of L. B. Schneider are also analyzed. The results obtained are described through variations in the understanding of the essence of education and teaching methods among respondents. A relationship has been established between didactic identity and professional confidence and satisfaction of teachers with their work. The findings of the study emphasize the importance of forming stable didactic beliefs and the need to support teachers in their professional development to ensure quality education in digital transformation.

Key words: didactics; professional identity; didactic identity; paradigm approach; training process; professional reflection; professional confidence; digital transformation of education

Shcherbatykh L. N. Application of digital technologies in additional foreign language education of schoolchildren

Abstract. The integration of educational digital technologies in teaching a foreign language (FL) has a huge potential for the development and improvement of schoolchildren's speech activity in the conditions of additional foreign language education (FLE). At present, the priority direction of the Russian state policy is the development of digital economy, which affects all branches and sectors of the national economy, including the education system. The digital economy requires that every learner (not just the best ones) master the 21-st century competences and be able to apply the available knowledge creatively (not according to a template) in the rapidly developing digital environment. The new Federal State Educational Standard has already set the task of developing the ability of each learner to manage his or her own learning. Digital transformation of education solves this task. The essence of the digital transformation of foreign language education is the achievement by each learner of the necessary educational results based on the use of the growing potential of digital transformation, including the use of artificial intelligence methods, augmented and virtual reality tools; the development of a digital educational environment in educational organisations; providing public broadband access to the Internet, working with big data. The aim of the study is to analyse modern digital technologies in order to integrate them into the teaching of ELL in DIE, which help to improve the speech activity of schoolchildren. The results of the study have shown that digital technologies provide an opportunity to access a variety of teaching materials, interactive tasks and tests that help pupils to learn lexical and grammatical rules better and to consolidate them in practice in DEI conditions.

Key words: foreign language teaching methodology; integration of digital technologies; grammatical aspect of English language learning; speech activity; foreign language; additional foreign language education; digital technologies; humanitarian culture of schoolchildren

Andreeva Yu. V. Philosophical and pedagogical concept of Otto Friedrich Bolnov's education of optimism in atmosphere of security

Abstract. The article analyzes the pedagogical aspects of optimism through the prism of related concepts: «tomorrow's joy» and «a sense of security». From the perspective of the existential-anthropological approach of German philosopher Otto Friedrich Bolnov, the educational significance of tomorrow's joy is revealed, which gives a growing personality a sense of security and confidence in the future. The philosophical analysis has shown that the phenomenon of optimism is closely related to the pedagogical atmosphere of Home and family, love, protection and hope, the trust of the mothers on the one hand, and respect, patience, gratitude to her on the part of children. There are two attractive areas in O. F. Bolnov's approach: existentialism and hermeneutics. One of them is overcome as existential – «the tragedy of life». On the other hand, hermeneutics serves to interpret spiritual concepts, which are expanded by Bolnov to the hermeneutics theory of knowledge.

The main pedagogical prerequisites and philosophical foundations of the concept of tragic optimism are revealed. The philosophical and value foundations of optimism include the qualities of trust, responsibility, love and gratitude, and the pedagogical prerequisites include the pedagogical atmosphere they form. It has been established that in the

protective atmosphere of Home and family, all the brightest feelings and dreams of a child are strengthened and further developed, for which he is fighting in a harsh world full of dangers and insecurity. The article traces the evolution of optimism as a spiritual and moral core phenomenon and personality quality: from dreams to confidence, from struggle to self-reliance, from trust in fate to humility and gratitude, from changing attitude to what cannot be changed, to accepting the inevitable as a given thing. In general, such optimism should be understood as a person's ability to build their life and philosophy based on dreams, struggle and humility. It was on the basis of this philosophy that the pedagogy of the XX century created a spiritual and moral image of a person.

Key words: O. F. Bolnov; pedagogical atmosphere of security; family pedagogy; tomorrow's joy; optimism

Shumovskaya A. G. The model of the organization of the teacher's activity to ensure the psychological safety of environment in a preschool educational organization

Abstract. The purpose of the work is to theoretically substantiate and develop a model for organizing the activities of a teacher to ensure the psychological safety of the environment in a preschool educational organization. The authors emphasize the relevance of the problem of psychological safety for all participants in the educational process (children, teachers, parents), as well as the developing subject-spatial environment of the group and preschool institution. The authors proposed a model for organizing the activities of a teacher, consisting of a targeted, methodological, criteria-diagnostic, organizational, substantive and effective component. From the goal of creating a psychologically safe environment of a preschool educational organization to a result where all subjects of the educational process and the developing subject-spatial environment will be in a psychologically safe state, it will be possible to create and maintain an environment that allows us not only to realize the basic needs of all subjects, but will also become the guarantor of their successful activity. The methodological basis of the model is personality-oriented, humanistic, environmental approaches and principles of self-actualization, subjectivity, choice, creativity and success, trust and support, self-worth, reflection. The organization of the teacher's activities is provided in four directions: work with children, teachers and parents, as well as enrichment of the developing subject-spatial environment of the group and the kindergarten space as a whole. The model was approved on the basis of a municipal budget preschool educational institution and a non-governmental preschool institution (Irkutsk), as a result of which positive dynamics was recorded in the criteria positions stated in the model.

Key words: psychological safety; psychological safety of the environment; teacher, preschool educational organization; model; components of the teacher's activity organization model; developing the subject-spatial environment; activity center

Malinina E. A. A practice-oriented approach in shaping the readiness of high school students to choose a teaching profession

Abstract. The article describes the implementation of a practice-oriented approach in the field of forming the readiness of high school students to choose a teaching profession. The definition of «readiness» for professional choice is given, factors are identified and described, and problems related to the creation of psychological and pedagogical classes are systematized. The methods of increasing the prestige of the «teacher» profession are described, an algorithm for creating a psychological and pedagogical class is developed, a diagnostic study on the introduction of specialized psychological and pedagogical classes is characterized. The author's program has been developed and tested, and a plan for organizing the educational process aimed at forming the readiness of high school students for self-determination in the pedagogical field has been presented. The developed program includes cycles of classes designed for three years of study in high school, requiring constant immersion in the profession with the help of theoretical and practical tasks. The program is based on the implementation of a practice-oriented approach that allows high school students to try their hand at the teaching profession while continuing their studies at school. The tasks have different directions, but are implemented through systematic repetition, which contributes to greater consolidation of the material. A comparison is made between the results of the control and experimental groups during diagnosis, and the difference between the groups is revealed. The result of completing the training courses is the readiness of high school students to choose a teaching profession, which is evaluated using criteria and comparing the results before and after the formative experiment.

Key words: students' readiness to choose a profession; pedagogical profession; psychological and pedagogical class; profile class; prestige of the profession «teacher»; practice-oriented approach; algorithm for creating a psychological and pedagogical class; diagnostic research

Slutskaya A. I. British influence on teacher education in Colonial Ghana

Abstract. The purpose of this study is to determine the colonialists' influence on the teacher education development in the Republic of Ghana. The study has the aim not only to identify the difficulties and disadvantages of the British government and missionaries' influence on the teacher education development in colonial Ghana, but also to identify the achievements that Europeans had achieved on the Golden Coast. The research is relevant because currently the

pedagogical educational system in Ghana is undergoing significant changes and in order to understand the current state of the pedagogical education system in the region, it is necessary to study the history of its origin and formation. The study found that along with the difficulties and contradictory actions of the British government and missionaries as the flow of low-skilled personnel to the region, tuition fees, organization of teacher education in large cities, a number of advantages marks the colonial period. The advantages are the following: organization of teacher education in general, accessibility of teacher education for women, the development of educational literature in the region, and, as a result, the development of language and translation activities. It should be noted that pedagogical education in the colonial period of Ghana has not been studied in detail before, which, of course, can be considered a scientific novelty of this study.

Key words: Golden Coast; Ghana; Great Britain; missionaries; colonial government; teacher education; teacher training colleges

Fetisov A. S. Patriotic values in the system of professionally important qualities of future teachers

Abstract. In the context of a special military operation, the topic of the formation of sustainable patriotic values among the citizens of the Russian Federation is becoming particularly relevant and important. And 2025 is the Year of the 80-th anniversary of the Great Victory, was declared the Year of Defender of the Motherland by the President of the Russian Federation. The article is devoted to the importance of the formation of patriotic values among students – future teachers as an important component of the system of professionally important qualities of future teachers. The purpose of the article is to analyze the formation of patriotic values among pedagogical university students and to determine the impact of the role of a pedagogical university and its activities in this process. The article considers the legal regulation of patriotic education in the Russian Federation. The approaches to defining the concepts of «patriotic values» and «professional qualities of a teacher» are analyzed, on the basis of which the role of patriotic education in the training of future teachers is determined by the example of the importance of preserving and popularizing the memory of the defenders of the Motherland as the basis of patriotic education. The article presents the experience of organizing a system of patriotic education at Voronezh State Pedagogical University: the main activities are listed, the role of the curator in the formation of patriotic values in the student group is shown. A study conducted to determine the effectiveness of the patriotic education of future teachers organized at the university, in which 1 year- course and 5 year- course 243 students took part, determined the conclusion about the importance and place of patriotic values in the system of professionally significant qualities of a teacher as an integral part of the professional identity of a modern teacher in Russia.

Key words: patriotism; patriotic values; patriotic education; citizenship; future teachers; professionally important qualities; pedagogical university

Galimova Kh. N., Kazachkova M. B. Studying russian as a foreign language using corpus technologies

Abstract. In modern society, there is an increasing interest in studying the Russian language. The Russian language is the fifth most widely spoken language in the world and is used as a means of communication by 258 million people. Today, the most popular type of studying the Russian language is coursework in Russian. This is due to a targeted approach to classes that takes into account the interests and needs of students. The educational process includes socio-cultural information reflecting the characteristics of the mentality, culture, traditions and lifestyle of native speakers. To restore the position of the Russian language in the modern world, the most important thing is to develop innovative teaching technologies and create modern high-quality textbooks. The pedagogical community has the opportunity to integrate the National Corpus of the Russian Language into its educational practice. National corpus is a key tool in the field of linguodidactics. Based on corpus data, work can be organized with almost any grammatical, lexical, literary, linguacultural, historical phenomenon. The authors of the article use examples of the components of the National Corpus of the Russian Language to show how Russian can be taught as a foreign language. The frequency dictionary, created by the laboratory «Multidisciplinary Text Research» based on the NCRY, is the basis for developing tests of verbal intelligence. The purpose of interactive tests: to check the level of development of the language competence of a foreign citizen, necessary for solving communication problems in accordance with the State Standard for Russian as a Foreign Language. During testing, the ability to distinguish the meanings of lexical units and use them in a given context is checked. The tests are placed on the Ru.Lingva aggregator platform.

Key words: corpus linguistics; russian language; linguistic corpus; concordance; corpus-manager; frequency dictionary; tests of verbal intelligence

Fishman I. S., Fishman L. I., Prudnikova V. A. The «digital teacher» in technical and vocational education and training: a focus on international research

Abstract. This article analyzes recent international research papers and policy documents from international organizations concerning digital transformation in organizations similar to Russian secondary vocational education institutions. The analysis focuses on identifying the competencies of teaching staff that enable this transformation. Approximately 50 scientific works and documents, primarily from the last five years, were analyzed to identify causal

relationships along the lines of: educational outcomes – characteristics of the educational process – requirements for human resources in technical and vocational education and training organizations.

The article demonstrates that in the policy documents of international organizations and foreign scientific-pedagogical concepts, the «portrait of a digital pedagogue» is by no means limited to possessing basic digital technologies or digital literacy, or even the ability to use digital technologies for teaching and managing the educational process. When conceptualizing a qualified «digital teacher of vocational education», foreign researchers and international organizations view digital transformation not as an end in itself, but as an important context, an additional resource that allows vocational education teachers and educational organizations to structure the educational process in accordance with the demands of the labor market and the learners themselves. Thus, a successful «digital teacher» emerges as a vocational education teacher who ensures the conformity of the educational process to these demands in the context of digital transformation. The hard and soft skills (general and professional competencies, personal qualities) included in the concepts must provide opportunities (including the significant additional opportunities offered by the digital transformation of education) for this type of educational process construction.

Key words: digital transformation; secondary vocational education; technical and vocational education and training (TVET); teacher competencies; digital teacher; educational process in the context of digital transformation; digitalization of education

Voevodskaya Ye. A. Demonstration exam as a means of pedagogical university students' general professional and professional competences integrated application assessment

Abstract. Pedagogical universities of the Russian Federation face the most important task of preparing graduates capable of independent work in various educational institutions. Therefore, it is necessary to apply such forms of intermediate and final certification that would demonstrate to universities and potential employers how successfully young specialists meet the requirements of the professional standard of a teacher and are ready to integrate general professional and professional competencies into their teaching activities. One of such forms of assessment is a demonstration exam. The article summarizes the experience of advanced pedagogical universities that have already introduced a demonstration exam into the system of teacher training and identified problems connected to the organization and conduct of a demonstration exam at a pedagogical university: the development of an adequate assessment tool capable of assessing a graduate's readiness for productive intellectual activity, training of the educational process participants, modeling conditions close to the conditions of future professional activities. The purpose of this article is to find solutions to the problems outlined above. In the course of theoretical research, methods of studying literature, its analysis, synthesis, comparison, and systematization of materials were used. The empirical material was collected using the student questionnaire method. The article offers options for the structure of the demonstration exam, which the graduating department can choose independently based on the students' specialization and the department facilities. The author suggests how teachers and students can be prepared to participate in a demonstration exam and the problem of reality substitution can be solved. In conclusion, it is stated that the demonstration exam has the potential for successful interaction between the pedagogical university and representatives of employers.

Key words: demonstration examination; integrated; psychological and pedagogical module; subject and methodology module; professional standard; labour action; pedagogical university; student

Dubrovskaya Yu. A. Frame technologies for the formation of future mining rescue engineers' professional competencies

Abstract. The article examines the historical background of the emergence of the frame and the adaptation of frame technologies to the tasks of practical training of students in engineering specialties. The structure of the frame molecule is described as the minimum unit of the frame representation of knowledge, which ensures the structuring of the material and the identification of typicality. Frame connections in the form of a frame image, frame representation, frame places, frame roles, frame situations and other types of frames ensure the inclusion of stereotyping in the educational process, which allows students to master the material at a qualitatively different level. The experience of the formation of professional competencies and indicators of their achievements by means of frame technologies in the process of training practices on the basis of paramilitary mountain rescue units and detachments is presented. The problem of the research is to find optimal technologies to improve the quality of graduate training in engineering specialties in Russian universities. Frame technologies have the greatest potential for engineering education, but today they are being implemented in universities extremely slowly and insufficiently. The purpose is to describe the experience of developing the professional competencies of future mining rescue engineers using frame technologies. The work resulted in conclusions related to the introduction of frame technologies into the educational process: the phased formation of professional competencies of future mining rescue engineers was ensured by frame technologies introduced into the educational process. With the understanding that the frame representation of knowledge has a qualitative impact on the educational process in general and on the formation of professional competencies in particular.

Key words: mining rescue engineer; frame; frame technologies; frame molecule; practical training; educational and industrial practices

Sarafanova I. E. Experience of forming the organizational and managerial competence of a manager through a business game

Abstract. This study is aimed at describing the conditions for building and conducting a business game that contribute to the effective formation of professional competence of the head. The conditions can be called universal, as they are suitable for many types of games used in professional training. To achieve this goal, we have analyzed the basics of the formation of a manager's professional competence; the stages, principles, and features of designing and implementing gaming technologies; the ideas of a competency-based, contextual, gaming, and personal-activity approach; patterns and principles of learning. The article substantiates the relevance of the formation of organizational and managerial competence of a manager based on the analysis of the federal state educational standard and reveals its essence. The popular types of games used to train managers and their distinctive features are described. The content of the author's business game «Organization of control», aimed at forming the components of the organizational and managerial competence of the manager, is disclosed in detail. The stages of the business game are considered and the key conditions for their implementation are outlined. The game tasks and their evaluation parameters are revealed. The results of testing business and role-playing games are presented, proving their significant positive impact on the formation of competence components. This article is of practical value for university and college teachers, as well as for specialists from organizations that train managerial personnel. The practical experience described in the article allows teachers to properly develop their own game technologies or organize practical exercises for the formation of professional competencies.

Key words: organizational and managerial competence of the manager; formation of professional competence; role-playing; business game; game scenario; conditions for building the game; research results

Shen Yandong Professional training of designers on materials of modern rural construction technologies in Xinjiang

Abstract. The object of this study is traditional Xinjiang building construction technologies in rural areas in the northwestern part of the country, their integration into environmental image design teaching is considered in order to educate design artists with an innovative spirit and practical skills in the framework of Chinese-type modernization, ensure the continuity of the intangible culture of Xinjiang and open up unique opportunities for teaching design at local universities. By referring to modern research in the field of rural architecture in the northwestern part of China and the educational activities of local universities, this article outlines the features of forming an optimal model for the professional training of an artist-designer based on the material and means of creative transformations of national and cultural elements of traditional architecture in the conditions of Xinjiang universities. This study suggests, subject to the conceptual integrity of the training content, introducing certain forms and content of learning, in particular creative research, case method and project work in creative workshops, using as an artistic constant the creative transformation of traditional housing construction technologies in Xinjiang in the educational process. It also defines the need for mandatory professional development of the teaching staff in the context of the integration of the specified cultural and regional component. Through these measures, new ways of inheriting and developing the national intangible cultural heritage can be opened up, and an ethnicity component can be introduced into the teaching of art design at local universities.

Key words: educational practice; residential construction techniques; traditional villages of Xinjiang; creative transformation and innovative development

Zhuravlev A. L., Kostrigin A. A. Soviet psychology of the 1960-s – early 1990-s on mental states in various types of activities

Abstract. The article provides a historical-psychological analysis of the studies by Soviet authors on the problem of mental states in various types of activity, published in the 1960-s – early 1990-s. It is substantiated that consideration of these phenomena in different working conditions allows us to identify the specifics of the psychological organization of a particular job and the experience of specialists in this process. Publications of Soviet scientists are analyzed according to the following scheme: the central problem of states in a specific area of activity, conceptual foundations for their study, classification, factors of occurrence and functioning, personal determination, research methods. The article reveals the features of the development of the issue of states in Soviet labor psychology, which representatives made a significant contribution to this area of research. The article describes the characteristics of the study of mental states in sports, educational, pedagogical, military, operator and space activities. It is shown that the leading theoretical and methodological foundations for the development of Soviet psychology of states were psychophysiological and systemic approaches, general concepts of stress; among the types of states the universal and specific phenomena were described; the researchers attributed physical, physiological, external and activity determinants to the factors; the personal conditioning of mental states was expressed in their integration into the system of mental phenomena of the subject of

labor; psychophysiological and psychological tools were actively used among the methods of study. Conclusions are made about the specifics of the analysis of states in various types of activity: in sports psychology there were mainly studied emotional phenomena, in educational and pedagogical psychology there were studied cognitive, individual-personal and interpersonal ones, in military psychology there were studied personal and moral-political ones, in operator and space there were studied functional and extreme ones. Categorical and conceptual difficulties in the development of this scientific area in the 1960-s – early 1990-s are identified.

Key words: history of psychology; Soviet psychology; scientific area; psychology of states; labor psychology; sports activity; educational activity; pedagogical activity; military activity; operator activity; space activity

Markov A. V. The psychology of creativity by Ya. A. Ponomarev: the poetics of footnotes

Abstract. The psychology of creativity by Ya. A. Ponomarev is one of the most compelling projects in Soviet cultural-historical psychology, enriching pedagogy with the concept of the phase structure of the creative act. In this article, we explore how his reasoning about the specifically human nature of creativity achieved the necessary consistency through a system of footnotes. In science, true knowledge often resides not in the polished textual exposition, which always pays some tribute to cultural conventions and social mechanisms of text production and reception, but in tables, diagrams, graphs, and other non-textual elements that constitute the research outcome. In Soviet science, bound by both ideological obligations and production constraints (from library holdings to mandated publication cuts), the main text in some cases did not so much produce truth as stage its production, provide an account of it, or display it. Thus, a footnote becomes not just a note or a caveat but a way to directly express one's thoughts, an act of utterance. Such footnotes cannot be reduced to Freudian slips, uncontrolled subtext, or mere clarifications. Rather, they are a rupture of the rigid textual structure upon encountering a discovery, in the act of perceiving it, which must be immediately recorded. The analysis of the poetics of footnotes reveals the anti-reductionist potential of Ya. A. Ponomarev's psychology of creativity, which can be adopted in contemporary pedagogy.

Key words: Yakov Ponomarev; psychology of creativity; philosophy of creativity; footnote; scientific truth; research industry; creativity

Degteva E. M., Povarenkov Yu. P. The structure of self-organization and personality traits of students with different styles of learning activities

Abstract. The article presents the results of an empirical study that reveals the specifics of individual styles of learning activity of students in a pedagogical university, as well as their relationships with individual personality traits and with components of its self-organization system. The degree of expressing 4 individual styles of learning activity among students of a pedagogical university was revealed. It has been established that students of the pedagogical university mainly prefer the reflective style, and the least frequently used style in their learning activity is the activity style. The theoretical and pragmatic individual styles of learning activity have an intermediate position in terms of their severity. It has been shown that individual styles of learning activity demonstrate the following relationships with individual personality traits of students: 1) the reflective style is positively associated with sensitivity, anxiety and negatively – with spontaneity; 2) the activity style of learning activity is positively associated with extroversion, spontaneity and negatively – with introversion; 3) the theoretical style is positively associated with sensitivity, anxiety and lability; 4) the pragmatic style is positively associated with extroversion and spontaneity. The following relationships between styles and the components of the students' self-organization system have been revealed: 1) the reflective style has no significant such relationships; 2) the activity style is positively associated with such components of self-organization as situation analysis and planning; 3) theoretical style demonstrates positive connections with the following components of self-organization: situation analysis, planning and self-control; 4) pragmatic style is positively associated with such components as situation analysis and self-control. The article offers methodological recommendations for the diagnosis and formation of individual styles of learning activity, which can be used by psychologists, educational psychologists working in various types of educational institutions for the most productive construction of the educational process and its possible adjustment for the most effective assimilation of the material by students.

Key words: individual style of learning activity; features of self-organization; individual personality traits; self-organization structure; extroversion; introversion; situation analysis; self-control

Astafyeva O. N., Levitskaya A. N. Cultural meanings of the entertainment industry and consumer preferences among young people

Abstract. The article substantiates the cultural and historical nature and gaming nature of the entertainment industry phenomenon in the dynamics of its development, as it reveals the dependence of the entertainment industry on a complex of interrelated system-forming factors, among which an important place belongs to consumer preferences among young people. The issue discussed in the article is particularly relevant due to the complex and multidimensional nature of the entertainment industry itself, which determines the scientific search for its cultural meanings in modern culture. The scientific novelty of the work consists in the attempt to reveal the thesis that the main forms of the leisure and entertainment industry, cultural dominants and priorities of consumer «taste» preferences in

general, which are hybrid in nature, are largely determined (along with the material basis) by society's social demands for entertainment services, largely initiated by the participants in the process themselves. At the same time, in the consumption paradigm, there are obvious interdependencies between the scale of specific consumer preferences, on the one hand, and the level of moral maturity of the consumer, on the other. The research involves solving a number of tasks: defining the semantic content of the concept, the structure of the entertainment industry in a cultural and historical context, and systematizing the main areas of the entertainment and leisure industry, especially preferred by the Russian youth segment. In the process of scientific research, theoretical methods were applied: cultural-historical, comparative, methods of analysis and synthesis aimed at revealing the problem in interdisciplinary discourse. In the final part of the article, conclusions are drawn that reveal its basic idea that the processes of networkingization of social space transform not only the semantic meanings and contexts of many «classical» concepts of traditional culture, but also the person himself as a carrier of «net-thinking», influencing the consumer range of entertainment and leisure practices among young people.

Key words: culture; society; youth environment; industry; leisure; entertainment; consumer; gaming practices; mass media; networkingization

Drozdova A. V., Egiazaryan E. G. «New sentimentalism», or The emotional turn in present-day media culture

Abstract. Contemporary interest in emotions has precipitated a shift in the humanities, defining a novel paradigm and methodological approach in the study of emotional modes and styles. This has enabled a re-evaluation of emotions, transcending the conventional conceptualization of them as mere by-products of the mind. Instead, emotions are now regarded as intrinsic entities, endowed with inherent value for the comprehension of the world, the analysis of social interactions and the study of the dynamics underlying the «emotional temperature» of cultures and historical epochs. Nevertheless, the contemporary scientific rehabilitation of emotion varies considerably from the initial «emotional turn» that occurred during the eighteenth century. The central focus of the «new sentimentalism» differs from the notion of perceiving natural emotions in a naive manner, emphasizing instead the idea that the fundamental essence of our sentiments is inherently «constructed» by prevailing cultural influences.

In today's culture, the concept of «educating the senses» and the construction of an emotional terrain have been appropriated by modern mediums, including social networks, serialized narratives, films and photography. These contemporary forms represent novel emotional modes through visual imagery, thereby facilitating the transformation of personal experiences into collective symbolic signs and norms. The emotions experienced by individuals within a modern, information- and image-based society are constituted by diverse configurations and combinations of cultural norms and emotional experiences. Contemporary culture is characterized by a host of contradictory definitions attributed to it: «culture of fear», «culture of emotional coldness», «culture of empathy», «culture of depression», illustrating both the intricacies and the contradictions of contemporary society, and the pervasive nature of emotions within all realms of culture, including economics, politics and day-to-day practices.

Key words: emotions; affects; emotional turn; therapeutic discourse; visual culture; social media

Gerasimova A. I. Pomorskie posads: centers of salt production development in the Russian North

Abstract. In the study, based on archival, bibliographic and field materials, the author studied four settlements on the coast of the White Sea. In the past, there were rich posads: Nenoksa, Una and Luda, located on the Summer Shore of the White Sea, Sumy Posad – on the Pomeranian coast. A posad is a type of settlement located outside a city or fortress. Merchants were called «Posadsky». The beginning of the appearance of rural settlements dates back to the first half of the XV century. The author relies on an integrated approach that allows us to more fully reveal different aspects of the life of the Pomors - the population of these posads. To analyze the daily life of peasants, new archival sources have been collected, with the help of which it is possible to trace the history of rural settlements. The unifying factor in the existence and development of salt settlements is the production of salt and its sale. In the course of the study, the author concluded that the predecessors of the landings were the Usolye. In conclusion, the author comes to the conclusion that to date, rare examples of industrial folk architecture have been preserved in a number of townships (for example, Nenoksa and Una): varnishes, salt wells. The high economic level of rural settlements influenced the development of temple complexes, the rich peasant dwelling of salt workers, and traditional culture. However, problems with the lack of jobs and developed infrastructure affect the lives of the local population. The author notes the importance of preserving and developing both cultural sites and local culture in order to attract tourist traffic, develop small businesses and increase jobs.

Key words: Russian North; historical and cultural landscape; Summer and Pomor shores of the White Sea; historical settlements; trading posts; wooden architecture, salt production

Kapustina Yu. E. Anthropological factor in museum activities

Abstract. One of the important components of the museum environment is anthropological: it is a person – employee, a person – a visitor, as well as a person – an object of museum concepts and information. The article is devoted to one of the aspects of this problematic, namely the work of employees. On the example of the

activities of individual employees in the Yaroslavl Museum-Reserve the author presents how personal contribution can make significant transformations in the museum, contribute to its development at a qualitatively new level.

Among them, restorer A. F. Chertorizhskaya, through whose efforts a significant number of objects from the fabric collection were preserved, created a restoration department in the Yaroslavl Museum-Reserve, which still allows both exhibiting the samples restored by her and conducting extensive restoration activities in the museum with various types of materials. The professional contribution of the researcher A. V. Anosovskaya serves as an example of personal participation in creating a new museum space – the Memorial House-Museum of L. V. Sobinov. The importance of supporting the scientific and creative undertakings of employees by the museum administration is in the portrait of one of the directors of the Yaroslavl Museum-Reserve V. I. Lebedev. It was important for the author of the study to identify what professional and human qualities, life circumstances contribute to or impede the manifestation of significant results in their activities that affect the history and development of the museum. This problem, especially in relation to the museums of the Yaroslavl region, has practically not been investigated.

Key words: museum; museum employee; museum object; exposition; keeper; researcher; house-museum; memorial estate

Suzdalova U. P. Semantics of the fur-bearing animal image in the Yakut culture

Abstract. The work is a study devoted to the semantics of zoomorphic images, namely the semiosis of images of fur animals in the culture of the Yakuts: sable, fox, arctic fox, etc., is revealed in close connection with a number of moments of ecological, commercial nature, etc. The issue of the presence of a «zoomorphic code» in traditional cultures, including the Sakha culture, participating in the formation of the picture of the world is considered. Folklore, mythological and other meanings of fur animals are revealed.

Hunting for fur animals was and remains an integral part of the traditional way of life of the Yakuts. This trade was the basis of the economic well-being of the people, forming its social structure and relationships.

Fur animals have become an organic part of the Yakut culture. In environment of constant survival on permafrost, the Yakut culture has developed a reverence for warmth, which is considered the beginning of life. The article discusses hunting rituals performed when hunting fur animals. The analysis of folklore, mythological and ethnographic sources allows us to systematize the semantic characteristics of the images of fur animals. Attention is focused on the spectrum of meanings of zoomorphic images, such as: a symbol of life, an element of wedding rituals, a special gift, a symbol of the house, a talisman, etc. fur in the clothes of Aiyy – spirits of the upper world, the names of fur animals in the Yakut onomastics are considered, etc. The work demonstrates the evolution of the semantics of the images of fur animals from traditional ideas to their modern use in different areas of the culture of Yakutia. Special attention is paid to the manifestation of the images of fur animals at the present stage of the development of the Yakut culture (in the heraldic symbols of the Republic of Sakha (Yakutia) and other areas).

Key words: zoomorphic image; zoomorphic code; traditional Yakut culture; hunting; fur-bearing animal; epic; olonkho; sable; fox; ermine; rite; ritual; modern Yakut culture; heraldry

Lesakova N. I. A. I. Bezukhov: professionalism, pedagogical skills and creative leaders

Abstract. The article is dedicated to Alexander Ivanovich Bezukhov, a native of Nizhny Novgorod, a graduate of Nizhny Novgorod Conservatory, an outstanding choral conductor and teacher, a top professional who lived and worked in Yaroslavl almost all his life. The study is of a monographic nature, which is due to the importance of the teacher and musician, the need for a consistent study of the activities of creative individuals within the framework of the work in YSPU. This name is known to all connoisseurs and lovers of choral art in Yaroslavl and the region and is associated with a person of the highest culture of choral singing, unique knowledge in the field of choral art, colossal will and energy and boundless devotion to his work. In 1982, Bezukhov became a teacher and director of the choir at Yaroslavl Musical University named after L. V. Sobinov, and in the shortest possible time, the student, educational choir became a group playing a prominent role in the musical life of the city. Already in December 1983, a concert of the school choir took place in the hall of the Yaroslavl Regional Philharmonic, which became a real event for both the performers and the audience. In 1984, Bezukhov organized and headed the boys' choir of Children's Music School № 7, which, like the music school choir, became not only a creative laboratory, but a full-fledged concert group, known in many cities of Russia. Since 1994, A. I. Bezukhov was organizing a series of concerts in Yaroslavl called «Choral Music». In 2000, the Department of Theory and Methodology of Musical and Artistic Education was opened, at the origins of which stood Bezukhov. A. I. Bezukhov was the founder of one of the best creative groups not only in Yaroslavl, but also in the country – the choir chapel «Yaroslavia» of the regional philharmonic society named after L. V. Sobinov, and was a choirmaster in the period 2003–2008. Alexander Ivanovich made a huge contribution to the choral art and trained a great number of students who successfully continue his work and faithfully preserve the high traditions of classical choral education.

Key words: Alexander Ivanovich Bezukhov; conductor; choirmaster; choir; choral group; boys' choir; L. V. Sobinov YMU; YSPU named after K. D. Ushinsky; students