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SUMMARY

SCIENCE AND EDUCATION

I.A. Ilyeva, I.V. Savenkova. Gender problems in social administration of potentials in an institution of higher education

In the article an actual problem of discrimination of women in sphere of management is considered. It is proved that the social potential which women have is a valuable resource, both for the country, and region and also for any organization. But the active giving job to the women especially to the administrative places is a great problem. Means and ways of overcoming of barriers on a way of career growth of women are also offered in this article. Authors emphasize, that the control system will win, if it will attract women, to promote to open their talents.

Gadziev G.M., Bagirova Z.K. The essence of the administrative culture of the future director-educator

On the basis of analyzing administrative activities are considered the essence and component member of the administrative culture of the future director-educator, which is considered to be as an integrative personality's quality, consisting of some cultural, professional and personal qualities.

HISTORICAL SCIENCES

A.N. Moshkin. Businessmen and Customs policy of the Russian government in 1850-1870th

The article is devoted to the little-studied historical problem concerning the Customs establishing in the second half of 1850-1870th. It regards the introduction of the custom tax bill in 1868 and its further amendment.

Paschenko O.P. West Siberian peasants' duties of protection of forests from fires in the second half XIX- the beginning of XX centuries

The problem regards the general context of policy of treasury and the Cabinet of forest affair. The author takes note of increasing of contradictions between reduction peasant's right for the using of forests and intensifications of burden of the duties of forest protection activity.

A.B. Astakhov. Circuit courts in Omsk Region in 1899-1917: practical aspects

In the article the institute of circuit courts in post reformed judiciary practice in Russia is examined in a material of district of the Omsk Judicial Chamber. The author makes an attempt in general to determine the influence of circuit courts practice on functioning of the Omsk Judicial Chamber and district courts subordinated to it. The problems with which the judicial officials came across are analyzed.

Titov E.V. The settlement of tatars of Tara-Irtysh region at the end of XIX – XX- centuries

The various types of settlements of tatars of Tara – Irtysh region are discussed in this work. The detailed analysis of a horizontal and vertical views and internal outlay of the houses are presented. The dynamics of functioning of various types of houses of Tara tatars is also observed.

Razdykova G. M. Native Islam in Kazakhs in the second half of the XIX – beginning of the XX century

The article is among the first to give the characteristic of domestic Islam of Kazakhs, both in the past and today, in the context of Islam revival in Kazakhstan. Also the article reflects the results of the work with various sources and literature, first of all, in the study of pre-revolutionary literature of the second half of the nineteenth - the beginning of the twentieth century. New ethnographic materials make it possible to broaden the concepts of the character of domestic Islam in Kazakhs.

V.V. Germizeeva. The structure of Tobolsk Administration (1895-1917)

In the article it is spoken in detail about the reasons for provincial reform in 1895, organization of Tobolsk provincial management and its structure.

V. G. Opolev. The role of Chiang Kai-shek in the soviet-chinese relations (the questions of the domestic historiography)

The soviet policy in China was characterized by duality. I think the domestic affairs must not influence on the relations between countries. The class method must not be present in the international relations, where the interests of nations, not classes, play a great role. It is impotent for the present. Stable relations between China and Russia can bring our nations great economic profit.

A.V. Chukhno. Economic Councils of Transural region in 1960th

This article is dedicated to the history of economic councils in Transural region. The research covers one of the most important periods of their functioning (1960-1962), when it became obvious what was the real effect and errors of management reform which should bring about a rapid advance in Soviet economy.

T.A. Zamiralova. National and cultural movements of Western Siberia (1985-1991)

The author proves the necessity of social and governmental support to society movements directed to development and conservation of native culture. The historical analysis and documentary is used as proving groundings.

Dongak S.Ch. Transition of Tuvan nomads to settled way of life in XX-XXI centuries.

The article is devoted to transition of Tuvan nomads to settled way of life, the question of which was solved only when Tuva entered USSR (1944).

The innovation of the work is in illustration of the problem of Tuvan nomads' settlement, consequently – transformation of nomadic economics in the XX century, and also modern processes, connected with revival of traditional economics of Tuvans.

Earlier in historical-ethnographic literature the problem of transformation of Tuvan nomadic way of life has not been under research.

Yu.P. Denisov. Studying the problem of the image of politician in historical and historiographic traditions

In the article urgency of studying of the image of politician in modern historical and historiographic researches is proved, various approaches to studying a category of the image, developed in a modern science are considered, their grouping by a branch principle is given. On their basis some features of studying of an image of the politician are described and the structure of an image is allocated.

E.A. Abil. History of Kazakhstan and the myths

It is considered, how the crisis of methodology of historical knowledge results in distribution of such specific phenomenon of scientific knowledge, as the pseudo-history, that is connected to subjective character of process scientific reflection. The methods of a number of authors of pseudo-historical works on the history of Kazakhstan published in last decade are analyzed.

Koroljova L.A. Koroljov A.A. «Euroislam» in the post-Soviet Russia: to a historiography of the problem.

In the article the various points of view of domestic researchers (Baltanova G., Bashirov L., Ganytdin R., Malashenko A., Muhametshin R., Khakimov R., Khasanov M.) con-

cerning the problem of «euroislam» («newjadidism», «the Tatar islam») in the post-Soviet Russian state, its specificities - orientation to the West, preservation of moral bases of the Islam, etc. are analyzed.

SOCIOLOGICAL AND ECONOMICAL SCIENCES

Kosmina E.A. The level of culture of a nation as an aspect of economical processes

In the article the characteristic feature of Russian economic idea consisting inseparability of the analysis of economic processes from social and moral aspects develops. The culture of a nation is a level of its education.

E.V.Panyushkina. Urgency in scientific analysis of the structure of interests

The present stage of development of national economy has highlighted one of the least investigated theoretical questions - equation of economic interests of various subjects. The given article brings to a focus the importance of the given theoretical question as only owing to system research of interests it is possible to predict economic policy of the state and to trace logic of any economic processes. Equation of economic interests becomes necessary toolkit of macroeconomic regulation of national and international economic processes.

Sitnikova M.Yu. Sociological aspects of fraud

The article shows an importance of sociological research for objective description of criminal law enforcement including a legal norm about fraud. According to the research results the author defines the basic ways of perfection the legislation against fraud in Russian Federation.

Doroboljuk T.B., Kalachevskij B.A. Ecological economy - necessary condition of development of modern society

In the article interrelations of ecology and economy which are studying that is necessary for sharpening algorithm of the organization of management in a modern society are considered. The basic idea - ecology acts as a boundary condition of development of economy as subsystems of a society.

Rysak N.V. The support of economic reforms as the organizational pivot of institutional-technological transformation of Russia

The problems of the present article is based on the objective necessity of the practical-scientific searches the components of the effective process the institutional- technological transformation of Russian economy. In the center of attention new meaningful moments in the preparation stages and development of the designated process proved to be; the recommendations of the practical realization of the latter are proposed. It is assumed that a similar approach will serve as basis for producing the practical steps in the direction of the institutional- technological transformation of the economy of the Omsk region.

Biryukova E.Yu. Credit risks management

In the article ways of management by credit risks in banks are considered. The problems of formation of credit policy of a bank are mentioned, classification of credit risks is resulted. In the conclusion the actions taken by banks for successful crediting are shown.

M.V. Krutelevitch. The complex system of risk management in production and business structures: organizational principles

The present article is dedicated to the research of the approach of optimization of possibilities conformably to the organization of the enterprise-wide risk-management system in industrial entrepreneur structures. The algorithm of getting quantitative characteristic of risk level is considered. The possibilities of integration of risk management and risk estimation are researched in order to improve decision-making process quality. The advantages of using optimization approach during enterprise-wide risk-management system organizing are showed up.

Bakhmat N.V. The peculiarity of usage of advertising promoting means in small town

Towns and settlements are the initial part of the regional system which is being examined by analysts least of all in contemporary Russia. These are towns that become specific and in many respects unlearned terra incognita of the modern advertising market. The problem is examined in the given article in which way the towns' characteristics should be taken into consideration during the formation of an advertising market in settlement's conditions.

PHILOSOPHICAL SCIENCES

L.M. Dmitrieva, L.S. Rakitina. Consumption as a symbolic process

In the article consumption from the point of view of its symbolical essence is considered. Authors insist on change of the character of consumption as a result of great influence of mass-media and advertising. The language of advertising is based on mythology. Its new applicability as cultural form consists in manufacture of symbols for a new postindustrial epoch - the epoch of symbolical consumption.

E. Khomchenkova. The Phenomenon of Genius: irrational context

There are many different contexts for research of the phenomenon of genius. The research of genius as a phenomenon of irrational origin this article is reflected. It also includes main features of a genius, limited by irrational context, genesis and interpretation of this concept in human's culture and history.

Perevalskaya S.V. Tolerant freedom as a form of unified consciousness

Consciousness is a dialectic identity of foundational characteristics which allow it apperceive itself every time de integro. Consciousness overcomes onesidedness of marginal and authoritarian freedom. Return to being takes place only in the presence of tolerant freedom as the synthesis of marginal and authoritarian one.

Shevchenko S.N. «The phenomenon of mentality of Russian ethnos: attempt of interpretation in categories of nuclear- spherical model»

In the article the phenomenon of mentality of Russian ethnos which is the center of the system of national culture is considered and interconnected with it. This interrelation is presented in the form of nuclear-spherical model in which the set of artifacts of culture acts as set of the elements removed from a kernel on different distances. The first defines the maintenance of a kernel and stabilizes all nuclear system; the second - provides its adaptation to varying conditions. Thus, Russian mentality was defined, in our opinion, with two spiritual elements: installation on achievement of unity of the world at preservation of its variety and constant readiness to some kind of superindemnifications of social discomfort. However, there is to the extremely complex a question on the conditions promoting their formation and preservation in history of Russian nation.

M.V.Finko. The problem of education in Russian religions philosophy

Introduction of modern educational techniques (or models) may be effectively provided if they are based on the values of national culture. The system of the national bringing-up, stated by the Russian religious philosophers, partially refers to the modern purposes in the area of transforming the system of education in accordance with cultural and person-oriented model.

D.A. Mescheriakov. NRD as a form of religion in the global informational community

This work analyses the influence of globalization on the non-traditional religions and their reaction to the current process. The definition of non-traditional religions, its topology is provided.

A. V. Molchanov. Social phenomenology of risk: risk as social construct

On the basis of the carried out research of the phenomenon of risk by means of phenomenological methodology of social research correlation of socially phenomenological methodology with the problem of description of the risk phenomenon in modern concepts of risk that has allowed to offer an author's variant the given term has been revealed and to describe risk as reaction of the subject to crises of designing of the individual daily reality caused by formation of zones of uncertainty between various systems of social knowledge.

Filin M. M. "Playing" concept as an element of a game system – game-logical and socially philosophical aspects

The author enters a concept «playing» in the system of terms of philosophy of game. Concept «playing», in his opinion, breaks up into two components - «player» and «toy». Having finished game-logical analysis of the last, Filin M.M. pays attention to the social - philosophical value of the concepts «player» and «toy». In his opinion, concept «player» there corresponds to the concept «the independent social subject» and concept «toy» there corresponds to the concept «the dependent social subject» or «social object» («thing»).

S. N. Solomatova. The influence of Russian mentality upon the for formation of civil society in Russia

Russian society has its own identity which differs from the western countries, that is why it is not enough to refer to western modernization experience while forming the civil society in Russia. In this article an attempt is made to find cultural-anthropological specificity in formation of civil society in modern Russia. Where one can see scientific novelty.

PSYCHOLOGICAL-PEDAGOGICAL SCIENCE

L.G. Puzep. Creativity: Characteristic of the Future Teacher Personality

The article touches upon the main approaches to the creativity problem which is regarded as one of characteristics of the teacher's personality. The teacher's creativity becomes apparent in his (her) professional activity and effectively influences on the upbringing and education of the students.

Loginova N.E. Psychological and pedagogical investigation of the level of Speech Regulation maturity in junior schoolchildren with speech disorders

In this article an attempt to investigate the major part of psychical development for schoolchildren has been made, namely that of Regular function of Speech in different types of activity. With the help of special program of complex diagnostic research the level of actual and potential development in junior schoolchildren with speech disorders and particularities of forming of Regulation in the process of teaching were determined. The individual and differentiated approach for correction of teaching taking into account experimental data of diagnostic research will allow to do a process of speech therapy more effective and purposeful.

E.P. Tscherbakov, S.V. Vetrenko. 5-10 year-old boys and girls' perception of information according to the leading cerebral hemispheres

The article considers the results of experimental research which has allowed to establish the differences in the time and accuracy of visual and verbal activities performed by primary school children of both sexes depending on the leading cerebral hemisphere. A more substantiated interpretation has been given to the peculiarities of the perceptive development conditioned by the sex and the leading cerebral hemisphere.

R.R. Kashapov, R.V. Gabdreev. Psychological Culture of Parents and Understanding between Parents and Children: Psychological and Pedagogical Problem

In article one of actual problems is put forward - a problem of psychological culture of parents. It consists of a skill to understand the child rises, adequately to define his emo-

tional condition. As complex formation of the person the psychological culture includes the following structural components: intellectual, practical and value-semantic (moral). According to the named components three basic methodical directions are allocated and investigated: cognitive, pragmatical and value-semantic (moral).

N.A. Shmoylova. Value attitude to the health and self-actualization of a person

Some research results of the intercommunication of a value attitude to the health and self-actualization of a personality have been presented. Also the structure of a value attitude to health has been brought and analyzed. It was established that a self-actualizing personality has a high level of a value attitude to his health. And if was shown, that the leading component of a value attitude of a self-actualizing personality to his health is a definite emotional component.

Sidakova I.V. Pedagogical technologies at development and implementation of the project "School of the future – a school of health"

On the modern postindustrial stage of society development, the questions of the conservation of health are essential. Thus, development, shaping and conservation of all component health growing person is a problem of each educational institution, but most successfully she can be solved only under conditions of implementation of the project «School of the future - a school of health», which purpose is production of health creative and behavioral motivation children's, directed to the increase of potential and reserve of health. The author in given work presents new methodological and organizing approaches to realization efficient and effective health keeping activity of all participants to implementation of the project «School of the future - a school of health».

G.M. Tarasenko. Deviations of provincial youth: Basic factors and reasons for reproduction

The basic displays deviating behavior of provincial youth are analyzed. The article is based on the results obtained in small towns of the Belgorod region with a complex sociological research. The author introduces the basic kinds and forms of social deflections in youth environment of small towns in Russian province: criminality, drunkenness, drug addiction, prostitution and suicide. The factors and conditions of reproduction of deviations among youth of the Belgorod region are analyzed.

Skryleva O. V. Personality sociological adaptation in professional sphere of action: methodological aspect.

The author's article is written in the context of adaptations sociology and is dedicated to study of questions of person social and professional adaptation at modern phase. The article describes the theoretical methods, points of view, specifies basic concepts and forms of social and professional adaptation under conditions of modern industrial production. The factors of successful professional adaptation are named.

This article may be interesting to research officers, teachers, post-graduate students, students of institutes of higher education and to all who is interested in problems of management theory and practice.

A.O. Apartseva, N.V. Silkina. Gender self-actualization of a personality in the process of education in university

The major problems of gender growth a personality by higher education are considered. Among them there are: formation gender self-consciousness, psychological accompaniment of gender socialization of student's personality, factors of gender socialization during study in a university. Authors consider studying psychological and pedagogical disciplines as a means of gender self-consciousness growth.

I.V. Afanasyeva. Study of professionally relevant qualities of female students specializing in art design

To work effectively in the sphere of modern production young professionals have to be well-prepared not only theoretically, but also physically.

Since coordination abilities are the basis of forming many professionally relevant qualities, it is timely to study how abilities of would-be designers are developed step by step, from the 1st to the 4th year of learning at the Institute of Service.

The author compares the female students' initial and consequent levels of coordination and elicits the coordination aspects relevant for the profession of a designer. The research enables the author to work out methods of assessing and perfecting would-be designers' professionally relevant coordination manifestations and to optimize the process of physical education at the Institute.

A.A. Vorobyev. The pedagogical investigation of educational capabilities of a students' group in military schools

The article deals with the pedagogical investigation of educational capabilities of a students' group. The stages of a military specialist's professional training are considered. Contacts within a group and professional training of a specialist's personality within interactions in a students' group are analysed.

Argunova N.V. The structural and dynamical aspects of personality in advanced and slow students

In the article structural and dynamic aspects of student's personality as the factors of determination of orientation of students for study from the point of view of various theoretical approaches are considered. The comparative analysis of personal features of students is lead both successfully mastering the curriculum and the students expelled from high school due to slow progress.

Yu.V. Balashov. The Organization of Mathematics Teaching Process of National School Pupils Taking into Account their Ethnopsychological Peculiarities

The given article is devoted to the problem of the effectiveness of mathematics teaching in national school for the representatives of different ethnical origins including Khanty and Mancy, who live in Khanty-Mancyisky autonomous region, taking into consideration their ethnopsychological peculiarities.

Dronova E.N. Educational cognitive situation, directed to the digestion of mathematics: organizational essence and its peculiarity

The educational cognitive situation is regarded as a means of organization of the digestion of mathematics by students. Its organization essence as well as content of its main components, such as educational cognitive task and its solution, are revealed. The revealed peculiarities of organization of the cognitive situation, directed on the digestion of Mathematics by the students, are illustrated on the particular material.

Revina L.V. Forming informative and communication competence at the lessons of information technology

It is very important nowadays to learn to study individually, using plenty of the existing information resources, that's why there is a necessity of getting continuous education during the whole lifetime and forming personal information competence is a necessary condition for it.

One of the indicators of successful realization of the project "Information of educational system", held by the government of Russian Federation is its influence on forming information and communication competence of the 9th form-leavers.

The article contains the structure of information and communication competence, as well as the model of the lesson, the aim of which is the forming of information and communication competence. It also has some exercises, the criteria of assessment and a reflexive chart.

Shelontsev V.A., Loginovskaya E.A., Zhdan N.A. Projecting and using the systems of educational chemical tasks for forming subjective skills in students

In the article the stages of projecting educational task systems are theoretically grounded and methodical requirements to the tasks included into the task systems are formulated. Experimentally with the help of Page statistic criteri-

on the tendency for increase of coefficient of forming students' subject skills using worked out educational chemical task systems is determined.

HIGH SCHOOL METHODOLOGY

O.A. Zaytseva. About the essence of readiness of students - the future managers of social cultural sphere to acceptance of administrative solutions

On the basis of the analysis of psychological and pedagogical literature the concept of readiness of students - the future managers in social cultural sphere to acceptance of administrative solutions is specified, the parity of components, criteria and parameters of readiness is certain that can serve as a reference point during preparation of managers.

E. E. Fedorova. The adaptation of the future managers to their professional activity

In the article:

- the theoretical approaches the problem of adaptation are opened;
- the urgency adapting the future managers is motivated;
- the practical value is determined;
- conclusions about recommendations solving this problem are made.

Milevitch A.S. The necessity of "Victimization business" optional course introduction in universities

The article considers the necessity of "Victimization business" optional course introduction in universities to increase competitiveness of the graduates on labor market.

Gadjiev G.M., Bamatova D.K. The essence of the administrative culture of the future director-educator

On the basis of analyzing the administrative activities are considered the essence and component member of the administrative culture of the future director-educator, which is considered to be as an integrative personality's quality, consisting of some culturological professional and personal qualities.

O.A. Kozyreva. Some peculiarities of implementation of PR-models in pedagogy

The PR-technology is a tool for achieving a result. The article considers self-actualization of a teacher as a professional and psychologist by means of PR-technologies.

Gadjiev G.M., Ilyasov R.T. Informative technologies in the professional training

Analyzing the possibilities of the informative technologies in the learning process the program products promoting the efficiency of the professional training in the system of higher education, given the possibilities, merits and demerits of separate products to be used in the research are considered.

P. S. Letvinko. The development of the professional-reflexive qualities of students in the process of shaping the information culture

In the article:

- a notion «reflexive quality», its professional directivity and its place in the process of training future specialist of the technical profile are considered;
- conclusions that we are promote the development of the professional culture of the users of information, if we are paying attention to the important qualities shaping the information culture of the students are made.

PHYSICAL CULTURE AND SPORTS

I.V. Penkova. Integration of educational and sanitary activities in the course of physical training

Throughout the a hundred-year-long history of the existence and development of the system of school education in Russia, despite all the efforts of doctors and teachers, the so-called "school diseases" still retain their mass character.

This article attempts to develop an educational model of integrating educational and sanitary activity in the course of obligatory physical training.

I.S. Scherbakov. Psychological preparation, stage of direct preparation for competitions, the test SAN, an emotional condition of swimmers

In the article changes of an emotional conditions of Omsk swimmers-sprinters of high qualification at the stage of direct preparation for competitions under influence of training loadings are presented.

The change of emotional condition of sportsmen evaluated by means of the test the SAN during all cycle of preparation. The general plan of training work on water and an orientation of training tasks have been established. The following components of preparation of swimmers were analyzed: speed, the high-speed endurance, special endurance, the general endurance, technics of start and turns and technics of all ways of swimming.

The results of experiment have allowed to judge readiness of sportsmen for performance of the basic competitive exercise.

R.V.Litvinov, O.P.Golovchenko. Age-related peculiarities of physical training of young football players

In the article some aspects of training of young football players in ontogenesis are considered taking into account essential physical qualities development.

Karnatsevich I.V. Statva A.L. The reasons of accidents, dangerous situations and nature phenomenon in hiking tours

The article is about the problem of safety at organizations and undertaking hiking tours. The main reasons of accidents are studied. Their categories of many groups are worked out: specifically dangerous natural phenomena, dangerous areas, dangers of the wild life, short-lived diseases, traumas, troubles and errors of poor organization. The authors consider subjective and objective factors of the accidents.

STUDY OF CULTURE

Lukash A.V. Business and Spiritual-and-Moral Culture in Russia

This article deals with the interaction of spiritual and moral culture and business in Russia. The author has analyzed the definite volume of Christian sources in comparison with methodological research principles of world religion economic ethics by M. Weber. The novelty of the article consists of the describing of modern business as the representative of the Orthodox ethics deeply rooted in Russian spiritual and moral culture.

O.A. Zhbikovskaya. The stereotypes and lifestyle of the Russians and French

This article is devoted to the notion of ethnic and cultural stereotypes. Ethnic stereotypes and different forms of their realization are presented in the theoretical part of the article. The analysis of some definite behavioral stereotypes and of the each other's perception in Russian and French cultures is carried out in the second part of the article. Using the cross – cultural analysis the author shows that ethnic and cultural peculiarities of people, living in different conditions can't be measured the same way.

Bolurova A.N. Wedding ritual in the Karachay people in XIX- the beginning XX centuries

The article studies Karachay wedding ritual, its tradition and historical development. It provides interesting facts about contracting marriage, giving bride-money and establishing of new family and marriage traditions.

A.N. Gumenyuk. The First West-Siberian Exhibition, 1911: Nouveau Atr and "Pop-art". The Architectural Style Development in the Provinces

The architectural style development in the provinces considers the exhibition held in Omsk to be a "creative workshop" for nouveau art designers. The "new style" was declared and propagated throughout the provinces. The expedition developed "Pop-Art" style in public building design as a landmark model. The First West-Siberian Exhibition was a major event for the region highlighting achievements of both Russian and foreign participants from USA, Japan and Europe.

A.A. Tomasheva. State of musical synesthesia

Every human, even a child, has synesthesia or ability to see sounds in colors. The purpose of the research is to investigate the state of children while they are listening to music and to find out the connections between the colors chosen while listening to music and their body state. The methods of research are as follow: observation; heart rate monitoring; vegetal dislocation rate monitoring (hidrosis of the inner side of fingers of both hands); painting in colors of pieces of music being played. As a result, between the colors chosen by a child for a piece of music being played and his/ or her body state in the moment the connection was found out. One can evaluate the rate of synesthesia taking into account the character and the number of colors being chosen for each piece of music in connection with a definite pulsus condition and bio-energy. The research of synesthesia rate will allow music teachers to coordinate the state of children and organize their classes effectively.