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Summary

SCIENCE AND EDUCATION

S.L. Timkin.

A teacher in the modern system of open and distant learning

In the article a universal model of expansion of properties and opportunities of a person is offered at use of e-learning technologies in professional work of a teacher. On the basis of motivational theory by Maslow- Herzberg the motivational model of use of the distant educational technologies a teacher is constructed. As the motivating factors are revealed and disclosed: the increase of the comfort of work and mobility of the teacher in granting professional services on his own.

I. L. Belenok, M.V. Pogrebetskaya.

About the necessity of ongoing modernization of the university management system

In this article the substantiated necessity of constant modernization of the university activity on the base of usage of the modern approaches of management and implementation of innovations in the sphere of education is proved. The main principles of conducting improvements, assisting the right option of the university development strategy are considered. The model of the ongoing modernization of the university management system based on the evaluation of functioning processes and reviewing the university management system by internal and external consumers is offered.

HISTORICAL SCIENCES

N.A. Salamova.

The Caucasian problem and Crimean Khanate in Russian-Turkish relations from Resht treaty till Gyandzha treaty (1732-1735)

In this article the role of Caucasian and Crimean problem in Russian-Turkish relations from Resht treaty up to Gyandzha treaty (1732-1735) and interrelation of the problems in the context of their eastern policy is considered. The attempts of Turkey and Crimea in the organization of anti-Russian campaign and the return actions of the Petersburg are shown. The influence of Russian-Iran treaties on Russia-Turkey relations is considered.

I. Yu. Vasiliev.

State and society in the value system of the Kuban Cossacks (the end of the 18th – the beginning of the 20th centuries)

In this article an attempt is undertaken to highlight main values (the Kuban Cossacks2 troop, the Orthodox Faith, freedom, land and others), which the Kuban Cossacks adhered to, and to trace the intercommunication of these values. The values are regarded in the historical context, that is to say, from the point of view of the alteration in the extent of their importance in the course of time.

O.A. Egorenko.

Foreign historiography of English-Russian confrontation in Bukhara emirate before and after establishment of Russian protectorate

The author analyses the works of foreign historians concerning the English-Russian confrontation in the territory of Bukhara emirate in the 19th at the beginning of the 20th centuries in this paper. The special attention is paid to the English-Russian rivalry in different periods of development of foreign historiography.

E.B. Vasileva.

The conservatism periodicals about movement of Decembrist from the second part of XIX to the early of the XX century (according to materials from magazine «Ruskiy vestnik»).

In this work, the author analyzes the particularities of interpretation of the history of the Decembrist movement from the half part of XIX to the beginning of the (early) XX century on the pages of the conservatism periodicals editions. The article demonstrates the influence of conservatism ideological norms on different part evolution which became the basis for this interpretation.

Yu.N. Monogarov.

The teaching activity in local self-management of the Voronezh province (1865 – 1890)

The work is devoted, as a matter of fact, to one of the main areas of activity of Voronezh local self-management - self-denying work on qualitative and quantitative development of national education in territory, improvement of conditions of both study and work. The selfless and purposeful work local self-management in this aspect is urgent and today, being by an example of a productive forward method of reforming of system of initial education.

S.G. Fedorov.

The State excise policy, wine monopoly and their consequences in West Siberia at the end of the XIX – at the beginning of the XX century

On the grounds of the named studies particularities of the state excise politicians and wine monopoly undertaking in West Siberia at the end of XIX – at the beginning of the XX century are considered, showing their negative and positive consequences for population of the given region. Table.1.Bibl. 15.

A.L. Vorobieva.

Traditions and innovations in daily life of a peasant woman in 1920-s (by materials of the Ural region)

The author addresses the problems arising in daily life of a peasant woman in 1920-s, under conditions of social and cultural changes initiated by policy of the state. In the article it is judged, that the measures of state authority have influenced the change of outlook, mindset of the women. However, in the country society there was no cardinal change of understanding of roles of women.

A. V. Grachev.

The Russian anarchists of the first third part of the XX-th century about protoanarchism in Russia

The article under analysis is dedicated to the views of Russian anarchists of the first third part of the XXth century on the pre-history of Russian anarchic movement. The general characteristic of protoanarchism historiography in Russia is given. On the basis of this investigation the following conclusion is made: special anarchic understanding of antietatism of some religions and socio – philosophical doctrines of Pre-revolutionary Russia.

V.S. Kan.

The newspapers press rise and progress in Mongolian language in Tuva (1925-1929)

The article deals with the Tuvian newspapers press in Mongolian rise, development and peculiarities (1925-1929). The study of springs inaccessible before, complex scientific approach made it possible to consider the newspapers press in Mongolian as an integrity object. Its development was ensured by inner factors. At the same time it was a subject which had influence of external - ideological and civilization factors, dynamics of its interaction and correlation.

Ch.G. Sangadjiev.

Recognition of soviet federal experience by Russians abroad: Eurasian speculation by N.N. Alekseev

This article confirms an existence of the interpretation variety on the soviet federative experience in the ideological camp of the bolchevik enemies – Russians Abroad (1921-1939). The research subject is the eurasian comprehension of the soviet federalism in the papers of N.N. Alekseev, famous scholar-lawyer and one of the eurasian movement leaders. It is analyzed how on the base of eurasian civilisative methodology by N.N. Alekseev acclaimed the super-centralisative federative model of the USSR as the model which corresponded with the specific nature of the Russian civilization.

B.K. Aytenova.

Modern Kazakhstan historiography of resettlement as the politics of the tsars' in Kazakhstan at the end of XIX – end in the beginning of the XX cc

In the article the analysis of modern historiography of resettlement problematic is submitted. The author characterizes the conceptual approaches of the Kazakhstan historians to debatable aspects of resettlement politics of the tsars' period: periodisation, basic direction, mutual relations of resettlement country and Kazakhstan country site.

A.S. Polynskiy
Modern historiography Social Democracy in Siberia in 1907-1914

The article considers the changes of general methods and conceptions and it also gives the analysis of actual problems in studying the History of Social Democracy in Siberia in 1907 – 1914 in modern national Historiography.

S.M. Podlivalov.
About the immigrants' adaptation (Kurgan region, 90s of the XX century)

The Article is dedicated to the study of the history experience of immigrant adaptation at the end XX century (90s) on the example of Kurgan region. The initial measures taken by the state authority are shown. The main problems of an immigrant are revealed.

The author pays attention to the enormous role of public bodies in the process of immigrant adaptation on the territory of the region. The scientific interest is the description interactions between the state structures and humanitarian organization rendering help and supports to immigrant. The article is a subject of interest the historian, demographer, different services and departments.

SOCIOLOGICAL AND ECONOMICAL SCIENCES

V.N. Sterlikov.
Elicitation of integration and adaptation problems of teenagers and young adults of Russian speaking emigrant families in Germany

The article is devoted to the social integration and adaptation problems of teenagers and young adults of Russian speaking emigrant families of the last wave in Germany: education and occupational choice, socialization and the system of moral values, self-identification and foreign language mentality.

The author presents the results of pedagogical research conducted in Klop- penburg, Germany.

V.N. Kochnev, E.A. Evseenko
Organizational and informative premises of reforming in housing-and-communal services in oil-and-gas producing regions (by the example of Khanty-Mansiysk Region-Yugra)

The article analyses housing and communal services sphere maintenance. Characteristic changes are reviewed, and administrative measures are summarized. Conducted sociological questioning revealed public attitude to processes of share distribution practice in housing and communal services and has also measured how questioned people are being kept informed in characteristics of industry changes occurring, sources of information are determined. The article offers correlation analysis results on the base of which the author determines the classification of population groups on the basis of attitude to occurring industry transformation.

V.I. Tarasevich
Social technologies in traveling business management in region (by the example of Tyumen region)

The author comes to the conclusion that the traveling business trends are promising: successful project implementation brings to better partner's interaction, reduce resistance to innovations; the needs in staff competence increase demands in educational services.

M.V. Krutelevich
Optimizing approach of Risk-management system in business structures

The article is devoted to the study of risk-management system opportunities for business structures. The algorithm of qualitative risk level analysis was developed.

E.A. Kosmina
Cultural capital as a driver of economical development

In the article one of the most wanted modules of the cumulative capital of society - cultural capital functioning in all the areas of human being activity is considered. The evidences of the cultural capital as fundamental basis of economics, political and social institutes are given.

E.Yu. Birukova
"Salary" projects: advantages and prospects

This article considers the questions concerning accounts with use of banking cards, including connected with an urgency of attraction by banks of clients-enterprises are considered. The analysis of the incomes received

by Omsk Savings Bank from different kinds of cards is carried out. As a result of research the advantages of "salary" projects to bank and to the enterprise is shown.

PHILOSOPHY

V.G. Puzikov, M.N. Yakovleva
Ethnic peculiarities: theory and approaches

Nowadays the issue about the reasons of ethnic peculiarities doesn't have a definite solution. At the same time, this problem represents not only academic interest, but also becomes of current importance in the geopolitical terms. The analysis of the ethnic peculiarities theories is significant for its interpretation.

A.L. Anisin.
To the problem of distinction of terms "overall unity" from "sobornost" as ontological principles

The article draws attention to the problem of comparison of concepts "overall unity" and "sobornost" in the aspect of their ontological sense is examined. The executed analysis allows proving a conclusion about basic distinction of these ontological intuitions. As against metaphysics of overall unity, the idea of sobornost allows to comprehend deeply not only unity of the being, but also free, personal characteristic of this unity.

S.Yu. Grudin
Social and philosophical aspect of ethics: the moral as a characteristic of social life

In the article questions referring the ethics as an instrument of social philosophy are highlighted. In this work ethical problems in social philosophy and aspects of the interaction to morals and society are analyzed. The conclusion is that analysis of the moral system of society characterizes this society most.

I.F. Fisenko.
The structure of civil society

This article describes the structure and characteristics of civil society

L.M. Bondar.
Criticism in the ontological understanding

The theme of criticism in the ontological understanding is actual because ontological approach used for the validity of criticism is not developed in the philosophical thinking.

This work regards criticism in the ontological comprehension, researches into the explication of the consciousness by means of explanation through the modus of criticism.

The newness of this work consists in the not-standard approach to the foundation of criticism. This work may be interesting for philosophers, anthropologists and all the people, who are interested in the problem of consciousness and its explications.

V.Y. Yena, Y.O. Mazur.
The problem of the sense. Correlation between transcendent and immanent

A human being exists in the situation of gap between moduses of his existence and that leads to pathologies. It is possible to overcome this gap only by finding the sense of life and its realization. The integration of immanent and transcendent senses is feasible on basis of clearly built the values system implemented as a pyramid of values. This allows man to exist in objective reality and in spiritual reality as well. The uncovering person's potential and its self-realization is possible by keeping the balance between «earthly» and «spiritual».

M.V. Mironenko.
Humanism through the experience of axiological dimension

The areas of humanism in axiological and ideational aspects, which help to distinguish this category from its enlightenment and naturalistic interpretations, are determined on the basis of the research done. Humanism in the experience of axiological dimension is proposed as a theoretical reaction to "anthropological and external" forms of humanism.

V.P. Kadochnikov.
The philosophical problems of scientific investigation of the information phenomenon

This article describes the philosophical problems of scientific investigation of the information phenomenon

PUBLISHING, ADVERTISING AND ART DESIGN

L.M. Dmitrieva, O.N. Mamykina

The metaphor as a means of successful advertising communication

In article noted the features of perception by consumers of advertising messages which are a part of numerous information flows. The use of a metaphor in advertising messages for accentuation and figurative representation of advertised object and its advantages is considered as a way of formation of successful advertising communications.

E.V. Dergacheva.

The major problems of modern art design in the context of relations designer-customer

In the given work the basic problems of modern design are considered. The analysis of the existing organization and understanding of sphere of design is lead, the basic positions, basic stereotypes of assumptions, organizing and regulating the given sphere, reconstruction of positions is lead, including positions of the designer present in it are allocated. First of all, designer is as creator.

N.P. Bublova.

Informational technologies in advertising

Simultaneously with the transition from industrial to informational society the rapid growth of IT is taking place. The global process of formation of new highly automated informational environment creates unexampled possibilities for advertising development, more effective decision of many professional, economical, social tasks, including such sphere as design in advertising.

S.S. Marochkina.

The advertising efficiency review

In this article communicative and economic types of advertising effectiveness were highlighted. The parameters of economic effectiveness were determined. The criteria of communicative effectiveness were analyzed, such as: recognition, rememberness, persuasion of advertising and an the influence on customer's behavior. Starch's test, efficiency indexes of R. Rives as well as efficiency assessment methods of advertising: observation, questionnaire, experiment, focus-groups. The problems of advertising outcome were revealed.

PHILOLOGY

E.V. Tsoupiikova.

Semantics' Problems in 20th Century: Concepts of Meaning and Sense

It is given in the article the brief review of the concepts of meaning and sense in the scientific investigations of linguists in 20th century. The conclusion and the novelty of the article is the statement on relation of the notions given to the sphere of external speech and inner speech (thinking).

G.M. Niyazova.

About ethnic linguistic archiginic and archiginic of modern informational space

The consistency of informational space directly depends on social, psychological and linguistic aspects of discursive behavior. The mass media is the forth force in the state with social power. Introducing commercial TV in mass media the social effect is getting weaker. Thus, the mass media enters into rather politics than social service.

L.Sh. Fakhreeva.

The influence of social and legal regulations on a personality linguistic behavior in poly-ethnic society

The article considers social and legal regulations of a personality linguistic behavior. The relation between the regulations is determined.

N.A. Martynova.

Intercultural communication as a special kind of communication

This analysis is devoted to the problem of intercultural communication. The international communication is a special process of communication with its characteristics and conditions.

O.K. Mzhelskaya.

Topical problems of scriptural phraseological units translation

The following article contains a short review of the problems which an interpreter can come across translating phraseological units of the Bible origin. A special attention is paid to the personal proper names issue. The author also gives some comparative examples of proper names semantic evolution on the basis of acquired connotations in Russian and English languages.

A.N. Kovylnin.

The problems of receptive esthetics

This article is dedicated to the problem of the reception of the literary text, its laws and mechanisms. The main questions are: the analysis of the readers aesthetic reaction, text strategies that direct the reading act, the influence of the social and cultural factors on the literary text. The main postulates of the article are shown on the analysis of the Borges's short story "Pierre Menard — Auther of the Quixote". The main mistake of the reception theories is that investigating the context, the ideology, the form and the content, they forget about the reception experience, the event of the text as it is. The article is based on the monumental works of the Constance reception school, which is led by W. Iser, H. Jauss.

PHYSIOLOGICAL AND PEDAGOGICAL SCIENCES

M.O. Bondareva.

The image of childhood in connection with purpose of life

According to the research done the interaction of contact analysis and statistics was established with image of childhood (biographical characteristics and their improvement) and the interpretation by subjects meant a lot for them. In our research we used adopted version of purpose-in-life test. Subjects which have purpose in live and interpret their life with meaning appreciate the image of childhood positively and see it as meaningful for their life.

O.A. Tarotenko.

The process of profession choosing by teenagers

The process of making a decision in situations of profession choosing while being a teenager is revealed here. Basing on the notion that the choice and the decision are not as a rule the actions that are made spontaneously but long processes with a complex structure, the author suggests to review the choice of the profession as the process that ends with making the decision according to the future professional development.

E.A. Cherkevich.

The peculiarities of mental conditions self-regulation in teenagers

The purpose of the article is to open the actual present day problem of teenagers' mental conditions self-regulation, which is regarded as level system. The development of this system is provided with using such psychological mechanisms as reflexive, strong-willed and motivated ones, which effectiveness increases, when they appear as a united system. The peculiarities of mental conditions self-regulation are opened in correlation with the psychological features of the given age.

M.S. Baranovskaya.

The individual-psychological factors of University psychological department employees compatibility

The individual-psychological factors of Universities psychological department' employees compatibility in two spheres of group activity (professional and personal interaction) are examined in the article. The combining of personal and status lecturers' characteristics, significant for compatibility, are discovered. The following methods for data gathering were used in the research: author modified methods of studying psychological compatibility (Poddubny S.E.), personality questionnaire NEO PI-R. For statistics method of data analysis the regression analysis was used. The results of the study can be used in personal selection and distribution of pedagogical staff since they let make the forecast of 41% for department' employees compatibility in both spheres of group activity.

O.V. Gudimenko.

The peculiarities of student-psychologist's self-actualisation during professional training

This article follows a history-psychological aspect of determination problem. It reveals a psychological essence of self-determination. The article dwells upon the main peculiarities of self-developing personality of a student, touches upon and characterizes the levels of the students self-determination.

N.L. Perevezentseva.

Psychological peculiarities of values of future specialists working in commercial and financial-economical spheres

The present paper contains psychological analysis of the value orientations of students, and the analysis of development the above mentioned value orientations in the period of studying at a university. The paper also describes some sense making factors that detect the professional growing of the specialists in the commercial, economy and finance spheres. Key-words: Value, Persona's Value of Orientations, "External" and "Internal" Values.

J. B. Rogacheva.

Design of practice in integrated professional training of social teachers in the system of secondary professional education

The technology of design of practice in integrated professional training of social teachers in the system of secondary professional education is worked out and tested on the basis of the research. The practical use of this technology is also possible in professional training of other specialties.

E.V. Zhilina.

Professional features of caller's audible image

The work presents the structure of hot-line consuler's audible image of caller as a study's result. Hypothesis about dependence of content and structure of audible image on goals and tasks of professional activity of consultants proved. Hot-line consultants and face consultants has significantly different audible image of supposed client.

L.B. Mozheikina.

Teenager Tolerance Development in the Context of Educational Process

The article considers the probabilities of teenagers' tolerance development on the basis of therapeutic deduction via teaching of Russian Language. The presented structure and the experimental results were put into practice during communicatively oriented lessons.

M. A. Petrovskaya.

Self-actualization and formation of the highest personal necessities

The article discusses social conditions and factors of necessity formation in self-actualization. It maintains the permanent transition of a person from potential into actual being, the appearance of more complicated structures in his spiritual space is function of his creative attitude to life. Self-actualization is viewed as a way of progressive personal individualization, formation of peculiar structure of his spiritual world.

I.G. Svetlakova

The development of students' metacognitive skills during the process of language training with the use of training-diagnostic complex

As a result of scientific literature analysis pedagogical conditions of students' metacognitive skills development during the process of foreign language training have been found out. In accordance with the conditions defined the author has developed a training-diagnostic complex and a language training technology which provide effective language acquisition and development of students' metacognitive skills.

M.S. Emmert

Contents and structure of profессиogram of specialty 062100 "Personnel management"

The profессиogram is a set of professionally important physical and psychological skills. The skills are trained by selected physical exercises during study at the higher educational institution.

Kh. Sh. Radjabov.

Peoples' means of physical education in the training of a teacher

On the basis of the research the means of physical education in training, which secure the efficiency of the future teacher training to the professional activity, are considered. It is founded the complex of the interrelated pedagogical tasks, promoting the use of peoples' means of physical education in the training of the future teacher of physical education.

I.R. Kornysheva.

Aesthetic Peculiarities of Music and Icon Art in Orthodox Church Service

The combination of different arts has great significance in Orthodox Church service. The problem of the synthesis of arts was considered in the works by the outstanding philosophers of the past and present; Pavel Florensky, Alexei Losev, Viktor Bychkov and many other representatives of philosophical and aesthetic thought. The interaction of expressive means of music and painting distinctly characterizes the peculiarity of church service.

O.A. Urvantseva

Spiritual music by composers of Siberia region

This article describes Church music performance — as a relation between new musical mindset of modern composers and Church traditions. The Siberian composers consider Church traditions to be lively and developing musical body.

A.S.Meshkova

To the problem of «musical work» in aleatorica

On the basis of the analysis done of the form existence of music in aleatoric direction of avan garde the author comes to the conclusion about its dual status: it keeps the basic attributes of «musical product», but at the same time leans on improvisation which is not peculiar to it, thus coming nearer to «non opus» forms existence of music.

I.B. Reznik

The science of "Sociology of Music" its possibilities in the fine art specialists educational process

The "Sociology of music" is regarded as a science highlighting both a wide scope of cultural problems in general and as a educational course at a university. This work is addressed both to professional musicians and amateurs.

POLITICAL SCIENCES

A.S. Popov

Manipulation of public mindset in Russian-Georgian conflict

The article reveals some of the methods practiced by the Russian political authorities to manipulate the mindset of Russian public mind during the Russian-Georgian conflict in the end of 2006. Analysis of the recent events shows the importance of thorough analysis in the matter of perceiving mass media information as the explicit understanding of the actual situation is the only effective method to prevent oneself from being an object of manipulation taking into account the fact that manipulation of the public mind in Russia has developed into an integral part of the country governing mechanism.

Polkanov V.D.

Falsification of the USSR history as a method of election company striving for votes

The elections of local authority, State Duma and Presidential Election Company will take place in Russia in 2007-2008. This article reveals the problems of election agitation against Communist Party by the mass media falsifying some facts of the former USSR history.