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Summary

V. D. Polkanov, M. I. Mashkarin, N. I. Khromenkova
Hystory of OMSTU in personalities: they – our pride

SCIENCE AND EDUCATION

S.V. Shmachilina
Development of cultural and educational area at pedagogical university as a condition of training of a competent graduate

The article considers a phenomenon of cultural and educational area as a complex system including contents and structure. The peculiarities of development of cultural and educational area at a pedagogical university are shown. The fundamentals of the development describing its structure are highlighted.

Keywords: cultural and educational area, educational environment, modern educational activity

HISTORY

Yu. N. Cryazhev
Last generation of Romanovs ruling dynasty and civil society in Russia (1913–1917)

Within this article only real events and historical facts about the last four years Romanov's reigning are represented to the readers. Their scientifically motivated analysis is based on thorough examination and collation of little-known and unknown evidences - archive - in the first place. This allows us to throw the additional light on the problem of correlation of the subjective factor role in Russian history and objective reasons of development of the events causing heavy social convulsions in our country.

Keywords: Romanovs, society

A.G.Dianov
The workers and peasants inspections in Siberia at the beginning of new economical policy: structure, professional training and material security

The article is dedicated to the research of quantity, qualification, material status of the staff of the above-mentioned inspection, including their interrelation with the district workers and peasants directory inspection of Siberia (SibRKI).

The author sets up general rules and particularities of the transformation of the SibRKI structure and the same of workers' and peasants' inspections at the dated time's period.

Keywords: worker and peasant inspections, structure, professional specialization

S. A. Zubov
New system of administrative management: establishment of regional governments

The article is devoted to the problem of establishment of new institute of state authority in the subjects of Russian Federation - regional government. The article contains the information on the preconditions of establishment and possible models of local governments. The author reveals features of establishment of government of Omsk region and characterizes its structure.

Keywords: regional government, governor, reform, region, Western Siberia, state authority.

A. V. Kashkin, S. A. Zubov
Formation of legislative structures of state authority in regions of Western Siberia, their role and significance

The article is devoted to the problem of establishment of representative structures of authority in the regions of Western Siberia. The article contains

the information of the first legislative structures established after disintegration of the Soviet Union. The author opens features establishment and operation of local parliaments, their structure and the list of functions included in their competence.

Keywords: local parliament, region, Western Siberia, state authority.

A. G. Beckbayeva
The activities of Russian public movement, Russian National Unity, Russian Public Union on the territory of Omsk region in 1992–2000

The author deals with the public and political activities and work of the Russian National Unity, the Russian Public Union and the Russian Public Movement on the territory of the Omsk region in 1992–2000.

The author emphasizes that these organizations have not completed their building in the structural plan at that time and have not called the people's faith on the top of their political activities in the middle of the 1990-s. These organizations had not many of their members and supporters, their ideas and slogans had not effect on the constituency and they have not reached their goals. The article is based on the archive materials, private, field sources and new documents.

Keywords: The political activities, the Omsk region in 1992-2000, the Russian National Unity (RNU), the Russian Public Union (RPU) and the Russian Public Movement (RPM), the political organizations, the building in a structural plan, the actions and slogans.

Ya. A. Siritza
Transformation of employment structure of population in Omsk region in 1990–2004

The cardinal structural changes which have occurred in the sphere of work and employment of the population during economic reforming, have significantly changed a labour market of federal and regional levels. The detailed analysis of branch structure of employment and structure of employment on patterns of ownership on the example of the subject of the Russian Federation – Omsk region – during 1990-2004 will allow to reveal transformation' features of structure of employment of the population in one of Russian regions.

Keywords: transformation; a transition period; structure of employment; a labour market

A. S. Drebushevskiy
Oil policy of Organization of petroleum exporting countries (OPEC) in the sphere of pricing in 70th XX century in the highlight of domestic oriental studies

The article analyses domestic researchers at the theory and practice of the Organization of oil exporting countries in sphere of pricing in 70th XX century as a major element of oil policy of OPEC during the period of the basic structural shifts in global power and in social and economic development of the countries of «the third world».

Keywords: sights, oil, policy, OPEC, third world.

O. V. Kostyunin
Social policy in agrarian regions of Kuzbuss in 90-th at the beginning of 2000s

The article is reflecting problems of rural background. In predominantly industrial Kuzbuss especial care is being spared to development of unprofitable agrarian territories. Social policy of local rules has been directed to support of poor parts population that stabilizes social and political situation there. Struggle with unemployment and supporting low level of life of residents in countryside is most important direction of social policy. The measures taken have to render positive influence on the number and structure of countryside in the nearest perspective.

Keywords: social policy, agrarian territories, unemployment, village.

V. A. Noskov

Social level and educational qualification of officials in local self-government in Akmolinsk region in 1890s till 1917

The author deals in this article with the problem of quality provision of the organs of the local self-government in Akmolinsk region of the Steppe Territory by the professional personnel at the end XIXth - beginning XXth centuries. Most interest is the question of social origin, education, property qualifications of Civil and Military Service and other positions and ranks of the authority and society. In the frames of these investigations the author attempts to argue a link of successful activity of the elected person in the field of self-government with specified criteria of the selection.

Keywords: self-government, property qualifications, investigations, criteria of the selection.

N. N. Soroka

Exploration of Steppe regions of Kazakhstan in 80s–90s of XIX century analyzing distribution of lands for Kazakh population and justification of migration fund formation

In the article the activity of the government bodies on the analysis of the land fund of the Steppe region as the component part of politics regulation of agrarian relationships for Kazakhstan population according to the limitation of the peasant migrations is considered.

Keywords: land standards, Kazakh land using, peasant migration, steppe regions

O. V. Chernaya

Cause of death of peasants in childbearing age at the end of XIX – at the beginning of the XX century (by materials of the South Zauralie)

On the grounds of the named studies the analysis deaths cause of peasants in childbearing age in South Zauralie at the end of XIX – at the beginning of the XX century is realized. In article gives statistics about a percentage of male and feminine death-rate within two age categories providing true causes of death.

Keywords: deaths cause, childbearing age, Maraiskaya volost.

M. A. Klinova

Modern Russian historiography of alcohol consumption in the USSR in 1940s – end 1980s

Modern Russian researchers made a great contribution in investigation of the problem of alcohol consumption in the USSR in 1940 – 1980 years: they analyzed the structure and volumes of alcohol consumption, influence of consumed alcohol on the suicide activity and death rate of population. But some questions are open: in particular comparison of volumes of consumed alcohol in different regions of the country and the international comparison of alcohol consumption by population.

Keywords: historiography, of alcohol consumption population of the USSR, way of life, the Soviet social policy, the antialcoholic company.

N. A. Alepko

Japanese business in Sakhalin coast zone in the end of XIX century and the beginning of XX century

The article is devoted to the history of international relations between Japan and Russia in Sakhalin. The author makes a particular accent to the fishers, who have important meaning for agriculture and food of Japan. At the same time Russian policy from 1875, when Sakhalin became Russian territory, was directed on limitation of Japanese fishers activity. The author underlines that incapability of Japanese and Russian governments to resolve that problem by diplomatic ways leads to Russian-Japanese war in 1904-1905.

Keywords: Enterprise, Sakhalin's coast zone, fishers (business man), government, diplomatic.

G. V. Fyodorova

Contribution of Honored Scientist and Professor Azary Nikolaevich Kabanov to development of Native surgery (to his 85th anniversary)

Based on OSMA archival data, questionnaire material and own author's impression on the material about life and scientific activity of Professor A.N. Kabanov the head of General Surgery chair through the 1964-1994 to his 85th anniversary is presented.

Keywords: A.N. Kabanov, General Surgery, OSMA

E. V. Butorina

On some features of Russian modern social framework study

In the article readers can be familiarized with new methodological principles of social framework study, examine the debatable questions of the theory and read about concepts of further theoretical proofs.

Keywords: a group, a strata, a class, a social framework, a social stratification.

M. Stankova

Ethical values approach in practice of social work of Canada

This article analyzes the basic problems of realization of ethical values in practice of social work of Canada. Novelty of the work is specified by an insufficient level of scrutiny of achievements of foreign social work in our country. The conclusions of the article are recommended to be used in a training course for training of experts on social work, and also in general practice of social work including Omsk region.

Key words: ideology, values, practice, social work.

A. A. Dzankhotova

The national component of the social-economic relations in the North Ossetia-Alania

The national component is one of the most powerful modern forces affecting the economic growth in the Republic. The national relations are rather actual and important for the national policy determination. The national component stops being decisive factor in modern Ossetia while the social-economic aspects become actual. The economy growth is an intensive process of the relations internationalization.

Keywords: nationalism, claim, migration, instability, crisis, attitudes (relations).

D. I. Chernyavsky

Product quality control improvement at an industrial enterprise

On the basis of the lead research on improvement of product quality control at the industrial enterprise are offered. The estimation of efficiency of introduction of system of a quality management on an example of the polygraphic enterprise of Omsk is made. The received results are recommended for use at the enterprises of Omsk and the Siberian federal district.

Keywords: management, quality management

R.-M. V. Tsifrova, L. V. Kazakova

Management of risks as a factor of rise of financial stability of economic systems

In this article fundamental aspects using techniques of conducting strategic analysis of the system of financial stability of organizations and investigated peculiarities of risk management averting negative consequences of its influence to economic systems were examined.

Keywords: strategic analysis, management of risk, financial steadiness, economic systems

T. I. Gordievich

Inflation collisions in Russian economy – topic on population life level

In the article the author considers dynamic changes of nominal salary of employees in different economy sectors with changes in consumer prices index. The author pays attention to the fact that these tendencies can't go with each other. The newness of investigation consists of formulating main reasons of contradiction of inflation processes and offering new untraditional indicators of inflation such as «percent of inflation» of consumers and «inflation contributions».

Keywords: inflation, consumer prices index, population life level.

E. A. Kipervar, M. A. Sevelova

Women's entrepreneurship: its features and perspectives of development in regions

This article analyses the main reasons, which impel women to hold a small business, the features of women's business and the main problems women usually have in this sphere. Also the article explains the importance of national and regional support for women's business and proposes the main directions of this support. These questions become particularly urgent under conditions of women's discrimination on the labour market, low salaries and high level of unemployment in Russia and Omskaya region too.

Keywords: labor market, women, small business

M. A. Kuroedova, T. Yu. Khvatova
The development of RIS in Russia: studying Omsk region

The article is dedicated to studying Regional Innovation System (RIS) of Omsk region. Key elements of the Omsk region RIS, strengths and weaknesses are discussed. As a result of this, steps essential for the Omsk region improvement are represented. Omsk entrepreneurial sector is paid special attention.

Keywords: Regional Innovation System, entrepreneurial sector.

D. V. Terekhov
Titular insurance notion

This article is devoted to the problem of titular notion. The author presents titular notion of real-estate through the retrospective review of foreign and Russian legislation. Titular insurance contributes to standardization of rights and obligations of property owners and property protection to avoid typical mistakes when dealing with real estate.

Keywords: titular insurance of property, real estate market, real estate risks

PHILOSOPHY

P. V. Levitskaya
The mechanisms of interaction of values in modern organization

The article is devoted to the problem of interaction of values in an organization. The nature of corporate and organizational-administrative values on the basis of two background demands of the organization: preservation and reproduction of the organizational order defined by social experience and experience of the organization, and on the other hand, orientation to development of new property of the organization, embodied in formation of new value-standard complexes are revealed in the article. The author formulates a basic conflict and constructive ways of interaction of values in the organization, and also the balance of values depending on the stages of formation of the organization as social system is described. In the conclusion of the article the author says about necessity of searching for frictionless forms of interaction of values for maintaining organizational stability under conditions of world crisis, and also for to increase efficiency of social practice and rational distribution of the limited social resources.

Keywords: values, balance of values, interaction, the modern organization.

M. V. Malygina
Philosophical analysis of «social form» category

In the article the category analysis «the social form» is offered. As a result of the analysis the concept "the social form" is specified. Studying of the given category can be useful for research and generalization of forms of the social phenomena to which it is necessary to carry and business.

Keywords: form, matter, substance, dialectics, the system approach, activity.

A. N. Ilin
The problem of the authentic subject: between the modern on postmodern subject

In this article the correlation of the views at postmodernism and modernism to the category "subject" are analyzed. The postmodern view to the subject can be called as negativistic because subject loses freedom – the subject depends on the hedges of civilization, power of unconsciousness and as a result it loses his identity and possibility to active and creative recreation of the world. The modernism scientists say about the active and creative role of the subject which demonstrates his active-doing and conscious being. The both points of view to the category "subject" are mainly different, and it's rather difficult to connect them. But in the middle, in space between them, authentic subject is generated.

Keywords: subject, modernism, postmodernism, authentic subject.

A. S. Sergeev
About the Sophian philosophy of education

This article analyses philosophy, historical and social bases of systems of education, basics tendency of development education as process. Concept views of modern teachers, theoretical and practical aspects unifying logical and historical, to correct education on basic "Sophian" and philosophy paradigms, to analyze philosophy the articles of ancient Greek thinker and the eminent Russian philosophers (V. Soloviev, I. Kireevsky, I. Ilin).

Keywords: education, idea, systems of education, process of education, concept.

V. A. Ulianov
Development of nihilism during new and newest time: theoretical aspect

The article is devoted to the results of the nihilistic trend in the epoch of Modernity. Alongside it against the backdrop of M.Heidegger's concept an assessment of its prospects in Post-Modernism are also given. A new approach which is offered by the links it to the new phenomenon in the contemporary European mind i.e. nihilology. The latter is interpreted as a direct and inevitable result of aggrandizing the sphere of becoming and its status that followed the rejection of classical European metaphysics.

Keywords: Nihilism, metaphysics, values, nihilology, Christianity

K. V. Lopatina
The second coming of Existence for culture and civilization

The investigation says, that getting to know about structure of Existence can be realized using the analysis of machine. The value, which become a foundation of culture, always is a separation and, as if machine consists corresponding aspect in it's structure, so it is necessary to level the role of value in culture and the role of machine in civilization. The idea "machine" is the unit of now day reality.

Keywords: existence, culture, civilization, simulyakr, rhizome, "machine".

Yu. V. Fetisova
Analysis of security idea evolution through the perspective of culture (Antiquity -Modern history)

Through the analysis of security idea evolution in the period from the Antiquity to Modern age by using the category of culture, the specifics and basic principles of building security culture in the specified time space are researched in the article. The conceptual structure of security culture being for the first time introduced by the author, embraces a set of value-and-action guidelines developing around security idea and constantly evolving together with it but preserving a basic set of its own invariant principles.

Keywords: security, security culture, state and person, macro- and micro-ethics of security.

A. B. Zhbankov
The concept of security in social-philosophical ideas

The most significant tendencies of spiritual life modification considered in the per-spective of its basic historical security, its country history and its national-historical conservation are under analysis in the present paper. The author gives reasons for the typological difference of state and national difference, applying philosophical obser-vations he unveils / discovers the genuine character of different types of threats, con-siders the view points of outstanding philosophers on stability of civil community and maintenance of their sovereign rights in modern global world.

Keywords: security, spiritual, person, state.

A. V. Parpura
The civilization factor of management in the sphere of social and labor relationships

In the article it is proved that management of social and labor relationships is defined by geographical, mental, moral, social and cultural conditions in Russia and other peculiarities of Russian civilization related to a collective type of society (along with China, India, Muslim countries and others).

Keywords: management, control, labor, culture

PHILOLOGY

L. B. Tkacheva
The terminology as a result of correlation of philological and technical sciences and its significance in modern conditions

The paper reads about the importance of the terminology as an object of the philological and technical sciences presented by the European Union as the main problem of the XXI-st Century, considered as «the terminological barrier» in the professional communication. In reality the terminology is a source of science and technique knowledge which should be the main object of both philological and technical investigations thus supplying the professional competence of the specialists.

Keywords: terminology, co-reference of philological and technical science, terminological explosion, terminological barrier, terminological culture, professional competence, terminologization of educational process.

S. V. Matyushenko**Intellectual property as pedagogical phenomenon**

In the article intellectual property is defined as pedagogical phenomenon in the form of pedagogical intellectual property and in the form of content educational component; besides subjects, objects and sources of pedagogical intellectual property formation are revealed.

Keywords: pedagogical intellectual property, content educational component, subjects, objects, pedagogical intellectual property sources.

V. D. Polezhaev**About improvement of result evaluation system for Unified State Exam**

In this work we analyze the system of evaluation for Unified State Exam results for admittance of applicants to higher educational institutions. There are specified some of its defects such as absence of objectivity carrying out the competitive selection, insufficient differentiation of level of readiness of applicants for introductory tests. We propose solutions to make this system better. A conclusion is drawn that a cumulative rating is more objective and clear for entrants index for admittance to high school in comparison with a sum of scores (both on hundred and on five-point scale) or percent of correctly answered items.

Keywords: test, Unified State Exam, result, index, entrant, scoring.

I. Yu. Lepeshinskiy**Integrative approach to creation and development of professional and significant skills in future military engineer**

Education contents integration problem is one of the most important theoretical and practical problems of modern didactics nowadays as State educational standards of new generation provide changing from knowledge orientation of educational results to the active one. Therefore, the integrative approach to the creation and development of professional and significant skills of modern specialist will be perspective and actual for a long period.

Keyword: education; competence; integration.

S. M. Komissarov**Interaction of groups of cadets of a military higher educational institution in the course of adaptation period**

The paper under consideration gives the analysis of the concept «interaction» in philosophical, social, psychological, pedagogical meanings. Organization of the process of interaction of a group of cadets is analyzed. This made it possible to reveal a complex of conditions, factors, influencing significantly on its effectiveness. Basic forms and methods of individual educational work with cadets during the adaptation period are also presented here.

Keywords: cooperation, adaptation, individual educational work.

W. N. Romashin**The analysis of useage of innovative pedagogical technologies in Educational process of Omsk tank engineering institute named after Marshal of Soviet Union P. K. Koshevoy**

The lead analysis of useage of innovative pedagogical technologies in educational process of Omsk tank engineering institute shows, that use of innovative pedagogical technologies in educational process allows to raise quality military-vocational training the future officers and their conformity to the modern requirements shown by the primary goals of reforming of Armed forces of the Russian Federation.

Keywords: vocational training; an innovation; self-training; military-professional work; pedagogical technology, Information.

N. P. Nesgovorova**Strategy of system approach forming environmental education**

The strategy of system approach contributes to complete reflection of environmental education. Environmental education forms its own system. Environmental education is an integral process — it is a continuous process of training, education and development of a person, which is aimed to from ecological word view, ecological perception, activity and behavior, which provide responsible attitude for surrounding social and natural environment and health.

Keywords : training of ecology, foster a love for nature, ecological education, ecological culture

A. S. Fominykh**To the problem of success and self-appraisal influence on activity students of short termed educational programs abroad**

The article devoted to the issue of success and self-appraisal influence on participants' activity during the short-termed educational programs abroad. The crucial conceptions of success, self-appraisal and activity are presented in the article. The results of the research revealed the interdependency of the three mentioned above notions. The author presents the results of the pedagogical research conducted in Omsk, Russia.

Keywords: success, self-appraisal, activity, cognitive.

Yu. S. Yuryeva**The problems of language education according to internationalization of Higher School in Russia**

The article addresses some of the issues of curriculum internationalization in higher education. General tendencies of the global education are analyzed as one of the acceptable variants of the specialist's preparation to the life in modern society. The article focuses on professional competences of a young specialist, particularly, on language culture, in the conditions of development of internationalization of Higher Education in Russia.

Keywords: internationalization, competitive ability, mobility, competence, language education.

O. S. Ovchinnikova**Professional communicative competence of foreign language teachers**

Generalized points of different approaches to the definition and structure of communicative competence and readiness to teaching are analyzed in the paper. On the basis of the analysis we give the definition of the professional communicative competence of foreign language teachers and describe its structural components.

Keywords: communicative competence, readiness, readiness to teaching, communicative competence of foreign language teacher, professional communicative competence of foreign language teacher

I. V. Stepanova**Theoretical basis for professional training model of stage-director students**

The article describes the essence of conception "model" from philosophic, pedagogical position and its functional purpose. The method of modeling, the essence of pedagogical modeling is exposed. Main positions for substantiation for such model are also described. An exclusive model of high-professional training for festival culture stage-director is suggested.

Keywords: an active component of the process, the modeling of the professional teaching the students, high educational schools of arts and culture

E. R. Razumovskaya**Teacher orientation in professional pedagogical activity as factor of development of motivation of senior school pupils**

The question of orientation of a teacher in his professional pedagogical activity as the subject is considered in the article. The analysis of theoretical concepts, and also the analysis of empirical research concerning this problem are carried out in it, allowing determining effective type of an orientation of work within the framework of study-cognitive process, the organization of educational process, style of the teaching, motivations of the doctrine inducing development of motivation pupils of the senior school age.

Keywords: orientation, teaching style, pupil's motivation

E. N. Kotysheva**Music psychological correction for the rehabilitation of handicapped children**

The modern psychology and pedagogic in Russia are substantially focused on the usage of music as important means of development of the harmonious person of handicapped children. Theoretical and practical value of the author's study is concluded in the development and successful introduction of program of psychological correction by means of music for handicapped children «We are glad to see each other!». The music classes in groups are a powerful means of the development autistic children, their emotional sphere, improve the quality to communications, intensify the abilities to self-regulation.

Keywords: music therapy, autistic children, program of psychological correction by means of music, Branch for the Rehabilitation of physically and mentally handicapped minors.

PHYSICAL EDUCATION AND SPORTS

E. V. Semenova
Specific features of professionalism development of specialist in the field of physical training and sport

On the basis of the lead research the term «professional» has been specified, qualitative dependences of professionalism development parameters on the basis of deviations in distinction of authoritativeness displays in society of various development and authoritativeness.

Keywords: professionalism, professional development, professional destruction.

S. O. Skvortsova
Physical health of female students of specialty «Applied information technology»

The use of information technologies in a higher school increases the quality of the educational process, but reduces physical activity. The students of specialty «Applied information technology» belong to the group of risk in which «the computer syndromes» may appear.

Key words: students, the physical activity, information technologies, the computer syndromes

O. O. Fadina
The influence of health improving orienteering on organism functions for chemical industry workers

The purpose of this work is experimental check of efficiency of physical-health improving training technique for chemical industry workers. The methods of research are: the analysis of the literature and documentary materials, testing, pedagogical experiment. In the consequence of the research the positive results have been received which have expressed in an authentic gain of parameters of physical and functional fitness, and also decrease in sickness rate.

Keywords: chemical industry workers, physical fitness, sickness rate, recreate orientation.

TEACHING TECHNIQUES

N. A. Mamaeva, A. I. Savvantidi
The increase of general and professional screen-work culture of military school cadets by means of their independent orientation in informational visual environment

On the basis of conducted investigations the conditions of military cadets' independent work, which provides development of screen-work culture for increasing of education efficiency in higher military educational institution are formulated. In the consequence of the offered system of operations incorporation into educational process is presented comparative mark of average indexes of screen-work culture separate criterions.

Key words: screen-work culture of military cadets, pedagogical system, criterions, diagnostics.

A. V. Kucherova
Project and art skills formation during lessons on the Principles of Design for students in pedagogical college

In the present article the analysis of different approaches to the problem of formation of project and art skills and creative personality is given. It was proved that the method of projects is the most effective technology. The main idea of an educational project is presented in the article and historical background of main approaches to the method of projects used in Russia is shown. The author describes such notions as «project», «design» and project activity of pedagogical college students. The article presents description of levels of theoretical and practical training for students. The author of the article states the fact that teaching of the Principles of Design for pedagogical college students in the framework of the education project provides their training equal to the levels of the vocational training for a designer. Such kind of training is necessary to form vocational culture of a student, as well as to develop their professional experience and project, art and pedagogical skills.

Keywords: method of projects, technology, project, design, principles of design, levels of design, sketch, pre- project analysis, analog, layout.

E. L. Shkvyrya
Design of tasks as a factor of forming of mathematical competence of pupils of 5–6 classes

On the basis of the conducted research, high-quality correlations are set between the processes of forming abilities in pupils to design tasks and development of their mathematical competence. The offered model of organization of educational process can help in the solution of the problem of introduction of competence approach in general school on earlier stages of teaching.

Keywords: constructing of tasks, model of forming of mathematical competence of student.

ADVERTISING. ART DESIGN

O. N. Tkachenko, M. S. Sibin
Advertising stereotype and culture virtualization

The article considers the stereotypification as a phenomenon supporting virtual representations in modern culture. The authors allocate two complementary levels of stereotypification of advertising. It is marked cognitive originality of advertising within the limits of the postmodernist approach. Some mechanisms of influence of advertising on a person, transformations of objective reality into figurative reality, in the aspect of the considered problem are revealed.

Keywords: the virtualization, virtuality, stereotype, advertising, postmodern.

T. A. Kostyleva, S. S. Marochkina
Modern advertising: correlation ATL and BTL

The article considers basic means of ATL and BTL. The basic attention is paid to BTL so as the world tendency of redistribution of advertising budgets prefers BTL providing in many cases more effective advertising than direct methods do. The given tendency is traced both on Russian, and on Omsk advertising markets.

Keywords: ATL, BTL, direct marketing, consumer promotion, trade promotion, POSM and In-Store Visual Communications, event marketing.

CULTUROLOGY, ART HISTORY

T. I. Chupakhina
About specific nature of musical art in the sphere of spiritual culture

In the given article an attempt to look at the main problem connected to judgment of the role of music in education of spiritual culture of the person is undertaken. It is spoken about specificity and nature of musical language. The basic features allocating music among other kinds of art are marked: the intonation-expressive nature, gnosiological roots and the concrete - sensual, physical influence, allowing to come closer to the question of the influence which is capable to render music on development of consciousness and perfection of human nature.

Keywords: musical art, spiritual culture of a person, the form of the musical text, language of beauty, intonation, figurativeness in music, psychological influence of music on the person.

E. A. Prikhodovskaya
The consistent psychological mindset of a composer creating scenic image in opera

The article studies the psychological attitude of a composer creating a scenic image for an opera. The article shows that the specific character of dramatic art for opera performance, and the synthesis of all its components are defined by the consistent emotional and psychological attitude. The novelty of this research, applied to the creative activity of singers and composers, is in discovery of a zone nature of this attitude, in the compliance with a hero's character or a singer's timbre, and in the significance of dramatic art of tessitura in vocal composition.

Keywords: psychological attitude, scenic image, vocal, tessitura, emotional and stylistic