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Summary

HISTORICAL SCIENCE

Yu. N. Cryazhev

The last Russian empress - Alexandra Fyodorovna (The truth and fiction in Russian history)

The article is devoted to the life and activity of the Empress of Romanov's House - Alexandra Fyodorovna who linked her life forever with destiny of Russia and strongly entered its history. Probably you cannot agree with all approaches to this problem, all estimations and explanation of historic facts. However, the substantial part of work undoubtedly represents scientific interest not only for experts in the area of history of the families of Romanov's dynasty, but also for everybody who is interested in Russian history.

Keywords: the Russian imperial house, Empress Alexandra Fyodorovna.

I. V. Neupokoev

Extra duties of pre-revolutionary teachers (by the example of Tobolsk province at the end of 19th the beginning of 20th centuries)

This article is about of the motherland history and the history of people's education. This article is written on the archives files; it is devoted to different types of pre-revolution teaching, which is not only related to professional competences of a teacher.

Keywords: teacher, school hostel, agricultural courses, courses of beekeeping.

S. B. Sutorin

The interaction of economic mechanism with environmental protection: historical experience and problems of Angaro-Yenisei region (1960–1980's)

The article questions Soviet state environmental policy during the active industrial development of Eastern Siberia. The specificity of placing and development of productive forces, creation of large industrial units within the formation limits of the Angaro-Yenisei territorial and industrial complexes, as well as the influence of these processes on the environment are analyzed. Along with the above mentioned facts the social and economic consequences of managing in the northern areas of region are shown. The author gives the analysis of managerial staff public consciousness and social psychology and draws the parallel between the previous experience and the current state of the problems.

Keywords: an environmental policy, ecology, environmental protection, an economic mechanism, sanitary-protective zones, ecologically harmful production.

O.V. Blinova

Features of political activity of teachers of Western Siberia during the first Russian revolution (1905–1907)

This article is devoted to the revelation of behavior of teachers in Western Siberia in the years of the first Russian revolution comparing with Central Russia, their political and social position. The characteristic of the behavior of teachers is given on the example of three cities of Western Siberia: Omsk, Tomsk and Tobolsk.

Keywords: Western Siberia, history, teacher, public organization, professional association, political activity.

L. A. Volkova

Prerevolutionary historiography on the «Commission for composition of new coding project» of 1767–1768

Various aspects of the Great Commission of 1767-1768 in Russia are analyzed. Themes and conclusions concerning this problem typical of native historiography of the 19th and at the beginning of the 20th century are under consideration.

Keywords: prerevolutionary historiography, Commission, epoch of Catherine II.

E. V. Kucheryavenko

Basic principles of judicial body formation in Siberia in the end of XIX century

The article examines the impact of judicial reform in Siberia on staffing of court employees. The general characterization of the educational level of employees of the new judicial institutions and the criteria for selecting candidates for new positions that have appeared in connection with the interim rules. Policy selection is considered on the basis of correspondence between the chairmen of regional courts in identifying the main focus when deciding on the appointment or rejection of nomination.

Keywords: staffing, moral reputation, magistrate.

V. Yu. Chichulina

Russian and soviet history of role CTS (1929–1936)

The article is about Russian and soviet literature about the role of CTS in processor of Western Siberia's collectivization (1929–1936).

Keywords: CTS, collectivization, agriculture, history.

SOCIOLOGICAL AND ECONOMICAL SCIENCES

N. A. Tkacheva

Migration influence on social safety of region

Ethnic and cultural safety support is the most important factor of stability in the condition of the international migration processes complexity. The migration processes specialities, negative social-psychological and social-cultural results of immigration and the ways of resolve are examined in the article.

Keywords: social security, migration, ethnic and cultural conflict, the regulation of migration processes.

Z. Yu. Dorzhu

Tuvian family: trends of lifestyle

The article is devoted to the tendencies of Tuvian family's lifestyle on the broad historical background: including the period of Tuvian People's Republic (1921–1944), in the conditions of soviet period and its system crisis, in the contemporary conditions of Russian Society's reformation. The use of actual material and statistic data allow the author to follow this process in accordance with the changing role and place of woman-mother in the family, on different stages of the history of Tuva.

Keywords: Tuvian family, marriage, birth-rate, family policy.

N. E. Alekseev

Derivative formation of the category «demand»: economic aspect

The article is devoted to the issue of formation and development of the category «demand». It is considered the approaches to various schools of economy. It is showed that categories «demand» and «need» are not the same. The article also gives the author's interpretation of the category «demand».

Keywords: demand, value, availability, benefit.

O. V. Demidenko

Planning building streams

The problem of planning of materials stocks on a building site is considered.

Keywords: building stream, schedule of delivery, insurance stock.

V. B. Khitrintsev

Aspects of interaction of motivation of labour with information as economic resource, risk and vagueness

The problem of interaction between activity of a worker, by his motivation, with a vagueness and risk of the expected reaction from the hired worker on changing market conditions is examined.

Keywords: labour, risk, worker, teaching, motivation.

V. Yu. Epanchintsev

Agricultural integration prospects in dairy and product sub-complex of Omsk region

Situation with dairy and product sub-complex of Omsk region is analyzed in the article. Factors influencing upon the agricultural integration prospects in dairy and product sub-complex to specific character of Omsk region agriculture are determined by the author.

Keywords: dairy produce sub-complex, agricultural integration, dairy farming, dairy industry, agricultural holding company.

PHILOSOPHY SCIENCE

E. V. Karelina

Theoretical severity as a basis of conformity of the system and method

In the article is considered one of the important methodological problems in philosophy — a problem of the theoretical severity. In the work this problem is presented by means of an accurate (strict) parity of the philosophical system and the philosophical method. This question is fundamental because it forms theoretically harmonious philosophical system which is a basis of forming and development of a person and society. Discrepancy of the system and the method conducts to destruction of the philosophical system and impossibility of its use by a person in validity knowledge. In the article is proved that conformity of the system and the method is carried out on the basis of two philosophical methodologies: metaphysical and dialectic methodologies, and combination of two methodologies conducts to infringement of theoretical severity and impossibility to use the philosophical system in world knowledge, in forming of the scientific theory, the religious concept, in ordinary knowledge, and also in the course of forming of individual and collective outlook.

Keywords: system, method, theoretical severity, dialectic, metaphysic.

I. A. Golsky

The symbols of flora showing human respect to the world

The study concludes that the symbolism of the flora is representative of the strategic model of structuring the relations of a man to the world. Essential base complexes of characters flora in culture, their value-semantic parameters, cognitive potential, dynamics of being their meanings can be grasped by means of binary oppositions. Philosophical analysis of characters flora shows that the variety of meanings meet basic human needs — be aware, to experience happiness.

Keywords: character, flora, binary opposition, modeling.

Yu. A. Liberov, A. F. Scheglov

Patriotism: basis and estimation. Theological (Christian) aspect.

In the article patriotism fundamental basis from the point of view of Christianity: love, faith, selflessness are considered. Rapport of faith and patriotism is analyzed. The relation of Christians to patriotism is explicated on the basis of the Holy Writ.

Keywords: patriotism, faith, love, self-denying, God, spirituality.

Chuanlin Na

Value demarcation of political parties in contemporary Russia

Political value of political parties is basic conception on the organizing principle and building society of political parties. By political value political parties orientate their political activities and make political decisions. From the point of difference between political value of political parties in contemporary Russia, and by the Program of Duma election in 1999, 2003 and 2007, author researches the difference of political value of 2 political parties: United Russia and Communist Party. The difference between political value of political parties in contemporary Russia is still similar. It is called Centralism of political value of political parties .

Keywords: political value of political parties, context analysis method, centralism of political value of political parties.

K. Zh. Nagapetyan

Russian communism in language space

The socialist revolution in Russia can be considered as a sign and significant phenomena which have touched all sides of life of society. The cultural transformation, taking place in the epoch of socialist transformations, has left a deep mark on consciousness and attitudes of Russian people. The Russian communism based on dictatorship of a world view, was the orthodox

doctrine, obligatory for all people. Thus, everything that left to the individual to live in the conditions of similar dictatorship and behave according to the norms specified by instructions. The given dictatorship included the whole system of effective management methods in public weights, having as the basic tool Russian language reality.

Keywords: a language reality, outlook, Russian communism, the Soviet ideology, life of the imagined.

E. A. Filimonova

Interaction in material culture: technical aspect

The article is devoted to the problem of evolution of technics in the context of interaction of cultures from archaic societies to the present time. Author reveals the cores conditions of interaction of technics and formulates features of interaction in technics sphere.

Keywords: technics, interaction of cultures, technical progress.

PHILOLOGICAL SCIENCE

T. V. Dolgova

The actuality of students' acquaintance with the basics of comparative linguistics in nonlinguistic institutes

The reasoning for comparative linguistics' introduction in nonlinguistic institutes is shown in the given article. The basic aspects of phonetic, morphologic and syntactic systems of English and Russian languages are also presented.

Keywords: comparative linguistics, typology of English and Russian languages' systems.

S. E. Gruenko

French fashion in German culture and language (on the examples of the Middle Ages)

The French borrowings in the sphere of German fashion are considered in the article. Particular extra linguistic factors (French influence upon the development and costume formation of Germany, linguistic, social and political contacts, historical events) that are the reasons of borrowings are described in this research. The chosen words are presented different lexis (clothes, footwear, hair dress, etc.).

Keywords: relationships between France and German, the history of costume, European mode, items of clothing, French borrowings.

E. V. Stozhok

Term, notion and meaning

The notions "term", "notion" and "meaning" are viewed in the paper. Their relation is analyzed. All the aspects of these notions are completely examined.

Keywords: term, notion, meaning, terminology.

R. A. Usmonov

Connectivity as a component of complex analysis of Tajikistan's officials public speeches

In the article it is shown that numerous means of semantic and formal connection of statements in texts of public statements are exist. Most of all the communication means of offers in written texts, in particular — in texts of business communications are considered.

Keywords: actions, a syntactic link, verbs, connection possibility, a complex analysis.

E. W. Kerber

The structural classification of terms-synonyms (on the base of German economic terminology)

The article is devoted to synonymy of German economy terms. Structure of these terms is considered. The basic types of synonymy appeared due to different methods of term building are analyzed.

Keywords: term synonymy; term structure; monolexeme terms; polylexeme terms.

PSYCHOLOGICAL AND PEDAGOGICAL SCIENCE

A. M. Zaviyalov, M. A. Fedorova

The system of technical university student training for scientific work: substantiation and suggestions

New circumstances of higher education system functioning require the development of substantiated management decisions for the improvement of students' scientific work. The complex program of students-researchers training, which has been offered for The Siberian Automobile and Highway Academy, is presented in the article.

Keywords: students' scientific work, "student-researcher" title, magistracy, post-graduate study, communicative skills, continuity of research and educational specialists training

S. G. Chukhin

Civil self-realization of the future expert in the conditions of a secular education in high school

The phenomenon of civil self-realization of student's youth is caused, first of all, by creation of pedagogical conditions for civil self-identification of the person of the future expert proceeding from historical and political and legal positions of ideology of a modern civil society. The solution of this problem assumes creation of the educational environment allowing young men to realize the civil initiatives on transformation of social and economic sphere of region, as consequence — to carry out civil self-realization.

Keywords: a civil society, a secular education, civil socialization and self-realization.

S. N. Golikova

Features of civil identity of teachers

The article contains results of theoretical research of the author on a problem of formation of civil identity of teachers in their independent vocational training. The attempt to reveal feature of civil identity of the teachers, defined by their role in a secular education is undertaken. On the basis of positions of philosophy, sociology and psychology the maintenance of civil identity used in educational processes is considered. The author forms own definition of the concept «civil identity of the teacher». The practical importance of scientific elaboration for Omsk Region is in the present-day problems of development civic pedagogical identity in regional educational system.

Keywords: civil identity, formation, the teacher, competence, a social role.

O. V. Skurko

Relations between the concepts of "leadership" and "guidance": the modern view on the problem

Various approaches of leadership research to the definition of concepts "leadership" and "guidance" were considered in the article. The author, following the position of the modern world science, offers not distinguish these related concepts, but gradually draws them together, taking into consideration the tendencies of modern life.

Keywords: leadership, guidance, formal and informal leaders, manager, impact.

L. A. Andrievskaya

Geometry phenomena as means of non-standard thinking development

The article deals with some peculiarities of the development of students' creative ability by means of graphical courses as «development courses» and its application in scientific and designing activity.

Keywords: design, geometry model phenomenon, unconventional thinking, creative ability.

D. A. Shpakin

Specific issues of setting and running key competences of senior students in secondary schools in Israel

In the article is described the complex of pedagogical conditions which were created in secondary schools of Israel for the forming of the key competences of school-leavers, firstly, their functional competence. These school-leavers demonstrate a high level of preparing for an independent life, i.e. they have an experience of development and realization of some individual educational routes they have communicative skills and skills of job placement, can protect their civil rights, deliberately long for military service. The forming of the key competences is organized in the way that a senior pupil himself will be interested in this process.

Keywords: supervision, functional accuracy, key competences, project methodology.

E. V. Kadola

Pedagogical modeling of creative interaction between a teacher and preschool children in projects

The article focuses on a problem of designing a model of creative interaction between a teacher and preschool children in projects in person-centered approach to education. The author models key elements of creative interaction, the result of its implementation.

Keywords: creative interaction, preschool children, project work.

PHYSICAL CULTURE AND SPORT

A. Yu. Bliznevskiy

Current regulatory framework of physical culture and sports

Based on a review of the federal law on physical culture and sports, the article analyses regulatory framework for sports and recreational industry. The article defines baseline federal government regulations, which should guide sports and physical culture agencies in the constituent territories of the Russian Federation.

Keywords: physical culture and sports, law branch, regulatory framework, Russian national registry of Sports, Unified all-Russian Sports Classification.

Yu. V. Vorozhko, E. S. Lubina

The development of Russian science in the area of physical culture and sport in 1960–1970s

This article deals with the basic features of the development of Russian science in the area of physical culture and sport, the directions of scientific research and development of Soviet system of physical training during 1960^s – 1970^s.

Keywords: history, science, physical culture and sport.

I. P. Flyanku, A. A. Fomenko, A. N. Prieshkina, F. I. Razgonov

The construction of models of sickness rising and poor progress of first year students of Siberian State University of Physical Education and Sport.

The paper deals with the risk models of sickness rising and poor progress of first year students of Siberian State University of Physical Education and Sport during adaptation period to the educational process at higher educational institution

Keywords: sportsmen, morbidity, progress, adaptation, factors of way of life.

S. O. Zakamomyi, V. N. Smolentseva

Dynamics of competence formation in prevention and correction of aggressive behavior of sportsmen at students of sports high school

In the article is analyzed the manifestation of aggression in sports practice, opinions of trainers about aggressive behavior of sportsmen and problems that arise in connection with this phenomenon. The technique of diagnostic expertise in the prevention and aggressive behavior of athletes, which can be used in the studying of trainers and students of sports high school is developed. The level of competence formation in prevention and correction of aggressive behavior of sportsmen at students of sports high school and its dynamics at different courses is analyzed.

Keywords: aggressive athletes, prevention and correction, trainers, students of sports high school, vocational training process, competence.

N. V. Zaluzhnyi, V. N. Konovalov, Yu. V. Yacin,

The influence of training loads on high skilled boxers' physical condition and typological features of neurosystem at the precompetition mesocycle

The research purpose is to evaluate the training effect during the training process and degenerating in the growing of the indexes of the special physical preparing of the high skilled boxers who differ in typological features of neurosystem. The typological features of characteristics of neurosystem of 26 boxers in the weight categories 57 kg, 60 kg, 64 kg was determined. All boxers had similar program. The valuation of the special physical preparing components was on the training simulation "Kicktest-100" at the beginning and end of the precompetition microcycle. It was defined that the training program of the precompetition microcycle had different influence on the high skilled boxers' special physical preparing who differ in typological features of characteristics of neurosystem. The researching of the training effect allowed to elaborate the training cycle models, considering the regular assets links of the base and special preparing and specific features of the boxers neurosystem demonstration.

Keywords: individualization, the typological features of characteristics of neurosystem, the basic and special asset of the training, the indexes of the special physical preparing, the loading.

Yu. Yu. Krikukha

Optimization of technical and tactical arsenal in a change of relations of length and body proportions wrestlers of Greco-roman style

On the basis of scientific publications, which are connected with the classification of physique athletes in this article adopted the concept of three types, characterizing the body proportions of the wrestlers in his weight class. The model is proposed for recommendations of Greco-Roman style wrestlers with different length and body proportions.

Keywords: technical and tactical training, individualization, Sports perfection

Yu. Yu. Krikukha, A. V. Mischenko

The development of power component of special endurance qualified athletes with the burdening weight of his body

This article describes the overall performance of training loads in the process of organizing of training process of various exercises.

This article presents an assessment of physical fitness before and after the experiment and the dynamics of performance benchmarking, team members of the Omsk region in Greco-Roman wrestling.

Keywords: Greco-Roman wrestlers, strength endurance, Indicators of general physical fitness.

A. G. Ushakov

Research of influence of training mesocycles used for increase of endurance

In this work the influence of training mesocycles on functional condition of organisms of football players at the stage of sports perfection is studied. On character of cumulative training effects the safe loads developing endurance are defined.

Keywords: training loading, mesocycle, training effect, endurance.

N. G. Tsilke, G. P. Bezmaternykh

Gaining special skills by students of a course in athletic high school when doing gymnastics

Using special exercises of gymnastics in combination with traditional exercises reduces the time of mastering and raises the quality of gymnastics exercises for all students of general course in an athletic high school.

Keywords: gymnastics, special exercises, students of athletic high school.

N. A. Shmyreva, N. S. Panchuk

Health saving I-concept forming among university students (theory and practice)

Getting a job, a former student is medically examined, that is the prove of employer's interest in professional suitability of a future employee, who must be skilled, experienced and healthy. Thus, one of the main goals of higher school, from our point of view, is establishing conditions under which students can change their attitude towards health and be responsible for understanding the role of health in their future life.

Keywords: theory, practice, I-concept, university students.

TEACHING TECHNIQUES

G. I. Sechkin, I. V. Sechkina

The concept of the unified mathematics and methodology in teaching mathematics

In the article the authors use Aristotle's categories to substantiate new definition of mathematics and synthetic approach in teaching of mathematics.

Keywords: definition of maths subject, synthetic approach.

A. D. Novikov

Neighborhood of the point as the main tool of function analysis on its decrease and increase

The analysis of traditional approach to the study of functions on its decrease and increase is done. This article concludes that there are some contradictions. Alternatively, the author offers a new concept, tools and study design features on the decrease and increase of functions, meeting the requirements of consistency and completeness of the theory and classify domain of the function.

Keywords: method of teaching mathematics; increase, decrease, constant functions, the study of functions, fundamentalization mathematically education

N. N. Zepnova, O. V. Kuzmin

The peculiarities of teaching of discrete mathematics in higher technical education institution

This article is devoted to the methods of discrete mathematics teaching in technical university. The methodic peculiarities of teaching of discrete mathematics: theory of sets and Boolean algebra are in focus. The article can be useful for teachers of technical institutions.

Keywords: methods of teaching, technical university, discrete mathematics, set theory, Boolean algebra.

N. A. Kazachek

Number line in professional training of the future mathematics teacher in comparative description

The paper presents comparative description of teaching number line to the future teachers of mathematics in two higher educational establishments: Zabaikalsky State Humanitarian Pedagogical University named after N.

Chernyshevsky and Omsk State Pedagogical University. The author provides the analysis of the curriculum from the point of view of studying numeric systems. Several peculiarities of organizing the teaching/learning process in higher educational establishments are pointed out.

Keywords: number, number line, numeric system, future mathematics teacher.

N. D. Shatova

About readiness of students of pedagogical higher educational institute for organization of reflex activity of schoolchildren

In the article the actual problem of pupil reflex activity is studied. The author produces the analyses of the psychological — pedagogical research about development of students' reflection and it is shown a necessity of formation of readiness of graduating pedagogical universities students to for reflexive pupils' activity.

Keywords: a reflection, an organization of reflexive activity, readiness of graduating pedagogical universities' students for organization of reflexive pupils' activity.

I. A. Kutnyaya

The organization of self-education of students of technical colleges at studying of a course of general chemistry

In the article self-education of a student in modern conditions of development of a society is considered, its psychological and pedagogical analysis is resulted. Some recommendations about the organization of the process of self-education of students of technical colleges are presented at chemistry studying.

Keywords: self-education, self-educational activity, self-development, independent work.

N. A. Guliyev, O. V. Lukina

Technology of social and cultural design of the manager of regional tourism

The modern tourism industry needs competent managers who must focus on the needs and opportunities of the region. Social and cultural design of the manager should include the receipt of social order, which is formed on the basis of analysis of travel characteristics of the region and the study of social and cultural situations. A manager training should be based on formation of social and cultural competences.

Keywords: tourism, manager competence.

H. V. Tsoupikova

Text interpretation as a training on information to knowledge processing

The article is devoted to the viewing of the main models of actions with the text information in order to work it out to knowledge and its reaching. The author offers some classifications of interpretation skills and the system of tasks for their development.

Keywords: information, knowledge, interpretation skills, logical operations with the information.

G. A. Salavatova

The usage of tendencies of development of art products made of leather for studying decorative applied art

The last years in the technique of teaching of arts and crafts the interest to revival of national crafts has increased. The research on the problems of domestic culture of different people which expresses steady predicative typological definiteness of a concrete historical epoch, to development of culture of the certain people began to appear. The history of each ethnos forms unique cultural space and the way of life embodying base representations of an epoch about culture and life. Studying the daily occurrence embodied in forms of the organisation of surrounding space, in the forced creation of subjects of utilitarian assignment, in creation of dwelling, clothes enters the handicraftsman in spiritual need to alter and decorate household goods, competent application of experience of a folk art, enters methodic and scientific character of a national applied art into a problem field of a modern science.

Keywords: a teaching technique, art processing of a skin, preparation of the expert.

E. A. Kalt

The adaptive mathematic teaching model for the highest pedagogical attention's students

This article is devoted to the questions of mathematic educational process organization in the highest pedagogical attention's classes. The author develops the theoretical model of adaptive mathematic teaching organization for students of these groups, where the main components are the educational tasks and the didactic games.

Keywords: an adaptive educational system, the highest pedagogical attention's classes, an educational task, a didactic game.

Physics teaching methodology

T. A. Aronova, I. A. Drozdova

Application of memory maps in teaching of general physics in technical college

We consider the use of Memory Map in the process of teaching of physics at technical college. The aim of the new technology of Memory Map are the development of logical thinking in students and optimization of their self-pa-bots. We present the results of evaluating the effectiveness of the use of Memory Map in the learning process.

Keywords: Memory Map, the teaching of physics.

L. F. Kalistratova, N. P. Kalistratova, V. K. Volkova

Introduction of information technology in the course «Special chapters of physics of solid body»

Application of some information technology in the course «Special heads of physics of a firm body» is considered. Among them creation of multimedia lectures and manuals, a complex of usual and virtual laboratory works, test control of intermediate knowledge, electronic examination.

Keywords: multimedia lecture, the test, electronic examination, the abstract, the computer.

L. F. Kalistratova, V. K. Volkova, N. A. Prokudina

Application of electronic testing in examinations

The results of research on early passing an examination on the physics during session are considered. The analysis is carried out and recommendations about increase of progress of students are offered.

Keywords: electronic examination, consultation, progress, quality, physics.

O. Yu. Pavlovskaya, V. I. Surikov, Vad. I. Surikov, A. G. Turovets, N. A. Prokudina

Students' self-work in OmSTU on Chair of Physics

The problems of self-work, which could increase the motivation of engineering students to study physics are discussed in this paper. On the authors' opinion, motivation increasing means may include utilization of the technical teaching facilities, creation of the especial computer text-books, slide-lectures, studying test materials etc. On the other hand, involvement the students in competitive solving the physical problems such as Olympiads of various levels, increases the students' creative abilities as well.

Keywords: self-work, motivation to study, technical teaching facilities, computer text-book, slide-lecture, test materials, Olympiad, creative abilities.

CULTUROLOGY. ART HISTORY

G. Yu. Osmankina

Art and society ideals in Platon's doctrine

Platon paid much attention to the value of art in society life. He considered that on the way of life of citizens and customs it is possible to judge public morals.

Keywords: Platon, art, ideal

A. I. Sukharev, O. V. Shalypin

The ways of development of pedagogy of portraiture

The article discusses possible ways of development of pedagogy of portrait art, which focus not only on the transfer of the appearance of a particular person, but also on search for the expressive possibilities of creating an artistic image.

Keywords: portraiture, artistic creativity, unity of color and harmony, object color, rhythm in painting.

R. N. Ivanov

Problem of identity in conditions of mass culture

In the article problem aspects of designing of identity are designated at modern domination of the mass culture in the world, and also losing specified characteristics in the conditions of subculture plurality.

Keywords: mass culture, identity, subculture, virtual, traditionalism.

M. V. Legenchenko

Some of the aspects of creating museum web site

This article analyzes museum's features as a cultural phenomenon, basic aspects of the museum web-site design and supporting. This paper addresses to museum professionals who is resolving museum web-site development problems. Also it will be interesting to all people interested in museology. This work has some helpful museum web-site design and supporting practice recommendations, that helps build high-quality museum web-site.

Keywords: web-site, museum web-site, museum communication, museum resources, cultural communication.

ADVRETIISING

E. A. Statkevitch

Speech strategies and tactics of modern radio advertising

The article represents the analysis of advertising strategies and tactics that are widely used in modern radio advertising technology. These strategies made the information more efficient.

Keywords: represent, advertising, technology, efficient.

Уважаемые коллеги!

Омский государственный технический университет приглашает принять участие во II Региональной молодежной научно-технической конференции «ОМСКИЙ РЕГИОН – МЕСТОРОЖДЕНИЕ ВОЗМОЖНОСТЕЙ», которая состоится 14 – 17 апреля 2011 года в Омском государственном университете путей сообщения и выставочном комплексе «Континент-2».

Целью конференции является выявление лучших научно-технических проектов молодых учёных для финансирования Фондом содействия развитию малых форм предприятий в научно-технической сфере (конкурс «У.М.Н.И.К» <http://www.fasie.ru>).

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