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## SUMMARY

#### HISTORICAL SCIENCE

**A. G. Dianov**

##### **Auditing activity of the Siberian working-peasant inspection at the first stage of the New Economic Policy (1922). Part 1**

Basic directions of auditing activity of the Siberian working-peasant inspections are considered at the beginning of the New Economic Policy. The methods of their work changed under conditions of development of market relations are presented. The reasons for predominance of inspection constituent are exposed in activity of working-peasant inspections. The special attention is spared work on reduction of state machine.

Keywords: new economic policy, working-peasant inspections, audit, inspection, state machine.

**S. G. Sizov**

##### **Omsk daily life in «Post-War Stalinism» years (1946 – March, 1953)**

In the article features of a daily life of Omsk in the first post-war years (1946th – March, 1953) are considered. Problems of an accomplishment of city, transport development, social conditions of a life of townspeople, trade, culture, social security are studied.

Keywords: daily life, accomplishment of city, social conditions, trade, transport, cinema

**I. I. Krott**

##### **Agricultural policy of the anti-Bolshevik government in the East of Russia and the restoration of the law rights of the landowners (May – November, 1918)**

The agricultural policy of the Western Siberia Commissariat and the Provisional Siberian Government has been analyzed on the basis of archives and published sources. The author describes the mechanism of the landowner's law rights restoration.

Keywords: Western Siberia, Commissariat, Provisional Siberian Government, agricultural policy, agricultural undertaken farming, private property lands.

**V. V. Nefyedov**

##### **Final of the regime of SED and culture life in the GDR (end of 80-th)**

In the article written by V. Nefyedov there is analysis of culture human factor and the role of SED in culture, people freedom and extension of personal gift in the GDR.

Keywords: people freedom, East Germany, socialism, Honecker.

**E. S. Salnikova**

##### **The features of the exile to Yakutiya in the second part of 19<sup>th</sup> century**

The article is devoted to the exile to Yakutiya in the end of 19 the century. The exile in Siberia was a severe punishment especially in this region because of the inclement climate. According to the law, in that time the region's inhabitants had to spend there money for the keeping of the exiled in the areas of colonies. Besides the members of religious sects, Jews and political criminals were exiled there. Their living had some particular features.

Keywords: an exile, Yakutiya, criminal exiles, colony, Jews

**O. V. Chudakov**

##### **Drafting of the budget expenditures by the municipality government in Siberia during the First World War (1914–February 1917)**

The main trends in the formation of the expenditure part of the budgets of municipal government in Siberia during the First World War (1914 – February 1917).

Keywords: First World War, the city government, fiscal policy, expenditure.

**A. V. Kir'yash**

##### **Railway transportation role in the formation of cultural space of Siberia in 1890–1917**

The conditions and the factors of cultural space formation of the Siberian region (the end of XIX – the beginning of XX centuries) under the influence of the Trans-Siberian highway building and operation are being investigated in this article. Such components of cultural space as education, library science, book culture, theatre, musical culture are studied. The experience of the studied period has a big practical value in the conditions of railway transportation system reforming in modern conditions.

Keywords: culture, railway, Siberia, education, library.

**V. V. Panova**

##### **The state policy for banks and the companies in the Western Siberia in the end of the XIX – in the beginning of the XX centuries**

On the foundations of research we can determine the type of banks functioned in the Western Siberia in the end of the XIX – in the beginning of the XX centuries. There are the city banks and the companies of mutual credit. They perform different types of operations.

Keywords: finance and credit system, Western Siberia, credit institutions, city banks, company of mutual credit.

**K. O. Bekishev**

##### **The role of the Commonwealth of Nations in solving the grain lack problem in after war period**

The article first highlights the process of development of virgin and fallow lands of Siberia and adjoining areas of northern Kazakhstan, case study Kokshetau and Omsk regions from 1954 to 1956. The author deals with the development of virgin lands as one of the main strand of the agricultural policy of the Soviet state, which is important in the present, as an outstanding feat of the Soviet people, bearing the national character.

The author pays much attention to the development of state guidelines for regional land-use as well as to its drawbacks, which led to the known adverse effects (soil exhaustion, shallowing of local waters, depauperization of flora and fauna, etc.)

The article deals with the role of science on the intensification of agriculture, the meaning of melioration, as the main means of radically improving both new and old land, and the role of scientists in the application of advanced agricultural technologies (the selection of durum wheat and other crops, the zoning and the increase of their productivity). The author attempts to disclose the historical roots of the friendship of the peoples of the USSR, the traces of its development and the strong cultural ties between different nationalities.

The article describes the comprehensive assistance of the Soviet peoples, with machines and human resources, to Siberia and northern Kazakhstan, where virgin and fallow lands were cultivated.

Keywords: agricultural policy, land, melioration, selection, zoning.

**L. A. Kudrinskaya, M. I. Leskinen, A. E. Kolmakov**  
**Idea of models of economical behavior as a risk factor**  
**in Russians' perception**

The article deals with the scientific research of the Russians' attitude to the economic phenomena. The main forms of Russian people's delusions towards the typical economic phenomena are analyzed in the article. The historical and psychological reasons, which have influenced on the Russians' attitude to the economy and on the peculiarities of the economic behavior of the Russians, are introduced by the author. The article also presents the main problems, which prevent the integration of Russian economy from coming into the world economy.

Keywords: economical behavior, attitude, risk factor.

**N. N. Peshkova**  
**Traditional and innovative forms of charity in Russia**

In the article various forms of charity in Russia are considered: traditional forms of charity: mercy, handout, philanthropy, the donation, donative exchange, patronage of arts, the sponsor, the volunteer. Innovative forms of charity for Russia are endowment, fund-raising, sponsorship, venture charity and social service.

Keywords: charity, innovative forms of charity, social service.

**M. V. Stankova**  
**The social policy as a background of social work in Canada**

This article analyses the process of formation social policy in Canada in the field of public health (including psychiatrics) and its relationship with social work. Novelty of work is proved by an insufficient level of study of achievements of foreign social work in our country. Conclusions of article are recommended to be used in educational course for training of experts on social work, and also in the practice of social work in psychiatry including Omsk region.

Keywords: social policy, social work, medical insurance, public health, psychiatry.

**V. A. Shelkovskiy**  
**The modernization project as the universal way of social**  
**development in the post-war period (the 1940–1970s)**

For the modernization of the domestic economy, social and political spheres, it is necessary critically revise foreign experience in the post-war period. During this period, the process of modernization has been especially intensive in former colonial states. Developing countries, moving on a universal way of modernization, elaborated their own «catch-up» models development. For Russian society the greatest experience is represented by new industrial countries, which laid the foundation of success by that time. For the Omsk region especially significant can be regional and local experience of modernization.

Keywords: modernization, post-colonialism, catch-up model, development, economic nationalism.

**L. A. Kudrinskaya, A. V. Karpunina**  
**Charity and fundraising abroad (by the USA example)**

The article is devoted to charity in foreign countries. An experience of charity and fundraising in the USA is described in the article.

Keywords: charity, fundraising, the USA.

**Yu. S. Plotnikova**  
**The characteristic of demographic indicators of longevity in Russia,**  
**Omsk region and the city of Omsk (1959–2008)**

In the article the statistical indicators of longevity calculated by the author are presented for Russia, Omsk region and the city of Omsk for all kinds of population, men and women, city and countryside population. Tendencies of dynamics of longevity during the period from 1959 through 2008 are revealed.

Keywords: longevity, index of longevity, aging factor.

**V. F. Potudanskaya, I. V. Tsygankova, E. A. Kipervar**  
**Increasing the quality of labor life as a way**  
**of Omsk region development**

The article examines the quality of life as one of the perspective way of Omsk region development. The authors produce the main components of QOL complex estimation; analysis of the specificity of Russian conception of QOL and social and economical position of Omsk region employees. The article also suggests some directions and measures to

increase the quality of life, which are of great importance not only for an employee and business, but also for the region labor potential development.

Keywords: quality of life, labor potential, labor efficiency, payment for the labor, employment.

**O. Yu. Patlasov, K. A. Begisheva**  
**«Social elevator» system in the penal legislation system reform**  
**in Russia**

The article analyses the innovations in the reform of institutions for sentence execution – «social elevator» mechanisms. It presents the mechanisms of work incentives in convicted persons under the reform of institutions for sentence execution. It also proposes the adjustment of the labor legislation for special groups including introduction of the relevant article into the labor legislation of the Russian Federation which is to regulate peculiarities of labor relations of convicted persons and of elimination of law conflicts.

Keywords: «social elevators», convicted persons, labor activity of prisoners, work incentive of convicted persons, reforming of institutions for sentence execution.

**S. V. Biryukov, E. Yu. Biryukova**  
**Competitiveness and quality in marketing strategy**

In the article concepts of «competitiveness» and «quality» are revealed. The ways of increase of the level of competitiveness on the basis of quality management is considered.

Keywords: competitiveness, quality management, competition, competitions.

**V. M. Pomogaev**  
**Informational support for innovation in agriculture of Omsk region**

The article is devoted to providing the information to support innovation activities of agricultural enterprises in Omsk region. The article provides information infrastructure and, in particular, its interactive-valued component as one of the major components of the system to support innovation. The analysis of informational support at different levels suggests its lack. The proposals for development of infrastructure and requirements for information resources are formulated.

Keywords: innovation, innovation, information integration, information infrastructure, innovation, scientific and technical progress.

**M. V. Reshetova**  
**Economic space security – technological and social aspects**

The article analyzes theoretical and methodical issues of country economic security by specification of modernization course and reproduction process theory.

Keywords: economic security, economic space security, human potential, fixed capital.

**K. Eh. Safronov**  
**New scientific direction — economy of accessible environment**

In the article the new scientific direction — economy of accessible environment considering availability as the public goods and studying the influence of availability on development of economy and efficiency of the investments is considered. By the example of the state program «Accessible environment» for 2011–2015, the methods for formation and estimation of the efficiency of various measures on formation availability of environment are considered.

Keywords: factors of manufacture, poorly mobile groups of the population, economy accessible of environment, public goods.

**G. A. Dremina**  
**Specific features of budgeting system formation**  
**in holding structures**

Theoretical and practical aspects of the formation of budgeting system in holding companies are studied in the article. The role and place of budgeting within the system of management have been established. Typical problems arising at organization of budgeting process into holding structures are analyzed. Factors determining specific features of the modeling of budget systems for various types of holding companies have been revealed. Practical recommendations are suggested for the development of corporate strategies in holding companies of Omsk region.

Keywords: budgeting system, holding, business processes, financial structure, centre of financial responsibility.

**L. F. Smotrova**

**Nature of modern consumption: different aspects in theory and practice**

The article is devoted to the key points (from the point of view of the author) of the building and development of theory and practice of personal consumption. There is a number of aspects and the example of rating of the provision of long using commodities in the districts of the Siberian federal region.

Keywords: personal consumption, rational consumption, demonstrative consumption, regional consumption.

**N. B. Khasanshina**

**Waves of corporate integration and market development factors of corporate control at the present stage of globalization**

In the article is given the general characteristic of the corporate integration wave concept, the most essential features of each wave of mergers and absorption reveal. The author specifies the maintenance of the neoliberal globalization model, and also shows its influence on markets of corporate control development in the conditions of the new type information economy formation. In the article in the first time are generalized modern classifications of the influencing integration processes factors in corporate sector of the economy. The author proves special value of the megafactors group in the exit processing of the global economy financial and economic crisis. In the article the structure and megafactors are analyzed promoting intensification of world and Russian M&A markets development at the present stage of globalization.

Keywords: Merges and Acquisitions, waves of corporate integration, corporate control markets, megafactors of markets M&A development, globalization, transboundary transactions.

**A. A. Miller**

**Scientific prerequisites of regional equity market development**

The article is devoted to examination of regional equity market development prerequisites. The author systematizes points of view on regional equity market. Direction of further regional securities market research and its practical importance are determined.

Keywords: securities market, region, economy, development, research.

**N. V. Kyznetsov**

**Historical aspects of state regulation of foreign investment in Russia**

The main object of the study is state regulation of foreign investment in historical retrospect. The problem of the bipolar effects of foreign investment on the economy of Russia is considered, besides the author emphasizes the importance of control functions of the state in foreign investments. The regulatory framework governs the interaction of legal persons - subjects of Russian and foreign organizations. The concept of foreign direct investment, government regulation is defined as a priority for domestic economy.

Keywords: foreign investment, government regulation, investors, foreign direct investment.

**PHILOSOPHICAL SCIENCE**

**V. A. Evdokimov**

**Mass media and the values in politics**

Participation of mass media in formation of the values in politics and its interaction is considered in the article. The author analyzes some conflicts of the values in the media, regards the opportunities of emergence of media culture. The article may be of interest to researchers into the values in contemporary politics.

Keywords: values, mass media, politics, conflict.

**V. P. Bezborodov**

**Structural definiteness of the USSR and Post-Soviet Russia**

In the work the attention to finding-out the concepts is paid to the following: epoch, formation, civilization, socialism, global transitive epoch, social culture. During modern transitive epoch there is a replacement of formation development stages to post-formation. Economic relations of the property from the basics are transformed into cultural-information dependence, legal and imperious relations.

Keywords: epoch, formation, civilization, socialism, stages of development of Russia in XX – XXI centuries, global transitive epoch.

**T. P. Mil'charek, N. A. Mil'charek, L. V. Tsatsul'nikova**

**Stages and direction of studies of early experience of philosophizing**

This article summarizes and systematized the opinions about specifics of philosophizing in people aged under 18.

Keywords: early experience of philosophizing, children's philosophizing, reflection, and conscious thinking, critical thinking.

**A. V. Gorina**

**Scientific and philosophic and anthropological expertise: identity and differences**

The article is devoted to the problems of searching expertise and its typology. In this article the philosophic-anthropological expertise is presented as special type and its subject and object specificity is indicated for the first time. The scientific expertise acquires the most fundamental characteristics of the philosophic-anthropological expertise progressively is substantiated in the article.

Keywords: expertise, expertise's typology, scientific expertise, philosophic-anthropological expertise, expert.

**T. E. Klimenko**

**The explication of existential modi: J. P. Sartre and postmodernism**

In the article J.P.Sartre's and postmodernism existential modi deformation is viewed. Finding by Sartre «being – for-self» and «being- for- other» as basic existential modi are as one whole in postmodernism, and a man being in the time of conclusion can be only by means of parody and pastiche. As the result author makes the conclusion that in postmodernism human being is finished.

Keywords: being, existential, existential modus, pastiche.

**E. A. Konovalova**

**Contradictions in modern Russian educational system integrating into the global education and ways of its solutions**

The article deals with requirements for the education in the context of globalization and contradictions of Russian educational system in comparison with leading countries of world association. The article analyses the ways of problem solution in education at all levels.

Keywords: contradictions, modern Russian educational system, globalization.

**E. B. Novikova**

**Space and time modus of jazz improvisation**

In spite of the fact that the phenomenon of improvisation is represented in creative work and everyday life and not once was the object of theoretical art criticism, theme of research and the result of performers' creative practice, there is no philosophical reflection of improvisation so far. We suppose that reflection of space and time characteristics determines a universal philosophical format of the phenomenon comprehension which will enable to define the methodology of its further investigation in science and the basis of constructive address to improvisation in different kinds of specific practices: artistic, psychological and social ones different educational institutions of Omsk more precisely.

Keywords: methodology, research of improvisation, space time characteristics.

**I. S. Komadorov**

**Special features of social and philosophical approaches in Russian anarchism**

According to the historical and philosophical discourse of the article the theory of anarchism is an actual component of social reality of modern Russia.

Keywords: civil society, theory of anarchism, social organization, democracy, self-organization.

**PHILOLOGICAL SCIENCE**

**A. M. Klyester**

**System interaction of German terms of engineering psychology**

The given research is devoted to the complex analysis of interdisciplinary links of engineering psychology, revealing of specificity of attraction by engineering psychology of new concepts.

Keywords: German terminology of engineering psychology, interdisciplinary links.

**A. A. Paliy**  
**Non-personal direct speech in Jane Austen's novels**  
**as one of the manifestations of her stylistic innovations**

The author of the article analyzes the examples of non-personal direct speech in Jane Austen's novels of different genre variety. In conclusion all the types of non-personal direct speech and their functions in Jane Austen's novels are revealed.

Keywords: non-personal direct speech, characteristic[al], emotive, estimative functions of non-personal direct speech.

**M. S. Shumaylova**  
**The Internet terminology in modern German language system**

One of the main problems solved by the Russian government today is Russia lag in information technologies sphere. Net technologies penetration in routine life lead to wide spread of this science and technique language, its oral communication entrance. In this connection studying of net technologies language has a special value.

Keywords: terminology, language system, the Internet.

**Yu. N. Revina**  
**Frame presentation of a Russian automobile terminological system**

The article deals with the term frame, different approaches to its analysis. It is used frame analysis for presentation of Russian automobile terminological system in this.

Keywords: automobile terminological system, frame, frame-based model, slot.

**N. V. Staurskaya**  
**Review of approaches analyzing a linguistic structure**  
**of an individual**

Review on approaches analyzing linguistic individual's structure is presented. A research proposal on the structure of linguistic individual is introduced. Linguistic individual's components are grouped by certain features form frameworks of components. Correspondence between the structure formed with the pool of frameworks of components and the structure of the linguistic individual was suggested by Yu. N. Karaulov.

Keywords: linguistic individual, structure, constituent, framework of constituents.

**E. G. Aleksandrova**  
**Internal moral-philosophical correlation of composite elements**  
**of tragedy of A. S. Pushkin «Avaricious knight»**

One of most important moment of tragedy of A. S. Pushkin «Avaricious knight» is comparative analysis of all of three scenes in their ideologically-composite correlation. In the given work we have paid basic attention to judgement of structural-semantic symmetry of a monologue of the Baron (the second scene) and the first and third scenes.

Keywords: hero, composition, tragedy, scene, comparison, structural elements.

**O. S. Rogaleva**  
**Automobile magazine discourse:**  
**communicative-pragmatic and stylistic features**  
**(as an example from magazine «At the wheel»)**

The article deals with problems of automobile discourse structure and its basic communicative-pragmatic and stylistic features.

Keywords: discourse, massmedia discourse, automobile discourse, interdiscourse interaction, stylistic features.

**A. V. Zhilina**  
**The originality of theatrical magazines 1880–1890's**  
**(based on the magazine «Artist»)**

The paper clarifies the typology of periodicals of the last third of the nineteenth century. On the example of theater magazine «Artist» shows the gradual transformation of a specialized magazine. The novelty of the work is determined by insufficient knowledge of the literary-critical sections of the magazine and the need in understanding the context of specialized periodicals with the literary process.

Keywords: Theatre magazine «Artist», literary process, the end of the 19th century.

**A. V. Karpunina**  
**The term «Fundraising» in Russian language: borrowing,**  
**pronunciation and meaning**

The history and reasons for borrowing of term «fundraising» are described in the article in details. The article substantiates the correct pronunciation of term «fundraising» in Russian language. There is a new scientific definition of fundraising based on main conceptions of this term.

Keywords: fundraising, foreign words borrowing, search and raise resources.

**PSYCHOLOGICAL AND PEDAGOGICAL SCIENCE**

**Z. A. Aksyutina**  
**The pedagogical analysis of a category of social education**

In the article interpretation of a category of social education in pedagogical science is given. Historical aspects of development of the given scientific category are considered. The urgency of definition of social education comes to light.

Keywords: education, social education.

**N. V. Grushko, S. V. Chernobrovkina**  
**Psychocorrection by creativity in work with young men in youth crisis**

Theoretical and practical aspects of psychocorrection by creativity in work with young men are considered. Authors analyze psychological features of crisis of a youth. The analysis of work with young men in psychocorrection groups creative self-expression is presented.

Keywords: Crisis of youthful age, therapy by creative self-expression, psychocorrection by creative self-expression, the internal conflict.

**T. V. Savchenko**  
**The development of higher school students' intellectual potential**

This article is devoted to the problem of personality intellectual development of those students who are going to get higher education and become specialist in different fields. The author is searching the ways to activate the process of students' intellectual development. It should be stressed that one of the most important thing is to attract students to their creativity.

Keywords: intellectual potential, personality intellectual development, creativity, intellectual education technology.

**Yu. A. Butuzova**  
**Psychological essence of emotional condition**

This article opens essence of emotional condition phenomenon through comparative analysis definitions of different psychologists and through correlation with emotion and mental condition phenomenon. This article can be of interest of psychologists, teachers, leaders of organizations, who takes part in relations.

Keywords: emotion, mental condition, emotional condition.

**Physical culture and sport**

**V. A. Bobrovskiy, V. A. Krest'yaninov**  
**Realization of tactical training in judo sportsmen**  
**of high qualification on tournaments activity**

In the article the results of analysis of tactical training in judo sportsmen of high qualification are submitted. The realization of tactical training in the structure of tournament activity of judo sportsmen is shown. The comparative analysis of two groups of judo sportsmen is carried out: masters of sports and candidates in masters of sports. The influence of sports qualification and competitive experience on tactical training and competitive activity is shown.

Keywords: tactics, tactical preparation, judo sportsmen, competitive activity.

**L. E. Medvedeva, S. A. Grigor'eva**  
**Coordinating abilities of female students at the age of 17–19**  
**with different health condition on economical specialties**

The article contains the results of the research on the coordination abilities of female students of economical specialties at the age of 17–19 with the different health condition. The reveal of the indicated levels is important for the normal criteria development and making the differentiated scale of professionally significant coordination ability of the students of economical field, who have diseases of cardiovascular system.

Keywords: coordination ability, physical education, students, economical specialties, special medical group, basic medical group, cardiovascular diseases.

**T. V. Sabantseva, E. V. Putintseva**  
**Specificity of physical training of students of choreographic departments**

The process of physical progress in students of choreographic departments and their interconnection with basic components of special choreographic disciplines are considered in this research.

Keywords: choreographic art, physical training, rates of general physical training for students of choreographic branches.

**S. V. Tikhonov, I. N. Kalinina, A. V. Polustruev**  
**Relaxing manual massage technique for children with perinatal problems of central nervous system**

In the article manual massage technique for infants from 1 to 12 months optimizing a functional condition of nervous system is presented. The technique is based on author's studies of psychomotor development and vegetative maintenance of basic movements' formation in infants with signs of central nervous system perinatal affection specifics.

Keywords: early childhood, developmental physiology, physical rehabilitation, massage.

**A. V. Kochnev, A. S. Kuznetsov**  
**The effect of rehabilitation measures on the contractile and relaxation characteristics of muscles of female athletes**

This article discusses the search for new ways to organize the training process using the new rehabilitation means that create optimal conditions for the full implementation of adaptive abilities of the body synchronized female swimmers. We studied the contractile and relaxation characteristics of skeletal muscles, the functional state of the central nervous system and neuromuscular system by computer polymyography.

Keywords: rehabilitation means, polymyography, the functional state of the central nervous system and neuromuscular system, synchronized female swimmers.

**E. S. Kul'mamet'eva**  
**Studying the interest to physical training in the course self-education of schoolboys of 11–13 years old**

The author of the article has researched the interest to lessons of physical culture. The particular attention is given to studying of structural components of interest in the process of self-education of schoolboys. The offered methods of formation of interest to lessons of physical culture with schoolboys of 11–13 years with use of means and methods of self-education allows to make active intellectual and motivational components that provides increase in stability of interest, to increase in week volume of impellent activity and achievement of higher level of development of physical qualities.

Keywords: interest, physical culture, a technique, self-education.

**A. E. Kuritsyna**  
**Basic technical and tactical actions and methods of its development in groups of initial training of young wrestlers using sport and play method**

In the article materials of research of basic technical and tactical actions of young wrestlers basing on matches analysis of experienced wrestlers are presented. The author accounts basic technical and tactical actions and methods of their development in groups of initial training of young wrestlers through sport and play method. The tests to assess the implementation of basic technical and tactical actions are elaborated.

Keywords: methods of training, basic technical and tactical preparation, value basic technical and tactical actions.

**G. I. Pasmurov**  
**Pedagogical conditions of formation of professional etiquette of judo coaches**

In the given article an attempt of substantiation of the pedagogical conditions raising efficiency of formation of professional etiquette of a trainer as a value-semantic basis of professional competence of trainers on judo is made. Revealing and creation of pedagogical conditions of formation of professional etiquette of the trainer of judo wrestling essentially influence process of training and formation of positive ethical installations.

Keywords: ethics, formation of professional-ethical culture, pedagogical conditions.

**T. Yu. Pozdnyakova**  
**The pedagogical conditions of effective training of student of art design specializing in the sphere of computer graphics**

The problem discussed in the article concentrates on the advancing approach of a student-designer's training using computer technologies. This approach helps to develop students' professional skills. The analysis of the specialized sources reveals the pedagogical conditions which are necessary for the effective training of students specializing in the sphere of computer graphics.

Keywords: computer graphics, professional competences, the project method, portfolio, the case method.

**E. V. Demishkevich**  
**Complex approach of theoretical bases to term evaluation as factors of technical university students professional culture formation**

Complex approach of technical university students by term culture formation is considered in the article. Components of the complex approach are linguistics and semiotics, cognition and system.

Keywords: professional culture, term, system, definition, significant and denotative functions, complex approach.

**T. V. Makarova**  
**Technology of students' training for independent choosing of software application for professional problem solution**

A modern professional needs for a technology for independent choosing of software application for successful problem solution. The article describes three phases: motivation, cognitive and active and reflexive. For each phase the objective, purpose, content, terms and conditions are defined.

Keywords: training technology, independent work, informational and analytical activity.

**I. S. Petrova**  
**Debates during training of students of the heat and power engineering department on mathematical physics equations**

Modern engineering education focuses on the formation of professional competence by means of different learning activities requires the establishment of appropriate didactic conditions. This article describes the methodological features of the use of interactive technologies in professionally oriented two-stage instruction in equations of the mathematical physics for students specialized in the heat and power engineering. The implementation of innovative methods is considered within the framework of the technology «Debate».

Keywords: interactive instruction, debate, competence of an engineer, research work, group work, social and communicative competence.

**N. N. Suvorova**  
**Students' training to write title and final part of advertising text (by the example of Omsk advertising)**

This article is devoted to students' training on problems of advertising text structure organization. Creation principles, types and title and final part content are considered in this article.

Keywords: training, spelling, advertising text, title, coda, echo-phrase, slogan, structure elements.

**T. N. Fomina.**  
**The role of technical skill in development of abilities of students on specialty of P& EET**

This article deals with questions which students run into doing exercises. There are some recommendations of how to solve the problems. Here is grounded the importance of technical skill when developing creativity.

Keywords: the graphic reading and writing, sketches, technique, creative abilities.

**F. V. Vendur**  
**Development of cognitive competence in students on laboratory works on geometry**

This article highlights the main changes in Russian education and competence approach is considered as important means of modernization. Among key competencies the author highlights the cognitive competence. For it's targeted development identifies the forms, methods, techniques

and training facilities, it is proved that one of these funds may be laboratory work on geometry.

Keywords: competence approach, cognitive competence, geometry, laboratory work, the learning process.

**O. A. Novikova**  
**Development of research competencies in students while studying algebra and basics of analysis**

The article covers the problem of development of students' research competencies in the process of studying algebra and the basics analysis. The investigation results in the specified and particularized concepts «research competency», «research competence», defined psychological and pedagogical conditions that stipulate more efficient development of the research competencies.

Keywords: competency, competence, competence-based approach, research competency, research task.

**CULTUROLOGY. HISTORY OF ARTS**

**I. V. Vinichenko, A. N. Gmyrak**  
**The concept of soviet taste in fashion and consumer culture of «Khrushchev thaw» period**

The article surveys the governmental measures taken to regulate soviet people's preferences in fashion in the «Khrushchev thaw» period. Crucial methods of promoting the concept of good taste are considered.

Keywords: soviet fashion, consumer culture, the concept of good taste.

**O. A. Zhbikovskaya**  
**The formation of the idea of the French nation exceptionality**

The article deals with the idea of the exceptionality of the French nation. Using the results of the empiric research carried out by the

author and the analysis of works of different authors dealing with the national character of the French, the author gives philosophical and cultural explanations of the exceptionality which is closely connected with the peculiarities of the geographical situation of France, favourable conditions for business and with the high level of French influence on the course of the European history in the past.

Keywords: self-consciousness of representatives, national character, the French, the idea of exceptionality, France.

**G. Yu. Osmankina**  
**Functional value of the form in design creativity**

The design of things directly is connected with the form. Its internal content is based on psychological and functional aspects of the essence of the form and its reflection to taste, internal esthetics and world-outlook of micro- and a macro cosmos. The article is directed on the analysis of the given interactions within consideration of research which are conducted by scientists of the different countries on visual influence of the form on a person.

Keywords: the form, design, functionality.

**A. M. Diyanova**  
**Amulets in traditional childbirth rites of Siberian Tatars**

The article is devoted to one of the aspects in Siberian Tatars' traditional culture – the use of amulets for childbirth rites. The author regards amulets as a component of the rites which accompany one of the «transitional phases» – childbirth.

The author sets the phases in childbirth rites that demand the amulet use; defines the peculiarities of its use on each phase.

Keywords: Amulet, childbirth rites, traditional culture, transitional states, expectant mother, child.