

INFORMATION ABOUT THE AUTHORS

**Azov Andrey Vadimovich** – Doctor of Philosophic Sciences, Professor, Head of the Philosophy Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sci@yspu.yar.ru

**Amelin Aleksey Aleksandrovich** – a post-graduate student of the Political Science and Sociology Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** amelin\_bookworm@mail.ru

**Andreeva Valeriya Gennadijevna** – Candidate of Philological Sciences, Executive Secretary of the Magazine "The Bulletin of KSU named after N. A. Nekrasov" of FSBEI HPE "Kostroma State University named after N. A. Nekrasov". 156961, Kostroma, 1-st May Street, 14.

**E-mail:** lanfra87@mail.ru

**Apushova Tatyana Sandalovna** – Candidate of Economic Sciences, Associate Professor of the Management and Finances Department of FSBEI HPE "Kalmyk State University". 358000, the Republic of Kalmykia, Elista, Pushkin Street, 11.

**E-mail:** aptanya@mail.ru

**Baburkin Sergey Aleksandrovich** – Doctor of Political Sciences, Professor, Head of the Political Science and Sociology Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sci@yspu.yar.ru

**Barboy Yuriy Mikhailovich** – Doctor of Art Criticism, Professor, Honoured Scientist of Art, Head of the Russian Theatre Department of FSBEI HPE "Saint-Petersburg State Academy of Theatrical Art". 191028, Saint-Petersburg, Mokhovaya Street, 34.

**E-mail:** barboy@mail.ru

**Burlutkin Timur Vladimirovich** – a senior teacher of the Accounting, Analysis and Taxing Department, a post-graduate student of FSBEI HPE "Kalmyk State University". 358000, the Republic of Kalmykia, Elista, Pushkin Street, 11.

**E-mail:** burlutkin\_tv@mail.ru

**Batrakova Ludmila Georgievna** – Doctor of Economics, Professor, Head of the Economic Theory Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** Batrakova\_L@rambler.ru

**Bakhvalova Lubov Evgenievna** – Candidate of Philological Sciences, a senior teacher of the Theory of Communication and Advertising Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** 180457@mail.ru

**Bashmakova Elena Vladimirovna** – a post-graduate student of the International Affairs and World History Department of FSBEI HPE "Ivanovo State University". 153025, Ivanovo, Ermak Street, 39.

**E-mail:** bash83@mail.ru

**Bokarev Aleksey Sergeevich** – a post-graduate student of the Russian Literature Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** manrico@newmail.ru

**Bochkariova Olga Vasilievna** – Doctor of Pedagogical Sciences, Associate Professor of the Theory and Ways of Training Musical and Art Education Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** OVBoshkareva@yandex.ru

**Bugachuk Tatiyana Vladimirovna** – Candidate of Psychological Sciences, Associate Professor of the General and Social Psychology Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** youth1@mail.ru

**Vanyashova Margarita Georgievna** – Doctor of Philological Sciences, Professor of FSBEI HPE "Yaroslavl State Theatrical Institute". 150000, Yaroslavl, Pervomaiskaya Street, 43.

**E-mail:** vanyashova@yandex.ru

**Volkova Svetlana Nikolaevna** – Candidate of Pedagogical Sciences, a teacher of primary school of MEI SES № 43 named after A. S. Pushkin specialized in studying the German language of Yaroslavl. 150000, Yaroslavl, Bolshaya Oktyabrskaya 64 A.

**E-mail:** schule43@rambler.ru

**Voronina Svetlana Evgenievna** – a post-graduate student of the Russian History Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** Svetlana1Raven@mail.ru

**Garanina Galina Gennadijevna** – a post-graduate student of the General Management and Business Department of FSBEI HPE "Moscow State University of Economics, Statistics and Informatics". 119501, Moscow, Nezhinskaya Street, 7.

**E-mail:** garanina\_gg@mail.ru

**Gorokhova Olesya Viktorovna** – a senior teacher of the Culturology Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sci@yspu.yar.ru

**Gribova Elena Nikolaevna** – Candidate of Technical Sciences, Associate Professor of the Mathematics Department of the Rybinsk Office of "The Russian Presidential Academy of National Economy and Public Administration". 152935, Rybinsk, Motorostroiteli Street, 12.

**E-mail:** filial-2006@yandex.ru

**Gulyaev Vyacheslav Evgenievich** – Candidate of Economic Sciences, Associate Professor, Head of the Economic Theory Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sci@yspu.yar.ru

**Gustyakova Dariya Jurievna** – Candidate of Art Criticism, a senior teacher of the Culturology Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** dar\_gu@mail.ru

**Drogobetskaya Vera Igorevna** – a 4-course student of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** tatyner@yandex.ru

**Egorova Olga Sergeevna** – Doctor of Philological Sciences, Professor, Head of the Foreign Languages Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** inyaz-egorova@yandex.ru

**Eriomin Aleksandr Vladimirovich** – Candidate of Historical Sciences, Associate Professor of the Russian History Department, Head of the Researches Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** a.ereimin@yspu.yar.ru

**Ermolin Evgeny Anatolievich** – Doctor of Pedagogical Sciences, Professor, Head of the Journalism Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sci@yspu.yar.ru

**Erokhina Tatiyana Iosifovna** – Doctor of Culturology, Professor of the Culturology Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky", Vice-Rector on Education of FSBEI HPE «Yaroslavl State Theatrical Institute». 150000, Pervomaiskaya Street, 43.

**E-mail:** tatyner@yandex.ru

**Zhelvis Vladimir Illich** – Doctor of Philological Sciences, Professor of the Foreign Literatures and Languages Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sci@yspu.yar.ru

**Zirker Daniel** – Professor of Political Sciences in University of Waikato, New Zealand, Hamilton.

**E-mail:** dzirker@waikato.ac.nz

**Zimina Larisa Ivanovna** – Candidate of Philological Sciences, Associate Professor of the Foreign Languages Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** larissazimina@mail.ru

**Zubareva Anastasiya Aleksandrovna** – a post-graduate student of the World History and International Relations Department of FSBEI HPE "Ivanovo State University". 153025, Ivanovo, Ermak Street, 39.

**E-mail:** n-zubareva@mail.ru

**Ivanov Nikolai Nikolaevich** – Doctor of Philological Sciences, Professor of the Ways of Training Philological Sciences in Primary School Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sci@yspu.yar.ru

**Ivanova Mariya Aleksandrovna** – Candidate of Historical Sciences, Head of the Information Department of the Institution "Kokolny Centre". 113035, Moscow, Raushskaya Embankment, 26/1.

**E-mail:** bilomasha@yandex.ru

**Kaganovich Sofiya Lvovna** – Doctor of Philological Sciences, Professor, Head of the Theory and Methodology of General Education Department of RAEI "Novgorod Institute of Education Development". 173001, Veliky Novgorod, Novoluchanskaya Street, 27.

**E-mail:** slk441@yandex.ru

**Kirillova Oksana Anatolievna** – a post-graduate student of the Foreign Languages Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** vladimir\_ser@rambler.ru

**Kiyashchenko Larisa Pavlovna** – Doctor of Philosophical Sciences, Deputy Chief of Social Sciences Agency of FSBI "Russian Humanitarian Scientific Fund". 123557, Moscow, Presnensky Val Street, 7.

**E-mail:** larisaki@yasenevo.ru

**Kiyashchenko Nikolai Ivanovich** – Doctor of Philosophic Sciences, Professor, Leading Scientist of the Institute of Philosophy of RAS. 119019, Moscow, Volkhonka Street, 14/1, Building 5.

**E-mail:** larisaki@yasenevo.ru

**Klimova Larisa Aleksandrovna** – a post-graduate student of the Foreign Languages and Ways of Training Department of FSBEI HPE "Volgograd State Academy of Mastering and Retraining of Workers of Education". 400120, Volgograd, Militiaman Bukhantsev Street, 32.

**E-mail:** la-kl@yandex.ru

**Kolyshkina Tatiyana Borisovna** – Candidate of Philological Sciences, Associate Professor of the Theory of Communication and Advertising Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** ktb-10@mail.ru

**Kondratenko Mikhail Mikhailovich** – Candidate of Philological Sciences, Associate Professor of the German Language Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** mmkondratenko@gmail.com

**Konvalova Alina Valerievna** – a post-graduate student of the Economic Analysis and Informatics Department of FSBEI HPE "Yaroslavl State University named after P. G. Demidov". 150000, Yaroslavl, Sovetskaya Street, 14.

**E-mail:** alka25251@yandex.ru

**Koryakovtseva Olga Alekseevna** – Doctor of Political Sciences, Dean of the Faculty of Further Professional Education, Associate Professor of the Theory and Methodology of Professional Education Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** youth1@mail.ru

**Kostrov Aleksandr Nikolaevich** – a post-graduate student of the Economics and Management Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sci@yspu.yar.ru

**Kocheshkova Larisa Osipovna** – Candidate of Pedagogical Sciences, Scientist of FSBEI "Institute of Social-Economic Development of Territories" of RAS. 160000, Vologda, Gorky Street, 56a.

**E-mail:** k.lar@mail.ru

**Kuptsov Aleksandr Evgenievich** – Assistant of the Foreign Languages Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** kupcov.a@mail.ru

**Kuchina Tatiyana Gennadievna** – Doctor of Philological Sciences, Professor, Head of the Foreign Literatures and Languages Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** tgkuchina@mail.ru

**Lubimova Ekaterina Aleksandrovna** – a post-graduate student of the Russian History Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** luibimova\_ekaterina@mail.ru

**Mazilov Vladimir Aleksandrovich** – Doctor of Psychological Sciences, Professor, Head of the General and Social Psychology Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sci@yspu.yar.ru

**Makeeva Svetlana Grigorievna** – Doctor of Pedagogical Sciences, Professor of the Ways of Training Philological Disciplines in Primary School Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** vvmaketi@rambler.ru

**Markova Arina Vasilievna** – an applicant of the Culturology and Sociology Department, a senior teacher of the Direction of Cinema and Television Department of FSBEI HPE "Chelyabinsk State Academy of Culture and Art". 454091, Chelyabinsk, Ordzhonikidze, 36-a, a member of the Russian Union of Journalists.

**E-mail:** arina\_mark@mail.ru

**Marukhina Svetlana Andreevna** – a post-graduate student of the Theory and Practice of Translation Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** marouchoque@mail.ru

**Melnik Aleksandr Gavrilovich** – Candidate of Historical Sciences, Head of the Architectural Department of the State Culture Preserve "Rostov Kremlin", Rostov, Kremlin, Museum.

**E-mail:** rost-vest@rambler.ru

**Mikheenko Olga Sergeevna** – a 2-course undergraduate of the direction "Pedagogics" of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** olga.mikheenko.91@mail.ru

**Morogin Vladimir Grigorievich** – Doctor of Psychological Sciences, Professor, a full member of International Academy of Psychological Sciences, Headmaster of the Research-Educational Center of Experimental Psychology of a Person, Professor of the General and Clinical Psychology Department of FSBEI HPE "Khakassia State University named after N. F. Katanov". 655017, the Republic of Khakassia, Abakan, Lenin Street, 90.

**E-mail:** morogin\_vg@khsu.ru

**Morogina Karina Viktorovna** – a scientist of the Research-Educational Center of Experimental Psychology of a Person of FSBEI HPE "Khakassia State University named after N. F. Katanov". 655017, the Republic of Khakassia, Abakan, Lenin Street, 90.

**E-mail:** morogina\_kv@khsu.ru

**Murzo Galina Vladimirovna** – Candidate of Pedagogical Sciences, Associate Professor of the Russian Language Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sci@yspu.yar.ru

**Novikov Mikhail Vasilievich** – Doctor of Historical Sciences, Professor, Head of the Theory and Methodology of Professional Education Department, the First Vice-Rector of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sci@yspu.yar.ru

**Novichkova Nataliya Jurievna** – Candidate of Historical Sciences, Associate Professor of FSBEI HPE "Ivanovo Institute of State Fire-Prevention Service of the Russian Federation Ministry on Civil Defense Affairs, Emergency Situations and Liquidation of Natural Disaster Consequences". 153040, Ivanovo, Stroitel Avenue, 33.

**E-mail:** edufire@mail.ru

**Perfilova Tatiyana Borisovna** – Doctor of Historical Sciences, Professor of the World History Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sci@yspu.yar.ru

**Peftiev Vladimir Illich** – Doctor of Economic Sciences, Professor of the Economic Theory Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** keu08@yandex.ru

**Plutova Margarita Ivanovna** – a post-graduate student of the Sector of Study of Literature of the Institute of Philology of the Siberian Office of RAS. 630090, Novosibirsk, Academician Lavrentiev Avenue, 17.

**E-mail:** iamdaisy@mail.ru

**Proforuk Mariya Viktorovna** – a post-graduate student of FSBEI HPE "Moscow State University named after M. V. Lomonosov". 119992, Moscow, Leninskie Gory, MSU.

**E-mail:** proforukmv@gmail.com

**Razlogov Kirill Emiliyevich** – Honoured Scientist of Art of the Russian Federation, Doctor of Art Criticism, Professor of FSBEI HPE "All-Russian State University of Cinematography named after S. A. Gerasimov". 129226, Moscow, Wilhelm Pieck Street, 3.

**E-mail:** mail@vgik.info

**Samodelkin Pavel Andreevich** – a post-graduate student of FSBEI HPE "Vyatka State Humanitarian University". 610002, Kirov, Krasnoarmeiskaya Street, 26.

**E-mail:** samodelkin-pavel@yandex.ru

**Saraeva Elena Leonidovna** – Doctor of Historical Sciences, Professor of the Russian History Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** els56@mail.ru

**Sergeeva Nataliya Sergeevna** – a post-graduate student of the English Language Vocabulary Department of FSBEI HPE "Moscow State Pedagogical University". 119991, Moscow, Malaya Pirogovskaya Street, 1, Building 1.

**E-mail:** jacks87@mail.ru

**Sizariov Dmitry Sergeevich** – a post-graduate student of the World History Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sovetwin@mail.ru

**Skibinskaya Olga Nikolaevna** – Candidate of Culturology, a senior teacher of the Russian Literature Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** book-os@rambler.ru

**Smirnova Tamara Aleksandrovna** – a post-graduate student of the World History Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** weepingwillow03@gmail.com

**Sokolova Tatiyana Viktorovna** – a post-graduate student of the World History Department of FSBEI HPE "Ivanovo State University". 153025, Ivanovo, Ermak Street, 39.

**E-mail:** tn-sokolova@mail.ru

**Sukhanova Irina Alekseevna** – Candidate of Philological Sciences, Associate Professor of the Russian Language Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sci@yspu.yar.ru

**Talanov Sergey Lvovich** – Candidate of Sociological Sciences, Associate Professor of the Political Science and Sociology Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** talanovsergei1@rambler.ru

**Titova Ludmila Anatolievna** – Candidate of Economic Sciences, a senior teacher of the Economics and Management Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** luxe22@yandex.ru

**Titova Ludmila Grigorievna** – Doctor of Political Sciences, Professor of the Social-Political Theories Department of "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** titovafspn@rambler.ru

**Ukhova Larisa Vladimirovna** – Doctor of Philological Sciences, Associate Professor of the Theory of Communication and Advertising Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** larissauchowa@mail.ru

**Fedoseeva Svetlana Valentinovna** – Candidate of Philological Sciences, a junior researcher of the Research Laboratory on Programmes of Grants AVTsP "Problems of Efficiency of Mass Communication" in the framework of the analytical departmental goal-oriented programme "Development of the Research Potential of the Higher School" (2009–2011) and FGP "Scientific and Research-Pedagogical Personnel of Innovation Russia" (2012) of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** fe-roman@mail.ru

**Fedotova Anna Aleksandrovna** – Assistant of the Russian Literature Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** gry\_anna@mail.ru

**Khodnev Aleksandr Sergeevich** – Doctor of Historical Sciences, Professor, Head of the World History Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sci@yspu.yar.ru

**Tsviliova Kira Olegovna** – a graduate of the Pedagogical Faculty of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sci@yspu.yar.ru

**Cherkasova Yana Aleksandrovna** – a student of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sci@yspu.yar.ru

**Shvetsov Valery Vasilievich** – Doctor of Historical Sciences, Associate Professor, a leading scientist of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** sci@yspu.yar.ru

**Shustina Irina Viktorovna** – Candidate of Philological Sciences, Associate Professor, Head of the Theory of Communication and Advertising Department of FSBEI HPE "Yaroslavl State Pedagogical University named after K. D. Ushinsky". 150000, Yaroslavl, Respublikanskaya Street, 108.

**E-mail:** shustina-irina@rambler.ru

**Yanchuk Vladimir Aleksandrovich** – Doctor of Psychological Sciences, Professor, Dean of the Faculty of Psychology of the Academy of Post-Diploma Education. 220040, the Republic of Belarus, Minsk, Nekrasov Street, 20.

**E-mail:** yanchuk\_v\_a@mail.ru