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## Summary

## HISTORICAL SCIENCE

**N. A. Guliev, B. K. Smagulov**

**On the history of legal regulation development and implementation of national tourism standards in Russia**

Adoption at the end of 2002 year the Federal Law «On technical regulation» has created a fundamentally new situation in the application of national standards in Russia in connection with the retreat of the state off the principle of mandatory application of national standards for voluntary use.

The study analyzes the sub-legal acts in the period after the adoption of the above-mentioned federal law, which establishes the implementation of the provisions of the Act in specific decisions of the Government of the Russian Federation and national organization for standartization of Russia.

Keywords: standard, subordinate act, mandatory requirements of standards, procedures for preparation of a national standard.

**V. A. Rubin**

**The development of postwar mass culture in the region of Chkalov in 1945 – 1953 (on materials of newspapers «Chkalovskaya kommuna»)**

The article considers the main directions of development of mass culture in Chkalov region (now Orenburg region) in the post-war period. This period is characterized by the fact that the region had experienced considerable cultural elevation: conducted capital construction of new cultural objects, monuments, improved public services for visitors of exhibitions, libraries and theatres showed regularly new performances. In general, the development of regional culture in the years number of factors has left an imprint: war and achieved victory, enthusiasm for restoring the national economy, state social policy is the development of culture and art. An attempt to investigate the matter on the basis of materials of the regional newspaper «Chkalovskaya kommuna» is done.

Keywords: cultural policy, development of professional art, amateur art, the post-war decade, Orenburg region.

**E. V. Skripkina**

**Tsar Aleksey Mikhailovich – «A new Konstantin»: Byzantine model of sovereign power in Russian practice relationships in the third quarter of the XVIIIth century**

In the 17<sup>th</sup> century the idea of continuity of Russian tsars' power from Byzantine emperors remained actual. The image of Konstantin the Great became the paradigm of the tsarist power for tsar Aleksey Mihaylovich. Aleksey Mikhailovich had acquired quite well all the Byzantine emperor attributes of power, remaining even so Russian Christian tsar- autocrat, the upholder and defender of the Orthodoxy.

Keywords: tsar Aleksey Mihaylovich, emperor Konstantin the Great, the Byzantine Empire, symbols of attributes of the monarch's power.

**A. V. Sushko**

**The influence the historian's personality upon the process of an investigation of the nationalism (by the example of the investigation of nationalism during the revolution and the Civil War in Siberia)**

By the example of nationalism's historiography during the Revolution and the Civil War in Siberia the article shows how political views of historians and their nationality influence the assessment of the nationalism in Russia in historical works. The author comes to the conclusion that the possibilities of combined historical and politological analysis of nationalism in Russia are seriously influenced by subjective personal characteristics of an investigator which makes unbiased analysis impossible.

Keywords: nationalism and historians, revolution, Civil war, Siberia, national question

**O. V. Chudakov**

**Legislative activity of the Provisional government on reformation of city public self-government (March 1917 – October 1917)**

The legislation of the Provisional government is examined in area of reformation of organs of city self-government in the period of social cataclysms (March 1917 – October 1917)

Keywords: Provisional government, the city public self-government, legislative activity, social cataclysms.

**A. N. Shaglanov**

**The problems of the native historiography on study of the struggle against the gangsterizm in Omsk region from 1919 through 1925**

The soviet and Russian historiography has many complicated and controversial aspects on problems of the struggle against the gangsterizm in Omsk province from 1919 through 1925. Historians dispute about varieties and forms of the displays of the gangsterizm, because historic science has not a precise determination of the gangsterizm. The scientific investigation of the gangsterizm in the native historiography has four period of the development.

Keywords: gang of armed robbers, politic gangsterizm, criminal gangsterizm, «red» gangsterizm, gangster action, gangsters/gunman attacks.

**L. P. Zamyatin**

**«The image of city» as a category of historical research: approaches to the study**

This work is devoted to the analysis researching the category «the image of city» in different studies. Special features of expert research approaches are worked out in different studies to this concept. The results of work may be used as methodological principles of historical study devoted to images of cities.

Keywords: The image of city, methodology, concrete historical study.

**N. V. Varlamova**

**Peculiarities of Chinese students' mentality**

In this article the author examines an urgent problem of the development of international cooperation in the area of higher education on the example of Far-eastern region, analyzes specialties of the mentality that prevent social adaptation of Chinese students in the conditions of Russian society.

Keywords: asian-pacific educational market, peculiarities of Chinese and Russian students' mentality, integration of Chinese students into Russian society.

**V. V. Biryukov, E. V. Romanenko**

**Institutions and institutionally-and-evolutionary paradigm of small-scale business development**

Formation of problems of institutionally and evolutionary paradigm of small-scale business development are considered. Features of small-scale business as system-complete formation from the point of view of determining influence structure-forming factors are investigated. Conclusions are drawn on necessity of reconstruction of institutionally-technological system of the Russian economy taking into account the changing role of different kinds of enterprise structures, strengthening of sensitivity of economy to innovations, creation and application of new knowledge.

Keywords: institutions, small business, innovation, transformation economy.

**O. N. Dolmatova, Yu. M. Rogatnev**

**Dynamics of change of agricultural land tenure by agricultural organizations of Omsk region**

The trend of modern agricultural land use connected with the condition of the land market, labor provision and main problems of this branch is considered. That is why the analysis of modern position and conditions of using land resources of agricultural enterprises will allow to take measures for creating effective agricultural production.

Keywords: land tenure, economics of organization, agricultural lands.

**O. V. Demidenko, N. A. Esina, S. M. Kuznetsov, M. Yu. Serov, M. M. Titov**  
**Simulation of resource-saving technology of production of heavy concrete piles and piling work in frozen ground**

During development of resource-saving production technology piling into frozen soils systematic techno-economic indicators of the results of field tests with the piling construction machines and created the appropriate database are systematized. The use of which allows to choose the best option in the production of piling in permafrost.

Keywords: resources, full-scale tests, technical and economic indicators, economic and mathematical models, databases, construction machinery costs.

**S. V. Kondratyukov, E. S. Staurskiy**

**Features of marketing of security services**

Keeping competitiveness of the organization in the market is provided on the basis of process of rendering of services to consumers. In the given work authors have considered specificity of estimation of competitiveness of services. The marketing model of service which is positioned in the market is offered. There is a classification of parameters of security services.

Keywords: the market, competitiveness, security services, marketing, consumer properties.

**E. Yu. Legchilina, A. S. Platonova**

**Developing small-scale innovation enterprises at higher schools for commercialization of intellectual activity**

The article presents the problems and prospects of developing small-scale innovation enterprises at higher schools, investigates the factors restraining the development of small-scale business based on intellectual labour, and analyzes the existing state support of innovations.

Keywords: small innovation enterprises, intellectual capital, small-scale business at higher schools.

**O. V. Narezhneva, M. E. Glushchenko, A. N. Narezhnev**  
**Specificity of managerial solutions in holdings**

The article proposes the functional distribution of the basic procedures of decision-making among participants of the holding depending on its organizational and management structure and the level of decision-making.

Keywords: management solution, holdings, organizational and management structures.

**A. A. Khoroshavin, N. V. Nemtsova**

**Formation and development of system of risk management in the corporate organizations**

In the article scientific knowledge of risk on the basis of the comparative analysis of the basic approaches to its understanding in works of domestic and foreign scientists are systematized, classification of kinds of risk is specified, ways and methods of formation and development of a control system by risk in the commercial organizations are defined.

Keywords: uncertainty, risk, efficiency.

**E. V. Romanenko**

**The national innovative system and mechanisms of the small-scale business development**

Problems of the small-scale business development in the conditions of formation of national innovative system are considered. The conclusion about necessity of state support to development of the most perspective directions of enterprise activity, providing a series of measures of the organizational, legal, social and psychological, financial and economic matter, subjects of small-scale business promoting adaptation to changing conditions of the business environment is made.

Keywords: small-scale business, state regulation mechanisms, economy modernization, national innovative system.

**A. A. Surtseva**

**Social contract in modern Russia: methodology of analysis and regional aspects of formation**

The author examines the process of social contract formation in the context of contract specificity of Russian state. The analysis of tendencies of new social contract formation shows that the state has preserved its positions of autocracy that establish relationship with the other subjects on principles of vertical social contract. However, at the regional level practices of contract interaction between the government, business and public begin to emerge, that let the state contract of "helping hand" being formed in the country.

Keywords: contract state, horizontal social contract.

**A. N. Shendalev, E. V. Shendaleva**

**The method of personnel implication into the process of quality system creation, certification and functioning**

The article considers demands made by management system standards to the personnel of organization. The way of team training for the purpose of personnel implication into the processes of quality system creation is proposed.

Keywords: quality system, human resource management, personnel involving.

**R. S. Drebushevskiy**

**Development as a kind of professional-business activity on the Russian real estate market: formation process and economics**

This article is about formation process of development as a kind of professional-business activity on the Russian real estate market, and the economics of new business process.

Keywords: business activity, development, real estate market, formation.

**N. I. Zoryukova**

**The interaction of the business units and the authorities in construction business**

The author develops the concept of business unit by introducing the concept of «entrepreneurial business unit». The author examines various forms of the interaction between the authorities and the entrepreneurial business units. The conditions for successful public-private partnership in the construction sector are shown.

Keywords: The entrepreneurial business unit, public-private partnership, construction sector.

**PHILOSOPHY**

**L. M. Dmitrieva, I. G. Pendikova**

**Religious anthropology and problem of the higher sense of technical activity**

In the article dual character of the influence of religious asceticism on subjects of technical activity is analyzed. On the one hand, leaving

from life is a recession of the process of expansion of technical activity, with another one, lying in the basis of asceticism idea about necessity of domination of rationality over human passions, finally, sets a certain vector of development of spirituality. As a result, on the basis of an ascesis the rational relation to the world, shown in engineering growth is formed.

Keywords: religious anthropology, asceticism, rationality, technical activity

**B. A. Arkhipov**  
**Private-property social-and-economic formation**

In the article it is based the need for introduction into the formational theory of concept «private-property social-and-economic formation». It shows, as new concept it contributes to the refinement of the classification of social-and-economic formations, to the permission of the problem «Asian method of production», to a change in the view on the civilizational theory. It is noted the practical significance of the positions in the plan of an increase in the effectiveness in the actions of subjective factor indicated. The thorough consideration of actions in the implementation of the social and economic programs of the development of the country is especially important for Russia with its severe geographical medium saving forces and means.

Keywords: society, social-economic formation, the historical materialism, civilization.

**V. P. Bezborodov**  
**The concept of socialism of Marx: Russia and the countries of «the first world» in XX–XXI centuries**

In the work the special attention is paid to the value of the concept of socialism of Marx essentially differing concept of real Soviet socialism. Marx concept promotes an adequate estimation of processes occurring to the modern world. In the article distinctions in sights at socialism between Marxon the one hand, Engels and Lenin with another side. Marx's concept allows to allocate four forms of socialism depending on national culture, traditions and a level of development of a society.

Keywords: primitive leveling socialism, transitive market socialism, western liberally democratic socialism, east considerably democratic socialism, identification of the Russian civilization, structure social and culture values.

**O. A. Radugina**  
**The problem of subject of cultural and historic creativity in rationalistic traditions in West-European philosophy**

The author of this article set a goal to investigate how the problem of subject of cultural and historic creativity in rationalistic traditions in West-European philosophy was solved and what qualities of subjectivity were formulated by the classics of philosophy. The article shows that the leading qualities of the subject of cultural and historic creativity are: activity, power, functioning, objectivity, freedom, self-determination, self-transcendence, creation.

Keywords: rationalistic and irrationalistic traditions, subject, subjectivity, activity, power, functioning.

**V. B. Sokol**  
**Gnoseology of theistical Vedanta and phenomenology by E.Husserl**

The article represents comparative research of base principles two historical and cultural independent gnoseological traditions, - philosophy of theistical Vedanta (Jiva Gosvami) and phenomenology of knowledge of E.Husserl. As a result of the comparative analysis the author comes to detection of correlation of informative «installations» «shabda-pramana» Vedanta and phenomenological «epohe» E.Husserl, methodological similarity of procedures of «reduction» of psychophysical experience in favor of descriptive research consciousness structures of the transcendental subject.

Keywords: «Pramana»; «shabda»; supersensual sound and hearing; sound ontology philosophy by Vedas; natural and phenomenological installations of knowledge; «the third step» phenomenological reduction.

**N. A. Chernyak**  
**The problem of understanding: phenomenological and hermeneutical synthesis**

The author investigates the problem of understanding in phenomenological and hermeneutical perspective. The author further finds out the heuristic potential and capability of the methodologies mentioned and also prospective of their creative synthesis.

Keywords: understanding, phenomenology, hermeneutics, interpretation, meaning.

**K. V. Vasilyuk, L. M. Dmitrieva**  
**Tolerance in static and developing society context**

Depending on the type of conflict it should radically change tolerance. In Western society creates an escalating conflict static type conflict that is removed in development in Eastern society that conflict was fundamentally a different structure. This paper deals with the West and hypothesize about specificity of East type of tolerance as a withdrawal of static and dynamic of conflicts.

Keywords: tolerance and identification, static type of the isolation and increase conflict. Fast and slow type of conflict. Society and the developing conflict. Tolerance in Eastern tradition: no Office, and «eating» someone else 's.

**E. B. Novikova**  
**The transcendental nature of improvisation**

In this article the concept of transcendental nature of improvisation is considered which includes its outpositionness, intentional tendency to the higher beginnings, change of the existing cultural text made by it. Transcendence of improvisation is shown in its escape from rational reflection. Improvisation as the highest display of creative abilities of the subject is considered on a music example.

Keywords: transcendence, improvisation, music, intentionality, cultural text.

**A. O. Figura**  
**Critical realism: methodological alternative for social sciences**

This article represents an overview of general postulates, principles and ideas of critical realism (R.Bhaskar, W. Outhwaite) and new meta-theoretical concept of social sciences. The article grounds ontology of social reality in terms of critical realism, and its epistemological and methodological attitude. This article deals with scientific research represented from the point of view of realists.

Keywords: critical realism, social reality, methodology, empiricism, philosophy of sciences, sociological research.

**R. A. Fink**  
**The national idea as an expression of national culture specificity**

In the given article the interaction of national culture and national idea is considered, and the role of national idea in saving of society national self-determination is revealed. In the article the interaction of national and ethnical cultures has been shown. The great attention is also paid to the national symbol as a bearer of national culture.

Keywords: ethnical and national cultures, national idea, national symbol.

**R. A. Fink**  
**The expression of national self-determination in national idea**

The article is dedicated to the problem of forming society conception about its identity which is understood as a problem of national self-determination. The national self-determination is considered as a transition from perception of each nation its own specificity to articulation of national basic treats. The analysis of national self-determination is applied to the analysis of national self-perception.

Keywords: national self-determination, national self-perception, national idea.

**N. G. Zenets**  
**«A man philosophizing»: the problem of philosophy inherence in human life**

The article is devoted to a challenging problem of researching the ways of human existence. The author proves the conception of «a man philosophizing», explaining its sense and importance; and also establishes philosophy inherence in human existence. The author understands «man» as a man who is able to be a person responsible for himself.

Keywords: «a man philosophizing», existence, transcendence, modernity, existence, conscience, personality.

**PHILOLOGICAL SCIENCE**

**L. I. Voskresenskaya**  
**Terminological basis of documentary description in fiction in English language**

The article considers the usage of automobile terms for describing activity of several automobile companies of the USA. In the article not only technical problems, but social ones are touched.

Keywords: automobile, internal combustion engine, air pollution, privilege, testing, labour conditions.

**A. M. Kloester**

**Intra- and inter-sectorial synonymy of German terms of engineering psychology**

The given research is devoted to the complex approach in studying of phenomena of intra- and inter-sectorial synonymy German terms of engineering psychology - the scientific discipline studying objective laws of processes of information interaction of the person and technicians for the purpose of their use in practice of designing, creation and operation of «person-car-environment» systems.

Keywords: German terminology of engineering psychology, intra- and inter-sectorial synonymy.

**I. N. Kubyshko**

**Lexical sets of reductions in space terminology of English**

The given article represents lexical sets of reductions in space terminology of English language and reveals the major factors which have influenced the formation of each lexical set.

Keywords: terminology, abbreviation, terminosystem, termformation, terminological combination.

**M. V. Moiseev**

**The nature of transition of verbalized precedent-related phenomena to phraseology of the English language**

The article covers the process of the transition of precedent-related texts and situations to the phraseology of the English language. The differences of the type of the adoption of the verbal and verbalized precedent-related phenomena by the English phraseology are revealed. The most typical features of the process of the transition of verbalized precedent-related phenomena to the phraseology of the English language are ascertained. It has been proved in the article that the type of precedent-related phenomenon and its form of storage in the cognitive base of the language speakers influences on the type of precedent-related phenomena transition from discourse level to the level of language units.

Keywords: verbal and verbalized precedent-related phenomena, precedent-related situation, precedent-related text, phraseology

**M. S. Shumaylova**

**Specificity of semantic links of German Internet terms**

The given research is devoted to the complex approach in studying of semantic links of German Internet terms pointing out of the specific features in studied terminology.

Keywords: German Internet terminology, semantic links.

**N. F. Ekhlakova**

**The strategy of self-presentation in image making of B. Obama and J. McCain**

This article is devoted to self-presentation, the aim of which is to make the image of a politician. The role of self-presentation for a politician is proved here. Such tactics as identification and association, presented in speeches of B. Obama and those of J. McCain, are touched on. Lingual ways of implementation of these tactics are pointed out.

Keywords: image, self-presentation, identification, association, insider, outsider.

**N. V. Staurskaya**

**Appearance, character and behavior stereotypes of Evelyn Waugh represented in his novels**

The article contains the study on appearance, character and behavior stereotypes in novels and short stories by Evelyn Waugh. The lexical units extracted from the abstracts describing characters are the subject for semantic analysis. Estimative features of the lexis under analysis were specified. Some peculiarities of E. Waugh's stereotyped vision of different people's appearance, character and behavior were found out.

Keywords: stereotype, author's individual worldview, estimative mark, descriptive feature, linguistic individual, character.

**PSYCHOLOGICAL AND PEDAGOGICAL SCIENCE**

**H. V. Samal'**

**Structural components of self-actualization as the component of consciousness of the personality of the future psychologist**

In the article the structure of self-actualization of the personality of the future psychologist is analyzed. It is empirically proved that the given structure represents unity of three components: need-motivational, value-

semantically and functional-regulatory. In the structure the value-semantic component is based.

Keywords: self-actualization, profile of self-actualization, self-actualization structure, vocational training, personal potential.

**E. I. Zhdakaeva**

**Psychological aid for families according to the instruments of art therapy in the preschool institutions**

In the article the models of psychological aid in the preschool facilities for families are discussed. The advantages of art therapy were found out by the works with families, which have interfamilial crisis. The empirical facts are given, which point at the efficiency of polymodel art therapy and its influence on all family sub-systems (children - parents, children - grandparents, parents - grandparents).

Keywords: art therapy, psychological aid, destructive relations between children and their parents.

**Yu. A. Mokhova**

**On the question of personality self-consciousness**

The author analyses the present structures of self-consciousness described in domestic psychology and points out level and components. The three-component structure of self-consciousness, which was introduced by Chesnokova I.I., is considered to be universal. The author also proves the necessity of introducing the intentional component as the nuclear one, which leads to the four-component structure of self-consciousness.

Keywords: the structure of self-consciousness, intentional, cognitive, affectionate and behavioral component.

**O. P. Necheporenko**

**A person in a situation of long-term unemployment**

The article is devoted to the problem of person' unsuccess, in particular, professional unsuccess. This work tries to create typology of a person taking into consideration the criterion of success/unsuccess from objective and subjective pointes of view. While making the typology the following personal characteristics are considered: responsibility, locus of control, self-evaluation, level of aspirations, perfectionism, optimism.

Keywords: success, unsuccess of personality, professional success/unsuccess, typology of personality, responsibility, self-evaluation.

**E. G. Soroka**

**Pedagogical monitoring as a tool for professional competence evaluation of IT-specialist in educational process**

The article proves the decisive role of pedagogical monitoring in educational process of professional competence formation and development of IT-specialist. Based on the author's experience it shows the pedagogical effectiveness of the introduction of monitoring forms and methods into educational practice at higher professional school.

Keywords: pedagogical monitoring, professional competence, IT-specialist, a software development process.

**A. V. Firer**

**About correlation between such terms as «competence» and «competency»**

The article observes the questions connected with the competence approach to the training of future teachers; with the reasons why contemporary pedagogics concerns the terms «competence/competency»; with the peculiarities of this approach in correlation with traditional pedagogics; with different understanding of basic terms «competency/competence».

Keywords: competence approach, competence, competencies, professional training of the future teacher.

**V. V. Svakhina**

**System of cultural and moral values as one of components of aesthetical culture in pupils**

The article is devoted to one of key problem of modern education that is development of aesthetical culture in pupils. The author reveals the content of one component of this concept-system of cultural and moral values and presents the results of diagnostic research in this direction. The article is of interest to teachers of aesthetic cycle of secondary schools as well as for additional education institutions.

Keywords: aesthetical culture, system of cultural and moral values, aesthetical emotions, aesthetical interests.

**PHYSICAL CULTURE AND SPORT****V. V. Kozin****Complex testing of special readiness of young basketball players to overcoming of counteractions contenders**

As a result of the revealed factors arising in the conditions of counteractions of contenders, leading indicators of mental, physical-and-tactical readiness of young basketball players have been defined. On the basis of it the technology of complex testing of readiness of players to overcoming of counteractions of defenders is developed.

Keywords: counteractions of defenders, skills, tactics attacking actions, complex testing.

**T. A. Martirosova, A. P. Byzov****Aspects of health-improving walking in physical training of students in high schools of the Central Siberia**

Recently a problem of formation of healthy way of life is resolved by physical training within the limits of improvingly-educational process through innovative technologies. At any aspect of treating of the newest technologies of physical training the diagnostic block estimating the planned result appears its major element.

Keywords: improving technologies, globalization, improving walking.

**A. S. Makhov****Problems of the organization of competitions in adaptive sports and ways of its solution**

In the work it is analyzed the basic problems connected with the organization of competitions in adaptive sports. In the article results of the research among participants of 1st Paragames of the Central federal district from 18 regions of the Russian Federation in October, 2010 are resulted. Practical recommendations are developed for better and entertainment carrying out of competitions for persons with physical disability.

Keywords: adaptive sports, problems of the organization of competitions, sportsmen-invalids.

**A. N. Nalobina, A. G. Patyukov****The influence of fitball-gymnastics on psychomotor development and vegetative functions in first year children with perinatal central nervous system**

The article deals with the rehabilitation of children in the first year of life by means of therapeutic physical culture. In particular, it is considered the impact of fitball-gymnastics on the correction of motor disorders and adaptive capacities of children with perinatal central nervous system. Scientifically sound technology of fitball application in classes with this category of children.

Keywords: fitball-exercises, vegetative function, psychomotor development, heart rate variability.

**E. M. Revenko, T. F. Zelova, V. A. Salnikov****Intellectualization of physical education through the realization of scientifically validated planning of motive development**

The article discusses the problem of the modern tendency of Physical Education (PE) lessons intellectualization improvement. It is underlined that the increase in intellectual load during PE lesson should not reduce its motive density, however, motive abilities development influences personal intellectual development. On the base of the experimental results analyses, it is shown that there are certain connections between motive and intellectual abilities, and the directions of these connections change during the growing up. These connections awareness and taking them into account in the teaching process will let increase the role of PE in the personal development and particularly in the development of a person intelligence.

Keywords: Physical Education, intellectualization, motive abilities, intellectual abilities, age, sensitive periods, development

**E. F. Maksimova, Z. M. Kuznetsova****Pedagogical conditions of future specialists training in physical culture and sport to sport and recreation activities with women of the second adulthood**

The condition of future specialists training in physical culture and sport to sport and recreation activities with women of the second adulthood is the following pedagogical conditions: carrying out of regular work on formation of students' motivational readiness for the given work; development of students' communicative skills, which are necessary for work with the given age category; working out and introduction in educational process of the special course «Theory and a technique of senilism's early aging».

Keywords: future specialists training, pedagogical conditions, professional work, sport and recreation activities with women of the second adulthood, cognitive criterion, motivation of professional activity, communicative skills.

**E. A. Kuznetsova****Legal consciousness of students and basic items of its formation in social society**

In the article the concept of student's personality sense of justice is analyzed and generalized, interpretation to the compound substantial elements of student's personality sense of justice is given, students' personality sense of justice using historical chronicle development of events of Russian life activity is characterized. The basic problems of student's personality sense of justice in modern conditions of development of society are considered.

Keywords: student's personality sense of justice, individual sense of justice, civil sense of justice, elements of formation of legal consciousness, factors of acknowledgement of values of legal knowledge, negative social factors of formation of student's personality of legal consciousness.

**V.V. Ivanova, V.V. Ponomarev****Pedagogical conditions of integration of mental efficiency and motor activity of the students of the university in the process of professional training**

Occurred in recent years, changes in our country lead to new social and economic situation - market economy. Entry into the market is one of the most pressing problems for the Russians. In Russian society new social group is associated by people with such terms as business people, businessmen, entrepreneurs, managers of the new type. At present, they are mostly in charge of development of manufacturing and its infrastructure, employment of people and their welfare. Thus, there is a necessity in training physically strong and high mental capacity professionals for the future.

Keywords: integration, pedagogical conditions, mental capacity, physical activity.

**V. V. Ivanova****The formation of mental efficiency of students in technical university in the process of professional training**

In the modern quickly changing world it is especially important to open the increasing global role of intellectual working capacity in vocational training of students in high school. After graduation from high school the graduate should have not only the diploma, but also to acquire theoretical knowledge and practical abilities of intellectual working capacity supporting. Therefore, there is a severe need in students to form and strengthen intellectual working capacity, as a base condition of training of competent youth.

Keywords: intellectual working capacity, the student, working capacity.

**D. M. Bilyk, V. A. Aikin, V. V. Kim****Rationale for differentiation of training regimes in health improving swimmers taking into account the body type**

According to the results of the study there are identified priority areas for planning the training load in the micro- and mesocycle based on the data analysis of heart rate variability (HRV), the individual typological adaptation.

Keywords: differentiation, body type, adaptation, load, swimming.

**TEACHING METHODOLOGY****E. V. Tsupikova****The development of linguistic-methodical system of thinking and speech training in philology students**

Based on the topicality of the issue, the article presents the fundamentals and peculiarities of linguistic-methodical system of thinking and speech training of philology students. Such technique shall offer one of the efficient ways to meet up-to-date higher education standards.

Keywords: thinking, communication, speech training methods, information.

**N. V. Shchukina****Mathematical module as possibility of individually-oriented organization of educational process**

The brief survey of the formations in module education is presented in the article. The application of the module approach in the training of Maths with reference to the offered mathematical module realizing the federal state educational standards of the higher vocational training the third generation for the Bachelor training is considered.

Keywords: module education, module, competences, rating system of the knowledge appreciation.

**L. A. Ivakhnova**

**The unity of content and technology in training of specialists in Arts Education**

The article describes features of content and technological aspects of professional training in the field of art education. It shows the functions of specialist arts education, goals and objectives of art education. We consider the integration of perception of works of art and practical art activities in the process of mastering the language of arts.

Keywords: art education, training, artistic activity.

**D. A. Davalyeva**

**Development of art perception as a condition of junior teenagers' art taste formation**

This article deals with psychological and pedagogical aspects of the problem of development of junior teenagers' comprehension. It points out the interference of development of art works perception with practical art activity in formation of art taste.

Keywords: art education, perception, art perception, art taste.

**A. V. Kucherova**

**The theoretical rationale for the model of professional development of students in class on the basics of design and evaluation criteria**

The article deals with the material revealing study of the principles of design in secondary schools. The education area is oriented to design of the future teacher to face new challenges posed in today's schools, which is a factor of professional development of future teachers of fine arts. Also in the article the author describes a model of professional development teacher training college students in class on the basics of design and criteria apparatus.

Keywords: design, professional development, the model criteria.

**N. N. Suvorova**

**Formation professional competences in students of «Advertising and Public Relations» speciality in the course of work with advertising texts**

This article is devoted to the problems of students' professional training on speciality «Advertising and Public Relations» in Higher Education Institutions. The system of exercises which forms the professional competences of students working on advertising texts is considered.

Keywords: professional competence, skills and acquirements, professional training, advertising text, exercises.

**E. A. Bober**

**The formation of professional values of the students of a medical college in the course of learning foreign language**

The research is devoted to the problem of formation of professional values of the students of the medical college in the course of learning foreign language.

Keywords: formation, values, professional values, humanization, humanization of education.

**CULTUROLOGY. HISTORY OF ARTS**

**I. V. Vinichenko, E. V. Evdushchenko**

**The peculiarities of preferences and consumer behaviour formed upon the influence of the Deficit era**

At present, the understanding of consumer needs allows the enterprises to gain the success. A retrospective social study gives an opportunity to create a consumer typology based on consumer behaviour, which was formed upon the influence of the Deficit era. In this article the results of the study revealing the consumer habits of women-residents of Omsk are represented. The citizens' attitude to the fashion and the concepts of clothes change are described.

Keywords: consumer culture, social study, women, consumer behaviour, buying reason, fashion clothes.

**F. V. Furtay**

**To the problem of archetypical continuity of the neogothic style**

In this article the archetypical consonance between historian gothic and one of various art manners of contemporary art - quasigothic (new gothic) are considered. In this aim two images are analyzed: the drawing of Crucifixion from Villard de Honnecourt album and the cover of the book of Contemporary art edited by Gilda Williams (Whitechapel Gallery, Great Britain, 2007).

Keywords: gothic drawing, Villard de Honnecourt, cranium, Crucifixion, new gothic, contemporary art, punk, archetype.

**O.V. Anokhina**

**Risk as a philosophical problem**

Interpretation of ordinary representation about risk sets reference points for regular consideration of this point in philosophical area. Though ideas of risk have arisen in philosophical thinking for a long time, however, the given representations have basically fragmentary character. These representations haven't received regular working out and the further continuation owing to an internal situation and interests of the most classical philosophical discourse. There are various ways of actualization of risk in the form of expectation and memoirs, the rational analysis and the scenario, the forecast and the estimated statement about this or that negative event. Moreover, the time forms the precondition of reflection of risk in mental and socially-communicative space.

Keywords: the individual, risk, culture, social and cultural aspect, a philosophical discourse, morally - moral consequences.

**Z. I. Akhunova**

**Library and intercultural dialogue in the context of the concept of multiculturalism**

Problems of intercultural communications in modern society are considered. The role of libraries in intercultural contacts and international relations is defined. The value of the principle of multiculturalism in the libraries serving the multinational population is established.

Keywords: intercultural communications, intercultural dialogue, the multicultural, library.

**ADVERTISING. ART DESIGN**

**N. A. Anashkina**

**To a question on advertising and mass culture interaction**

In the article the problem of parity and interaction of mass culture and advertising from methodological positions of culture philosophy is considered. The semiotics analysis of advertising shows that in commercial messages the images of mass culture possessing in well-known potential dominate. For assessment of this process the author introduces the concept «» conventional image«».

Keywords: advertising image, mass culture.

**Yu. S. Vegener**

**Naming in the system of brand formation and promotion**

The article reveals the essence of naming as a branding technology. The author analyzes examples of marketing-induced and spontaneous nomination, lays down the basic steps for creating titles and requirements for the advertising nomination.

Keywords: naming, branding, advertising, brand name, communication.

**S. S. Marochkina**

**The state of art and basic area of development of social advertising in Omsk**

The article considers the functioning and trends of social advertising in Omsk. The results of social survey «»Omskovites' opinion on the efficiency of social advertising«» are presented and Omsk university students' survey about social advertising development is resulted.

Keywords: social advertising, social advertising development, social advertising festivals.

**R. Yu. Ovchinnikova**

**Design project: theoretical basis and specificity**

Material culture is the basis of object-space of people's surroundings, where the design is set-up of its aesthetic development. The success of design is not determined by the level of skills in computer applications but its design thinking. The process of creating objects involves the synthesis of imagination, analogy and calculations where there is a proposal on ways of solution of design problems with artistic means aimed at creating a specific emotional effect.

Keywords: design, design process, creativity.

**L. F. Smotrova**

**Some points of view to the practice approach to advertising addresses classification**

The article is devoted to the questions of variety of points of view to classification of advertise addresses. The author suggests her own

approach to the problem based as on opinions of famous specialists, as on her personal experience taking into account specific moments of advertising practice in the city Omsk.

Keywords: classification, advertise address, motives, practice.

**O. N. Tkachenko**

**The social and cultural essence of the phenomenon «advertising style of thinking»**

In the article the social and cultural determination of the phenomenon «advertising style of thinking» is revealed. The author of the article allocates two levels of existence of thinking style of thinking: individual and official. Also the author opens a tendency of development of mass communications - interpenetration of the object and subject of programming influence.

Keywords: advertising, advertising style of thinking, culture of consumption.