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Summary

HISTORICAL SCIENCE

V. D. Polkanov

Radical political maneuvers (betrayal, seizure of power) by Admiral Kolchak in «troubled waters» of the Civil War in Russia

The 14th of November 2009 there was 90 year anniversary of Omsk liberation from Kolchak. On this occasion, there were active debates about the admiral personality. Defenders of A.V. Kolchak are going to erect a monument in his honor in Omsk. Do we have to do this? The present article provides negative answer to the question posed.

Keywords: A.V. Kolchak, betrayal, seizure of power.

V. V. Germizeeva

The state of local authority in Western Siberia at years I World War (1914 – February 1917)

In the article state of local authority in West Siberia in 1914 – 1917 is considered. The changes happened in structure of local authority are analyzed and attention to position of officers in governmental institutions is paid.

Keywords: local authority, governor, Western Siberia.

A. V. Chichulin

Cooperative policy of local authorities in Western Siberia during the first years of New Economic Policy (1921–1923)

An attempt of description of the process of formation and development of cooperative policy by local authorities in Western Siberia during the first years of New Economic Policy is made in the present article. The author briefly analyzes the problems of interaction between authorities and cooperatives as well as principles of their relations establishing. Evolutional characteristics of cooperative policy implementation by local authorities are examined. The article may be useful for academic staff of educational institutions and public offices personnel.

Keywords: authority, state, integration, cooperation, cooperative policy, new economic policy.

K. V. Skobelev

Dairy riots in Siberia in the beginning XX century

In the article the process of butter industry establishment in Siberia accompanied with the conflict of traditional values of Siberian peasants and the capitalist economic system which brought to dairy riots.

Keywords: Siberian peasant, peasant movement.

G. G. Mamaeva, A. A. Lubimov

Employment provision as a work of social institutions of Omsk region (80–90's of XX century)

The article considers modern problems of employment of low competitive groups of population on labour market. The experience of social institutions on the labour market employment provision for pensioners and disabled people is summarized. The article analyzes the form of work of social institutions in the Omsk region in the field of labour market employment in the 1980 – 90's.

Keywords: pensioner, disabled people, stationary institutions, social support, labour market adaptation, professional rehabilitation, quoting labour market places for work, specialized enterprises.

A. B. Chichulin, A. A. Lyubimov

To history of forming of the staff of Tara Psychoneurological nursing home in 80th of XX age

In the article the problems of forming of the staff of Tara of psychoneurological nursing home in 80th of XX age are examined. Social descriptions of employees are analysed: their professional structure, educational and age-dependent composition. The article can be useful the teachers of professional educational establishments, workers of establishments of social sphere.

Keywords: psychoneurologic houses boarding-schools, rejections in mental development, psychical diseases, professional structure, level of education, age-dependent composition.

D. I. Petin

Liquidation of the financial difficulties on Altai in the period of Soviet authority establishment (1919-1920): experience of Biysk district revolutionary committee

The article considers normalization of monetary circulation undertaken by Biysk district revolutionary committee at the period of Soviet authority establishment in Altay province in 1919-1920. There is described one of the earlier unexplored emission local soviet banknotes.

Keywords: history of monetary circulation in Russia, period of the reconstruction Soviet power on Altai, bonistika, money surrogates, bones.

V. V. Panova

Activity of State bank in Siberia in the end of the XIX – in the beginning of the XX century

On the basis of research done we can say that operation of State bank in Siberia was directed by Finance Department. The key reason of the increase of finance in the region in the beginning of the XX century is the change of the government's policy. This defines the role of State bank in the process of development of Siberia.

Keywords: The finance and credit system, credit institutions, the banks, State bank.

R. O. Grachev

The history of development of brick factories of Migration Department and their work in Siberia (in the beginning of XX century)

On the basis of research done we can say that activity of brick factories of Migration Department was bringing material and cultural values of European part of Russia on the territory of Siberia and Far East. This defines the role of brick factories as governmental tool for agriculture development in Siberia and Far East.

Keywords: agricultural policy, Migration Department

S. A. Poddubnaya

The experience of organizations of Russian Germans of Azovo German National District of Omsk Region in social and national culture saving projects (1985–2004 years)

In the article the systematized information about the activity of national and social organizations on the territory of Azovo German National District (AGNR) of Omsk Region is given. The analysis and the active work of the regional structures as the arranging factor enlightening since the moment of announcement of AGND take place. The material can be used for writing textbooks about the history of AGND being one of the basic regions of the Russian Federation with the high percentage of German population that is especially valuable.

Keywords: Azovo German National District, Omsk Region

K. V. Dmitrienko

Certain issues of study of Kazakhs of Asian Russia by Russian researchers of XIX century

The author of the article considers the views of Russian contemporaries of XIX century on Kazakhs of Asian Russia. In certain works Russian researchers reflect problems of life sustenance of Kazakhs, ethnic structure, legal mode of life, traditional law, and information on material culture and their researches are of great significance.

Keywords: life sustenance of Kazakhs, ethnic structure of Senior jys, legal mode of life, traditional law, wedding rite, significance of trick riding and Kazakh fighting.

A. V. Raguzov

M. M. Bliev on Russian conquest projects of Caucasus nations (XIX century)

M. M. Bliev's views on the conquest projects of the Caucasus occurred in Russian political and military spheres during the first half of XIX c. which have been described in a series of his works (including his monograph which has been written in collaboration with V.V. Degoev) have been analyzed in the article.

Keywords: military and economical blockade, free societies, imamate, Cordon line, deportation

I. A. Silaeva

Booking collection of adherents of old-tradition's clergy in Siberia in XVII century

The old-tradition literature became as important component of Siberia booking culture of XVII century. A lot of literary memorials, differencing in subjects; source and interpretation of past and present times, were kept by educated Siberians – adherents of old-tradition's clergy. The teachers of dissidence distribute the books, which they brought. The old-tradition literature brought up a noticeable investment to development of Siberia's Booking culture in second half of XVII century.

Keywords: booking collection, Siberia, booking culture, old-tradition, manuscript tradition, religion works, polemic literature, range of reading.

A. A. Algazina

Creating new type of international relationship considering a long-term American foreign strategy

The article is dedicated to perspectives of next stage of international relationship type and its purposes. Also, the author pays attention to new methods and tools of a new conflict.

Keywords: change of the international relationships type, informational war, global leadership, foreign strategy.

Yu. I. Morudenko

Management structure of tourism in Khakasia and the South of Krasnoyarsk Territory in 1960–1991

In the article for the first time the mechanism of tourism management in Khakasia and the South of Krasnoyarsk Territory in 1960-1991 is presented. The special attention is devoted to analysis of the basic normative and law documents of the central and local authorities which reflect the main and special orientations in tourism policy of the Soviet government. The information sources of the research are presented by the range of the unpublished archival documents of the party and government, trade-union, Komsomol and specialized tourist organizations.

Keywords: tourist and excursion activity, Khakasia, trade-union tourism, «Inturist», «Sputnik», children's tourism.

SOCIOLOGY AND ECONOMICS

O. P. Kuznetsova, E. A. Yumaev

French-Canadian approach to examination of interregional social and economic asymmetry

By the example of France and Canada the foreign approach to examination of interregional socio-economic development asymmetry was considered. The mechanisms and variants of influence from the direction of State for level asymmetry decrease and achievement of State regional policy directed towards reduction of inequality in development were considered. The characteristic features of approaches by French and Canadian schools of thought were picked out. The scientific novelty consists in poor coverage of French and Canadian approaches to marked category examination in Russian Federation. Obtained results could be useful for federal bodies of executive power and regional bodies of executive power of Russian Federation during preparation of development territory programs on State and subregional levels.

Keywords: France, Canada, asymmetries, territory, regional policy

A. I. Bokarev, A. B. Korchagin, V. V. Korbut

Integrational approach to the improvement of management efficiency of training system of specialists for Russian Unified Emergency Rescue Service and civil defense at the regional level

The article is devoted to one of the directions of the improvement of management efficiency of training system of specialists in the field of civil defense and protection of the population and areas against emergencies by the example of controlled conjunction of human and non-human resources in the field of vocational education of Omsk State Technical University and Main Directorate of Ministry of Emergency Situations of Russia for Omsk Region. It is observed that due to the integration process between Omsk State Technical University and Main Directorate of Ministry of Emergency Situations of Russia for Omsk Region there appeared a real possibility of specialist training according to the demands of the region for specialists in the field of civil defense and protection of the population and areas against emergencies. After all such situation favours the decrease and future elimination of tendencies to «ageing» of specialists and «hunger» of enterprises for the professionals in the field of civil defense and protection of the population and areas against emergencies.

Keywords: management of training system of specialists, integration, vocational education, consolidation, social and economic effectiveness, efficiency.

S. A. Shtyrbul

Levels of social capital accumulation

The article refers to the problem of social capital in the context of levels of it's accumulation. The author presents results of social capital research on nano-, micro-, mezzo- and macro-levels. There are also detected indicative terms of each level of social capital.

Keywords: economics, public relations, social capital.

M. A. Solokha

The influence of financing during the economic crisis on business activity in the sphere of road building

In the article one of elements of infrastructural provision of road-building branch is considered, namely financing. Skillfully managed infrastructural provision in the organization promotes efficiency of its use. The influence of financing on dynamics, immediacy, efficiency, conditions of formation and development of the complete organization is proved.

Keywords: financing, infrastructural maintenance, road-building organization.

M. V. Udaltsova, N. S. Nosova

New family as a subject of social policy

The article is aimed at social policy concerning new families. Main directions of social policy in conditions of modern Russian society are substantiated.

Keywords: family, young people, family policy, stable new family, favorable new family.

N. L. Antonova

Means forming competence as a factor in the reproduction of human capital in a two-level system of training students of higher vocational education

The paper considers the maximization of utility costs on human capital formation as a fundamental factor in the economic growth. In modern terms the knowledge and skills are important factors for economic growth and

social progress of society. Surgut State University performs research project seeking to create conditions for the formation of a competitive professional, demanded in the labor market. Organizational and scientific activities will lead to the reproduction of human capital on a new qualitative level, in accordance with the needs of society.

Keywords: reproduction of human capital, quality of educational classification of competences, business inquiries, modular competency-based approach, sustainable development.

L. V. Sigareva

Actual problems of the system of interaction of public authority and business in modern Russia

The article covers analysis of process of formation of interaction system of public authority and community of entrepreneurs in modern Russia. It is given consideration to discover of social and political factors of institutionalization of Russian business in the modern period of progress of society. The main aspects of governance of this system are considered in the network of social phenomenon – neocorporatism.

Keywords: authority, business, community of entrepreneurs, neocorporatism, interaction.

L. L. Kovylyna

Organizational culture of educational institution as an object management survey

The possibility of effective organization development, the introduction of managerial and technological changes in today's environment, which is impossible without addressing the organizational culture is considered. The purposeful creation of organizational culture, aimed at innovation, integrating the interests of workers and institutions, will allow it to function effectively. Contents article presents the experience of monitoring elements of organizational culture on the basis of allocation related indicators of innovation in the educational institution.

Keywords: organizational culture, educational institution, monitoring, socio-psychological climate, value orientation, innovation, reflexive control.

V. A. Filatov, N. S. Konovalova

Sociological analysis of the role of social advertising against drug addiction in Omsk

The article deals with the problems of preventive measures to drug addiction and the ways of their solving by means of social advertising. It is observed the attitude of children, teenagers and youth towards drug addiction on the material of the definite sociological investigation conducted in Omsk and the facts that cause it are explored. The basic socio-demographical groups that can be the objects of anti-narcotic social advertising are identified, the informative component and the channels of drug -trafficking are determined.

The conclusions and suggestions on the development of the anti narcotic social advertising are made on the base of conducted analyze. The article can be used in scientific-research, teaching and practical organizing activity and can be useful for the benefit of advertising agencies, social and medical establishment employees, who deal with the preventive measures of narcomania.

Keywords: social advertising, preventive measures of narcomania, healthful way of life, narcomania, family values, effectiveness of social advertising.

PHILOSOPHIC SCIENCE

T. P. Milcharek

The early experience of philosophizing as special form of rationality

In the article the essence signs of early experience of philosophizing as specific spiritual phenomenon, defining rationality of the subject on initial stage of his formation are considered.

Keywords: baby philosophizing, early experience of philosophizing, formation of the subject, rationality.

L. N. Kibardina

The prospects and directions of development of the Russian social state

In the article the analysis of the basic theoretical concepts defining prospects and directions of development of transitive model of the modern Russian state in the contest of ideological, social and theoretical reorganization causing integration focused and differentiated social policy are considered.

Keywords: the social state, a social market economy, ideology, liberalism, social responsibility.

S. P. Dureev

Management and self-government as an activity of people

The article is about management activity as an aggregate of habits, abilities, ways and means of advisable acts of people produced with historical experience scientific knowledge at the sphere of management. A man participates in life and development of nature, society and himself with management and self-government. The man stops to be a passive product of circumstances and an object of outer influences. The man becomes an active subject of social development. The preparation and teaching of man to fulfill his social role is a highest aim of society. The author proves that the human activity is able to develop its universality, that in future it will be possible to take off the contradictions in the system «man – society», which is the reason of them. It has important methodological significance in researching of the problems of management by society.

Keywords: man, society, activity, government, self-government.

I. A. Krebel

Perversion of semantic image: topos of the co-rational in the landscape of thought of Russian Art Nouveau

The strategy of finding of different thought existence in the topos of language by actualization of symbols is a specific feature of the epochs that have the aim to liberate the territory of thought from stiffen meanings-ballasts and to awaken the live existence (the one is always a different/ another existence of the stiffen forms). One of such epochs is the Russian Silver Age. In the experience of thought of the Silver Age this likeness is its own, different from the another that was taken on trust. It is the energiea of the process of thinking that isn't shackled in the form of stiffen thought.

Keywords: meaning, sexual perversion, rational strategy, the Russian Art Nouveau.

P. V. Opolev

Ontologic unity of dialectics and synergy

This article is devoted to the ontological unity of dialectics and synergy, their objective fellowship and essential differences. Moving from abstract to specific, this article highlights ontological characteristics of dialectics and synergy and their further integration prospectives.

Keywords: dialectics, synergy, nature, holism, formation.

V. V. Fedoryshin

The terrorist: basic determinants of activity

The article contains a common description of the terrorist's personality and the motives of his activity. According to the author's opinion young people striving for active life are often deprived of real opportunities to help their own country. As a result they take choice to use terror methods more frequently.

Keywords: fear, violence, terror, terrorism.

E. V. Gorinova

The social integration of migrants as the way for the homeostasis preservation of the recipient society and social synergetic approach in the sphere of migration

The article deal with the problems of migrant's social integration into recipient society as the way preservation of social stability. The social synergetic was used as a methodology basis for the research. The novelty of the research is embodies of using the theory of the self-organization complex systems for analyzing the social integration phenomena. More other this methodology considerers like the mechanism of the social administration in conditions of the social entropy. The results of the research can be useful for the educational process in the frames of such subjects as Sociology, Social Philosophy, and Theory of Social Work. At the same time such results will be able to apply in the area of the practical social work.

Keywords: migration of the population, social synergetic, social administration, self-organization systems, social integration.

I. G. Pendikova

Liberalization and culture intellectualization as factors of formation of design

The article by Pendikova I.G. «Liberalization and culture intellectualization as factors of formation of design» is devoted to consideration of liberalization and culture rationalization as factors of design, defining essence of this kind of the professional-creative activity and its social sense.

Keywords: liberalisation, culture intellectualization, social sense of design.

E. V. Dergacheva, T. P. Milcharek
Design in the system of spiritual culture

The article is dedicated to determination the essence signs of the design as type of the art and that power, which does the art general.

Keywords: the design, the art.

A. S. Skachkov
Philosophy and humanity

The globalizing world will aggravate the problem of philosophical subjectivity inevitably. The philosophy will be of great importance as socially-personal substantiation of humanity on a global scale.

Keywords: paraphilosophy, social philosophy, Universum, mankind, humanity

PSYCHOLOGY AND PEDAGOGICAL SCIENCE

L. I. Dementiy, A. V. Kolodina
Personality kinds for developing business career

In this article the structure of responsibility, values, career orientations and personality types of students who intends to build their career in business are considered.

Keywords: values, career orientations, responsibility, locus control, businessman, types of career.

E. V. Golubeva
Attitude to money of people with different income level

The work is devoted to the research of attitude to money of people with different income level. Income level as a factor of relation to money is considered. Peculiarities of attitude to money of people with different income level are defined empirically. The cognitive, emotional and behavioral components of attitude to money are revealed and compared with the groups of people with different income level.

Keywords: money psychology, attitude to money, income level.

A. V. Kaptsov, L. V. Karpushina
Community of values as a criterion of groups' formation for training of personnel

In the article some problems of formation of groups for training the employers are considered: features of the personnel, types of motivation of training, factors of efficiency of group training. The method of formation of group of training on the basis the axiological approach is offered. The new self-report questionnaire for diagnostics of personnel and group values is described.

Keywords: training of the employers, group, personal values, group values, diagnostics.

O. Yu. Masyagina
The development of social intelligence by forming style of interaction

In the article the author examines one of the aspects of development of the social intellect of children of 6 – 7 years old: the step by step formation of individual style of interaction with adult on the example of situation of education. The parents' role is emphasized in developing design or destructive styles in the context of the proposed situation.

Keywords: social intelligence, style of interaction, situation of education

I. I. Galiev, A. Y. Panychev, V. T. Cheremisin
The method of evaluation of scientific schools activity in railway universities

The article represents the method of scientific school activity evaluation in institutions of higher education. The results of five scientific schools activity evaluation are used as an example.

Keywords: scientific institution, activity estimation, criterion, Railway University.

A. E. Veretennikova
Importance of communicative culture for police staff

On the basis of deductive way of data presentation the article proves the topicality of the Ministry of Home Affairs higher education institution trainees communicative culture study. The logic of the research problem statement is also presented.

Keywords: communicative culture, Ministry of Home Affairs higher education institution trainees, law enforcers, communication theory.

V. I. Zhilin
The anarchic-existential utopia of a personality oriented education

The author views the philosophical-world outlook basis of personal oriented education. He proves anarchism and existentialism is utopian.

Keywords: personal oriented education, Utopia, self-organization, self-education, synergetics educational methodology, consciousness, locus of control.

L. B. Khaziyev
Ethno-cultural PR as a variation of pedagogical technologies of social and cultural activities

The article reveals the concept of ethno-cultural PR – a completely new direction in Russia. Ethnocultural PR, in the opinion of the author, is considered as a variety of pedagogical technologies, as well as a way of promoting national culture and language. As an example, the article discusses the various techniques of ethnocultural PR: social networks on the Internet, promotion the national culture through special PR campaigns etc.

Keywords: ethnocultural PR, PR-technologies, PR campaign, pedagogical technologies, national culture, Tatar culture, the Tatar language.

N. Kh. Knyazkina
The attitude to teenagers suffering mental frustration in sociocultural environment

In modern sociocultural environment the intolerance to teenagers suffering mental frustration is sometimes observed. This intolerance is expressed in some kind of discrimination, segregation, stigma. But the welfare environment is formed on the basis of humanistic and moral principles. In such environment which has overcome intolerance, there is possible a perfection of mentality of a teenager and its way of life.

Keywords: intolerance, stigma, discrimination, segregation, morals, humanity, mercy, virtue, compassion, humanity, tolerance.

N. N. Zavialova
Structure of parental love to a preschooler

The love of parents to a child has a structure. The article deals with the parental love of mothers and fathers to a child of preschool age. It has been shown that there is the specific character of the parental love to a preschooler. The specific character is prevalence emotions in parents love. One represents the investigation results showing the insufficient development of the cognitive component in the parents love structure.

Keywords: the parental love, parents love structure, the components of the parents love structure, emotional-sensitive, cognitive, behavioral, «My drop of blood».

PHYSICAL CULTURE AND SPORTS

Z. T. Usmanova
Mental regulation of teaching and professional activities of future specialist of physical culture and sport

The structure of mental regulation of teaching and professional activities of students of the institute of physical culture in its dynamics throughout teaching in higher education from the first to the fifth year of study is changing. It is proved that the central mechanism of mental regulation is the personal qualities that characterize the student's personality by the objective manifestations of students' attitude to teaching and professional activities determining the orientation of the individual.

Keywords: mechanism of mental regulation, personally-activity question, motivational-activity unit, objectively-activity indicators.

G. D. Babushkin, R. E. Salakhov
The influence of psychological qualities on development of technical skills of young sportsmen

In the article the results of pedagogical experiment on training of young sportsmen to reflection thinking are obtained. The positive influence of intellectual and psychological qualities on development of technical skills is shown.

Keywords: reflection, intelligence, intuition, thinking, memory, attention.

Yu. Yu. Rayanova
Formation of Gnostic competence on the basis of studying cognitive styles of students of sports high school

The article discusses formation of Gnostic competence; it underlines the importance of studying cognitive styles during vocational training of

students in sports high school. The material of the given work can be used during studying disciplines of pedagogical cycle in sports high schools.

Keywords: Gnostic competence, cognitive styles, students of sports high school.

I. A. Kutmina
The block-and-module methodology forming values and meaning of physical culture for schoolchildren of 7th-9th grades

In the article we prove the advantage of block-and-module methodology, its conditionality by the demands of the state and society to physical education at contemporary level of its modernization.

The block-and-module methodology forming values and meaning of physical culture for schoolchildren of 7th-9th grades may be used in educational institutions of different types rising the level of physical education teachers' competence.

Keywords: modern school, physical culture, unit-and-module method, innovation technologies, pupils, values and meanings.

I. P. Flyanku, A. A. Fomenko, A. N. Prieshkina, F. I. Razgonov
Comparative description of indices of physical health and morbidity in first year of study students of SibGUFK

The article contains an evaluation of indices and the level of physical health, functional status, adaptive ability and also the structure and the level of morbidity of first year of study students of SibGUFK.

Keywords: students, physical health, morbidity.

M. R. Gibadullin, Z. M. Kuznetsova, I. Sh. Mutaeva
Physiological indicators of schoolchildren of 5–6 grades in the sport-oriented physical education on the example of ski training

The article deals with the problem of 5–6 grades' schoolchildren's training on the example of sport-oriented physical education. The effect of ski training (16 hours per month) on the body of 10–12 years old pupils was studied. We examined schoolchildren of 5–6 grades. Experimentally grounded implementation of innovative technology of sport-oriented physical education on the example of ski training. It is shown that classes of ski training lead to a moderate acceleration of physical development, improve the functional reserves of the cardiorespiratory system and physical performance of pupils of 5–6 grades.

Keywords: physiological indicators, schoolchildren of 5–6 grades, sport-oriented physical education, physical performance, maximal oxygen consumption.

I. V. Maiorkina
The development of concentrating abilities and memory in children with mental retardation at primary school age using tools of sport orientation

The work analyses stability and selectivity of concentration in children (at the primary school age) with mental retardation. Moreover it analyses dynamics of cognition ability during the experiment using sport orientation.

Keywords: concentration, memory, mental retardation, sport orientation.

E. V. Mirgorodskaya
Professional training of future teachers of physical culture providing recreational orientation in preschool educational institutions

The article demonstrates the results of training of future teachers of physical culture providing recreational orientation sessions.

Keywords: training, future physical training teachers, health orientated classes, structural-functional model.

TEACHING METHODOLOGY

V. I. Trushlyakov, S. A. Surovikina, V. N. Sayutin
Development of satellite educational technologies for elite technical education

In the offered article questions of methodical and technical provision for elite education at study of fundamental disciplines on the example Newtonian mechanics of physics for the students of technical institution of higher education are analyzed. In contrast to known works where remote server with mathematical software is used in laboratory the authors offer a real laboratory unit. In adding to existent educational-laboratory base for the study of laws of Newtonian mechanics presented in departments of physics of institutes of higher education the use of scientifically-educational automatic space vehicles being on orbit is offered as remote laboratory option.

Keywords: elite education, satellite educational technologies, education, method, space education

A. P. Bolshtyansky, V. E. Scherba, I. S. Nesterenko
The organization of services of automobile at high school servicing station for cars

The article analyses expediency of creation at university of industrial practice division for improvement of quality of training of students in the sphere of service of motor transport. On the basis of the educational standard and the list of the modern specialized equipment the technological base of the enterprise is generated. It is offered two organizational forms of management - on the basis of structure of the university and use of concept «Enterprise of small business». It is shown, that the second organizational form has advantages in an initial stage of existence of the enterprise.

Keywords: automobile service, educational process, organizational basis

A. P. Zinkina, O. N. Stepanova, S. P. Schmidt
Organization of long-term education system in specialty «Social work» in medical rehabilitation institution

In the present article it is shown necessity for organization of social service on the basis of medical rehabilitation institution and introduction of system of continuous formation for experts in social work. The article is devoted to revealing of urgency of inclusion of students of a specialty «Social work» in the system of continuous formation for experts in social work on the basis of medical rehabilitation institution. The basic components of system are shown.

Keywords: system of continuous formation, medical and social work, biopsychosocial model of rendering of medical aid.

I. N. Suslov
Methods of motivation, stimulation and organization of moral activity of technical students in educational process of the department of foreign languages

Innovational experience in cooperation of teachers and students of the department of foreign languages of Omsk technical university is shown — it is the historical-linguocultural museum. It is the museum of antifascist struggle which was then called the Museum of Friendship. The Council of the Museum was created and then a few sections of it appeared. Conception: it is created for educational purposes, it must have systematic character.

Keywords: innovational experience, department of foreign languages, technical; university, cooperation.

I. N. Suslov
Regional course books for teaching foreign languages

Methodological substantiation of devising regional course books on language study in technical school is presented. Possibilities to use local history materials for developing system of regional course books (related to Siberia) are shown. Exercises and different intellectual tasks are described.

Keywords: regional component, region, national culture, ethnic culture, cultural knowledge, educational process.

E. V. Tsoupikova
The method of text interpretation with due regard for implication and double sense

The article presents to the reader the scheme of understanding the message got. The criteria offered are of adequacy, the components of adequacy are defined and characterized from the point of interpretation.

Keywords: Adequacy, presupposition, psychological image of interlocutor, logical and linguistic basis of interpretation.

O. V. Shalypin
The innovative models of teaching in artistic and pedagogical formation

In the article there is discussed the question of innovative models of education, which will help to elevate the learning process to a principally new level. Special attention in mastering the art creative activities should be given to the development of students' intellectual skills, which foster evolution from intuitive to maximally conscious of art process. In the article there is considered a possibility to employ the principles of programming education in art activities. The innovative methods of education in the universities should serve to find perspective aims, which can help raising the teaching level in the novel conditions, existing in our country's universities.

Keywords: innovative methods of teaching to art activities; development of the intellectual skills of students; the principles of programming education.

A. A. Bazhenov
Drawing on imagination as an additional means of understanding and systematization of graphic material

This research is devoted to the problem of improvement of drawing lessons efficiency at the faculties and divisions of art of higher and secondary vocational educational establishments. Active usage of drawing on imagination in addition to life drawing was suggested to develop students' knowledge about main characteristics of an object of drawing, to stabilize the conceptualization on the tasks of the drawing process, and to comprehend the graphic image development dynamics.

Keywords: life drawing, drawing on visualization; structure of an object of drawing; structure of the drawing process.

O. S. Titova
The profile mathematical training in rural district high school with the help of a distance education

This article examines senior pupils' problems of a profile mathematical training in rural district schools. The article proves that the usage of another educational institution's resources with the help of a distance education is the most optimum alternative of the profile training organization in the countryside. Means of the profile training are mathematical applied problems providing for the development of senior pupils' profile interests.

Keywords: profile training, rural district school, distance education.

E. A. Tebenkova
The concept humanizations of introduction in natural sciences at school

In the article the conceptual rules humanizations of introduction in natural sciences at school are submitted: the urgency is proved, the definition is given, the laws, principles are specified, the criteria of efficiency determined.

Key words: humanizations of introduction, humanization, in compliance with human nature, spiritual - ecological development, universal values.

M. V. Dengina
Theoretical and methodological basis of expression of junior schoolchildren in the process of musical education

Based on the study highlighted the pedagogical conditions for the expression of junior school children on music lessons in school with in-depth study of the disciplines of human cycle, the integration of music with the objects of humanitarian cycle of sectarian organizations and forms of extracurricular activities aimed at personal development of students' self-expression, subjects of the educational process, interaction with the institutions of supplementary education, visits to cultural institutions, the use of computer, multimedia learning tools are considered. The technique of expression on primary school children music lessons includes the use of: the integrity of a connection and relationship, modeling artistic and creative process, developed by us musically-anthropological method and techniques (improvisation, interpretation, intonation plastic, tactile sensations, theatrical stage Action).

Keywords: psycho-pedagogical aspect of self-expression, the theory of reflection in the categories music-anthropological approach.

CULTUROLOGY. ART HISTORY

A. I. Sukharev, A. P. Sukhareva, V. B. Krisa
Integration as a means of implementation of the system of a continuous fine arts education

In this article the multistage system of the fine arts education is studied. The key point of the article is the idea of implementation of the integrative approach to the content and the organisation of the learning process.

Keywords: integration, complex knowledge, creative work, fine arts education.

L. M. Dmitrieva, N. V. Shishova
Creative ideas formation methods

The article is devoted to the creative ideas formation methods. The initial orientation to the pragmatic parameters is typical to creativity. This is also characteristic of advertising which is considered to be the tool to the solving of customer's problems. Special attention is given to the investigation of the most widely-used techniques of creative idea search in advertising among well-known agencies.

Keywords: creativity, advertising, idea, investigation methods, agencies.

V. S. Chizhma
Mass media as a cultural subsystem

In the article mass media is studied in the system of culture as a result of creative and artificial human activity. Rise of information technologies in process and about the process of human activities is developed as a historical dynamics of information technologies in cultural framework. Mass-media is viewed as specialized technologies of modern culture. «Discourse-matrix» notion is introduced, which allows better understanding of virtual reality of global information culture. Self-organization of mass-media in social cultural space is developed.

Keywords: culture, mass-media, information technologies, discourse-matrix, self-organization.

V. M. Storozhenko
Problems and perspectives of tolerant relations in culture - ecological sphere

This article deals with the problems of tolerant relations in culture-ecological sphere. Preservation and transference of our ancestors' ancient traditions contribute to the revival of the cultural heritage in multiethnic environment. The generation continuity in transference of national traditions, culture and way of life plays an important role in the rebirth of national culture and supporting of international stability. Tolerant cultural ecological environment considers the cultural heritage protection and maintenance.

Keywords: tolerance, cultural ecology, cultural heritage, cultural continuity, traditions, ethnos.

REVIEW

I. P. Belozero
Review of study book by professor O. Yu. Paltasova, professor assistant O. V. Sergienko
«Crisis management. Financial modeling and bankruptcy diagnostics of an enterprise»