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Summary

JUBILEES

HISTORY

V. Ya. Maul, Yu. A. Obukhova
Popular monarchism and Pugachev's revolt
(based on the Sources of Siberian region)

The article deals with little-studied aspects of Pugachev's Revolt history in 1773-1775 in Siberia, concerned with local population's response to news about the advent of false tsar Peter III. It is shown how popular monarchism, characterizing Siberian common people of that period, has determined behavioral reactions of local population under the circumstances of increasing popular movement in Siberia and neighbor regions. In the study there are analyzed some aspects of Siberian population's participation in the insurrection.

Keywords: peasant movement, popular monarchism, imposture, Pugachev's Revolt, Siberia.

S. V. Novikov
The CPRF and APR locking problem in consideration of authority group interests changing.
From the new West Siberia history, 1996–August 1999

The research describes the problem for the village electorate. It's written on the base of the political research of Altay School, Moscow analytical centers materials, APR and CPRF regional archive documents. According to Omsk and Novosibirsk scientists' research the author analyses the agrarian nomenclature activity at the end of 90's, the change from the left to the right political flank. The research demonstrates West Siberian APR and CPRF organizations activity, its relationship with the regional power organs.

Keywords: agrarian nomenclature, «Krasnyi Put» newspaper, Dorohin V., «For the true government of people» block, APR.

V. V. Germizeeva
Presentation of activity of governors of West Siberia
on the pages of the journal «Siberian questions»

In the article the attention is paid to presentation of governors's activity in West Siberia in journal «Siberian questions». This publishing has diatribe direction mainly, in which there are revealed problems of Siberian life, including problems of local management.

Keywords: local management, governor, Western Siberia.

O. V. Chudakov
Establishment of the institute of commissars in provisional government in Siberia

The process of change of authority on the province and regional level and establishment of new authority ladder by the middle of March in Siberia is described.

Keywords: February bourgeois democratic revolution, the provisional government, social cataclysms.

A. V. Doroshenko
Struggle with drunkenness among youth in 1980–1984 years
for Omsk and Novosibirsk

This article devoted to the problems of struggle with drunkenness of youth in West Siberia (1980-1984) and determination of main direction this struggle.

Keywords: drunkenness, West Siberia, Omsk, Novosibirsk, youth.

O. A. Esin

The image of Ermak in the conservative press of the second half of XIX century

The article deals with the one of the most pressing problems of the Siberian history — the problem of perception the personality of Siberian pioneer in Russian society. The problem of reconstructing an image of Ermak in conservative journalism of the second half of XIX century reveals the ideas and meanings that are broadcast through the periodicals officiously minded circles, and allows a deeper understanding of historical consciousness and cultural memory of the Russian society of the second half of XIX century.

Keywords: historical image, Ermak, Russian conservatism, periodicals.

A. V. Metel
The influence of Russian religious philosophy on formation of atheism concept in the Soviet historiography

The article under discussion is intended to survey of basic ideas of Russian religious philosophy of the end of XIX — the beginnings of the XX century. The main idea is influence of Russian religious philosophers at first on the Russian intelligentsia of the turn of epochs, and eventually to the formation of the concept of atheism in the Soviet historiography.

Keywords: atheism, Russian religious philosophy, Soviet historiography, Marxism.

O. V. Metel
The origins of the scientific approach to the problem of the origin of Christianity in the French historiography of the XVII–XVIII centuries

This article focuses on studying the origins of the scientific approach in the French historiography of the history of early Christianity. The author aims to reveal the process of deconstruction of the Holy Scriptures and the sacred history of the first Christian exegesis in the XVII century, and then the French Enlightenment philosophers, which resulted in the formation of a scientific approach to these subjects.

Keywords: French historiography, the history of science, history of primitive Christianity.

S. V. Sogrin
Socio-economic factors of creation and functioning of private medical institutions in the Western Siberia
(end XX – the beginning of XXI centuries)

In the given article problems of creation and functioning of medical institutions of private form of ownership in Western Siberia, first of all, on territories of the largest cities of Omsk, Tomsk, Barnaul, Kemerovo are considered.

Keywords: public health services, medical institution, clinic, patients.

O. A. Tapekhina
Peter I as a «hero» of Russian journals in the second half of XIX – beginning of XX centuries

The article deals with the image of Peter the Great in the minds of Russian intellectuals of the second half XIX — beginning of XX centuries. Historical idea of Peter I reconstructed from the analysis of specialized historical journals. The interest of society in due to the ambiguity of the figure of Peter has carried out reforms and their results. Socio-economic and cultural changes in post reform Russia have transformed the image of Peter the Great, a hero in Russian history.

Keywords: image of the past, historical representation, specialized historical journals.

W. H. Shaydullin
Sports competitions in the Omsk region during the Great Patriotic War

This article focuses on competitive activity in the Omsk region in the Great Patriotic War, the basic directions of the activity, the dynamics of sporting events in the city of Omsk, and the region.

Keywords: Omsk, sports competition, Great Patriotic War.

SOCIOLOGICAL AND ECONOMICAL SCIENCE

N. E. Alexeev, Z. V. Glukhova
The theory of needs paradigm for new Russian economy

The article is devoted to the problems of new economy development and its influence on the theory of needs and personal economic needs structure in particular. Some aspects of an interdisciplinary category «needs» are shown.

Keywords: paradigm, need, new economy.

Yu. V. Baranov, N. V. Kosinova
Organizational problems in professional risks management

In the following article the analysis of labour safety management bodies reformation, and their availability to assure the call to professional risks management, is presented. There are some suggestions made for setting up the branch-wise centers for risks management, based on the regional social partnership system.

Keywords: labour safety, professional risks management, social partnership

N. G. Gavrilenko
Theoretical aspects of the cyclic recurrence of the transport complex development

The major factors causing cyclic recurrence of the transport complex and possible methods of the influence on them are considered in this article.

Keywords: transport complex, cyclic recurrence, factors, influence methods.

M. L. Kaluzhsky
System approach, self-organizing and cyclic in the institutional economic theory

Article about synthesis of theory the self-organizing and the institutional economic theory. The author proves the thesis about exogenous an origin of institutional processes in economy and cyclic institutional development.

Keywords: Institutionalism, Economic system, Self-organizing, Life cycle, Marketing.

M. L. Kaluzhsky
Features of transformation of marketing in e-commerce

The article is about influence of e-commerce on transformation of the theory and practice of marketing. The author considers Internet-marketing as the independent form of marketing formed under the general laws in new institutional conditions.

Keywords: marketing, e-trade, e-commerce, Internet-marketing, institutionalism.

N. V. Rysak
Theories of the state regulation of economy at the context of economic changes

This paper reports the concepts of state regulation, characteristics of which during certain historical periods are allocated. It is emphasized the need of active search of new approaches to state regulation in new economic conditions.

Keywords: the state regulation, planned and organizational approaches, concepts of spatial development of economy, the state at the post-industrial economy.

E. V. Yakovleva, N. Yu. Kamolova
The increase of efficiency of use of human resources of enterprises of the fish industry of Omsk: classification of factorial influence

Results of the research directed on identification and classification of factorial influence on efficiency of use of human resources of the enterprises of the fish industry of Omsk are presented.

Keywords: human resources, factorial influence, efficiency of use, fish industry

O. V. Demidenko
Fundamentals of construction management flow

A mathematical model of the building flows, providing their inextricable link with the process of delivery of material resources for construction objects is developed. The developed model will increase organizational level of construction management streams.

Keywords: transport process, material resources, costs, performance, construction flow, cost effectiveness, the organizational level of control the flow of the building.

PHILOSOPHICAL SCIENCE

N. A. Chernyak
About borders and possibilities of responsive phenomenology

The perspective of the Stranger in answer phenomenology of B. Valdenfela is considered. The heuristic potential and possibilities of responsive phenomenology in research of a phenomenon of the Stranger becomes clear.

Keywords: Experience of the Stranger, mutual understanding, answer phenomenology.

A. F. Shcheglov
Patriotism in the light of ethical theory Alain Badiou

The article analyzes the ethical position of Alain Badiou, a critic of traditional morality and ethics of the proposed alternative design — «moral truths» from an ethical frame of reference «from good to evil» the opposite of traditional.

Keywords: patriotism, state, ideology, morality, truth, belief, good, evil.

M. S. Glatko
Archaic in post-modern age: to archaic social dimension understanding

Archaic social dimension is a set of free parameters that have emerged in ancient times and determine the genesis of modern society. Archaic period is characterized by several features: the presence of the actual human experience of living the Infinite, Chaos, spontaneity and closeness of social ties, trust, availability of common ideas and goals between individuals, conscious responsibility, involvement in the World.

Keywords: archaic social dimension, post-modern philosophy, esthetics, policy of interaction, historical continuity

E. V. Dergacheva
Social ontology of design in regional semiotic practices

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

Keywords: the design, the art, aesthetic reality

A. S. Nagibauer
The ontological status of the holistic person in the light of «The Question Concerning Technology» by Martin Heidegger

Two ontological status of the person — Requirer and Interpreter — are revealed in this article based on examining Heidegger's teaching on technique and the truth. The urgency of the experience theory is formulated here to form such a theory of knowledge that takes into account the role of the holistic person in cognition.

Keywords: technique, truth, Requirer, Interpreter, experience, co-being.

M. V. Chaldyshkina
Meaning of silence: between «seeing» and «hearing»

In the article the author takes under consideration a sharp problem of possible dialog in culture and problem of «Another» in the «vision» space. It is stressed that the «vision» space — is narcissistic space: wherever we look — we see our own reflection. The opportunity of seeing «Another» is based on a different way of world outlook — the «hearing» way as far as here there is a place for «admitting» of «Another» — silence.

Keywords: narcissism, silence, «Another», «vision», «hearing»

E. N. Belaya

Some aspects of death concept in French linguistic world-image

This article deals with the concept of death in French linguistic world-image. This concept forms the frame with a centre «Subject – Predicate – Cause». The paper describes lexico-semantic, semantic-syntactic aspects of each structure.

Keywords: concept, frame, predicate.

N. I. Gatsura

The psycholinguistic approach to the adequacy in translation (based on A. Chekov's story «The lady with a dog» and its translations)

The given article deals with adequacy of the translation with such criteria as emotional and semantic dominant of the text and its components taken into consideration.

Keywords: emotional and semantic dominant, «beautiful» and «sad» text, the author's dominant sense, translation adequacy.

Yu. V. Zorina

Word-formation opportunities of terms on the example of English terminology of public and occupational safety

Word-formation opportunities of root and affixal terms of English terminology of public and occupational safety are investigated. Word-formation constructions organizing compound terms of the terminology in question are described. The most productive word-formation constructions are estimated.

Keywords: root terms, affixal terms, compound terms, word-formation construction.

A. A. Gavrilov

Linguistic means used in mass media to influence public consciousness

Basic linguistic means of media-influence on public consciousness used in Russian and American press are considered

Keywords: public consciousness, linguistic means of media-influence.

PSYCHOLOGICAL AND PEDAGOGICAL SCIENCES

V. P. Gerasimov, O. A. Tsvetkova

Phenomenology and ontology of self- realization

The article describes the approach to the phenomenon and the essence of self-realization and self-actualization in the classical and post-classical approaches. A summary of the concept of «self-actualization» and «self-realization» in the history of their development.

Keywords: self- realization, self-actualization, subject, personality.

E. A. Magazeva, T. V. Malyutina

Self-actualization as a determinant for specialty choice for a medical university graduate

In the article specialization choice criteria, such as subject, object and situational, made by graduating from medical department students are discussed. There is a suggestion that specificity of reasoning while choosing professional alternatives by graduating from medical department students is determined by self-actualization characteristics. As a result of the research four groups of test students were assigned and the peculiarities of self-actualization characteristics were described. Each group is based on different types of reasoning while choosing the doctor specialization in the situation of selection.

Keywords: personality choice, type of reasoning, self-actualization, time-scheduling competence, spontaneity, behavior flexibility.

M. Yu. Semenov

Changing the emotional relation to money from students in the economic game «Cash Flow»

In the given article there are results of an empirical study of the effect of the economic game for the attitude toward money. The economic game «Cash Flow» provides multi-directional influence on the emotional relations to money in a situation where little money, and strengthens the negative assessment of the situation a lot of money.

Keywords: psychology, money, social attitude, the attitude toward money, game, economics, student.

V. S. Kubarev

Research of the dynamics of generation of meaning expressed in the story of dreams

This article presents the results of psychotechnical research of generation of meaning that takes place in the work with dreams. There is statistically confirmed existence of relevant dynamics, initiated work with dreams. This dynamic appear as a psychotherapeutic events, which in themselves experienced the respondents participating in the study. The article releases the main structural components of the event, and gives their qualitative description. In the article there are presented mechanisms and phases of generation of meaning, which is expressed in the subjects of dreams.

Keywords: psychotechnical research, dynamics of generation of meaning, psychotherapeutic event

V. I. Potapov

The history of establishment of multilevel educational system and problems of training of master students of science in Omsk State Technical University

Brief history of training and starting of multilevel educational system (bachelor and master levels) in Omsk State Technical University is given in this article. The author tells about rising problems of training according to demands of Federal state educational standards of new generation and gives recommendations on their eliminations.

Keywords: historical information, multilevel system of education, bachelor of science, master of science, educational standard, problem situations.

A. I. Sukharev

On the competence approach in art education

The article discusses the continuing art education. The notion of competence includes knowledge, skills, training and experience, interests, who are students and used them in a specific situation. The idea of continuing education offers a chance to make our art education more useful for the younger generation of Russian citizens.

Keywords: continuing art education, evaluation, competence.

PHYSICAL CULTURE AND SPORTS

A. Yu. Bliznevskiy

Economical control levers in massive physical culture management in establishing community-based municipal clubs

The article gives an overview over the positive experience of supporting municipal units in improving the community-based club system within Krasnoyarsk Territory. The author presents the developed and test-proven rules for two-stage contest selection of municipal institutions to provide them with regional subsidies for further financial support.

Keywords: physical education and sport, community-based clubs, contest for municipal institutions, allocation of regional subsidies.

G. I. Kovalchuk

Individualization of sports technical training of athletes

Novelty of research is presented in an individualization of sports technical training and selection of the athletes differing with a constitution that finds reflection in realization of the «accelerated», «usual» or «stretched» options of long-term preparation. The practical importance consists in the presented possibility to the trainer not intuitively to define himself, in what age period at the specific athlete «a zone of the first big successes» and where there can be «a zone of optimum possibilities». It is offered by an assessment of specific characteristics of physical development, physical and technical readiness, and also typological features of properties of nervous system and the dermatoglyphical constitution to reveal representatives with the accelerated option of development of beginners actively to take part in large international competitions during period aged 19 years and younger and also with the usual and slowed-down option of development of sports results coming out on high level during the age period from 20 and till 29 years old.

Keywords: individualization, forecasting, development option, sport achievements.

L. F. Kolokatova, M. M. Chubarov

Interactive technology for training students to admission to higher school

In the article the questions, connected with the information — educational medium, the remote and interactive formation and its internal essence are analyzed. One of the basic tasks of remote formation is composition

and improvement of content; it is for which necessary to manage the theory of pedagogical measurements.

Keywords: educational technologies, information- educational medium, remote formation, pedagogical measurements, interactive technologies, intellectual functions, adaptive information technologies.

S. G. Nagovitsyn

Establishment of a valuation space for physical culture

The use of certain terms can create an information space for the estimated physical education in higher education, the implementation of control technologies and assess the quality of training students in the field of physical education, which, in turn, increases the effectiveness of monitoring and evaluation of the quality of training of future professionals.

Keywords: information and evaluative space, setting, rating the quality of education.

E. S. Kulmameteva, N. S. Niyasova, G. D. Babushkin

Activization of physical self-education schoolboys-teenagers

The essence of physical self-education in schoolboys is considered. Results of research of a condition of physical self-education of schoolboys, testifying its insufficient display are resulted.

Keywords: physical self-education, schoolboys, activation

G. G. Tickhonov, G. I. Semenova, Yu. V. Iakovych

Specific character of selection of sportsmen for formation a teams of sport tourism in group of disciplines «routes»

A problem of sports orientation, selection and formation of tourist sports groups on the basis of level of development of the personality and its need for self-realization are analyzed in the article. A concept of potential of self-realization which is understood as tension between levels of development and personality realization is introduced in the article. On the basis of level of potential of self-realization the concept psychotype of the tourist sportsman is entered.

Keywords: sports tourism, group of disciplines «routes», sports orientation and selection, psychotype of the tourist sportsman, potential of self-realization, level of development and personality realization.

Yu. N. Ertman, A. A. Geraskin

The process of improving serves in skilled volleyball players with the use of technical means

The method for improving volleyball service containing a series of technical means by virtue of their design features has novelty and technical direction for the development of precision gaming action volleyball. The use of the proposed technique to improve service in skilled volleyball players using technical means can effectively influence the effectiveness of competitive activities.

Keywords: technique, technology, accuracy, delivery, skilled volleyball players.

I. F. Gilyazov

Optimization the content of physical education of juvenile offenders sentenced in correctional institutions

The article considers a perspective direction physical and sports activities in penal institutions, and presents the program of physical education for juvenile offenders serving time in the center of adaptation and rehabilitation of Perm Juvenile Correctional Penitentiary Service of Russia.

Keywords: physical education, young juvenile offenders, correctional institutions, the program physical education young juvenile offenders.

S. V. Titov, Z. M. Kuznetsova

Usage of the power exercises complex for pupils with vegetative vascular physical and functional increase condition

In this article the problem of pupils with vegeto-vascular dystonia physical and function condition improvement is considered. The technique and the results of this research proving effectiveness of power exercises complex application for special medical group pupils are presented.

Keywords: medical physical culture, power exercises, vegeto-vascular dystonia, special medical group.

TEACHING METHODOLOGY

I. Yu. Lepeshinskiy

Methods of formation and development of ICT-competence of military specialist in conditions of integration of basic and military-vocational education

The most effective methods in the final stages of formation and development of ICT-competence of future military specialists is a technique based on the theory of planned (phased) and the simultaneous formation of knowledge and practical skills, methods of programmed and the problem of learning, as well as the method of projects.

Keywords: ICT-competence, integration, methods of training, military expert.

Ya. A. Lugina

Study of basic concepts of form shaping as part of «Academic drawing» classes by art design students

The article is devoted to the matters of study of basic concepts in form shaping during the 'academic drawing' classes. The author defines the statement shaping in design itself and its basic principles for elaboration of some creative tasks within this subject. The article defines a range of issues associated with design education.

Keywords: shape, shaping, design education.

CULTUROLOGY. ART HISTORY

S. P. Isachkin

A man and sociocultural processes of modern world

Keeping in mind the purpose of analyzing the content and perspectives of sociocultural processes in the world, the factors of interactions between a man, society and nature are considered as well as the complex phenomena of modern culture like modernization, globalization and universalization. The article represents the typical features of technogenic civilization and warns on the danger of their further spread. The author turns the attention to the importance of cultural dialogues between East and West, their mutual adoption of generally accepted values and common priorities at the modern stage of historical development.

Keywords: a man, society, nature, sociocultural processes, cultural modernization, globalization of cultures, cultural universalization, dialogue of cultures.

I. V. Vinichenko, Zh. M. Naymankhanova, K. A. Shtib, L. R. Kurmanova

The Soviet people's attitude alternative fashion

The article examines the relations between the Soviet society and the trendy Soviet youth. The authors pay attention to the means of the influence upon the pulse of the nation in a big regional center. In the article the conclusion is made, that the total involvement in counteraction against the refusal of the state-approved fashion took place all across the country.

Keywords: Soviet society, popular taste, counterculture, alternative fashion, stilyagi, struggle for youth's taste.

O. V. Gefner

Theatrical activity of the military men in the cultural life of the cities of the Western Siberia (the end of the XIX – beginning of the XX century)

The article analyzes contribution of the military men in the formation and development of the theatrical culture of the cities of the Western Siberia in the end of the XIX – beginning of the XX century. It is characterized by activities of soldiers and officers theaters: the causes, the nature of the repertoire, especially the audience, a role in the cultural life of the citizens.

Keywords: military men; theatrical activity; city culture.

A. N. Gumenyuk, I. V. Lyalikov.

On the history of Tyukalinsk town development planning: the «geometric plan» of 1832 and the master plan of 1852

The article specifies features of development of planning of western Siberian town Tyukalinsk. The analysis of urban planning solutions developed in first third of XIX century by a provincial architect on the basis of the method of the Classical period is done. The names of experts who participated in preparation of the plan are introduced into scientific terms. It is noted that the Tyukalinsk plan of 1852 reveals certain requirements of previous urban planning document of 1832 that allowed the state value of both plans for the future development of the town.

Keywords: planning solution, master plan, regular planning.

A. V. Karabykov
The ways of symbolism cultivation in the Christian medieval culture

The aim of the paper is to explore modes of symbolism cultivation, formed and adopted by the medieval culture. In this view peculiarities of the medieval mentality and world-picture, cultural and civilization consequences of symbolism cultivation in the Middle Ages are analyzed.

Keywords: symbolism, sign, the medieval culture, Christianity.

I. A. Krebel
Doll esthetics: reanimation of archaic

The author stays on that classical rationality doesn't allow to hold high-grade judgment of a phenomenon of «game» and one of its key attributes – dolls. In the work the conditions allowing to talk about the topology are investigated allowing to rethink key principles of Cartesian logic and to offer alternative.

Keywords: Esthetics, doll, game, archaic.

V. V. Tikhonov
The prospect of preserving of Polish immigrants' traditional culture in Predbaikal'ya in Stolypin's time

In the article the prospect of preserving of Polish immigrants' traditional culture in Predbaikal'ya during Stolypin's agrarian reform is analyzed. The author considers the way of preserving polish traditional culture by founding the ethnographic open-air museum in Vershina (Bohanskiy region, Irkutsk oblast) and founding the layout in the architectural and ethnographic open-air museum «Talsy», which is situated 47 km away from Irkutsk.

Keywords: «Talsy», Vershina, Zelinskiy's country-seat, Polish immigrants.

L. V. Chuiko
The images of birds and beasts in the fretwork of wooden architecture of West-Siberian cities in the end of the XIX–the second half of the XX centuries

The article analyses the motives of Old Russian ornament – the images of birds and beasts in the fretwork of wooden architecture West-Siberian cities in the end of the XIX – the second half of the XX centuries. On the ground of visual materials, author defines some variants of decorative compositions including this motives.

Keywords: fretwork, motives of the ornament, birds, beasts.

ART DESIGN. ADVERTISEMENT

R. Yu. Ovchinnikova
Methodological basis of research in art design

The specifics of research in art design necessitate the use of special techniques research in the study of diverse literature. The definition of research methods depends on the specific theoretical source and can be an effective tool in the study of theoretical issues in art design, be a methodological basis of the study.

Keywords: design, research, methodology, research method, research base.

L. F. Smotrova
Advertisement, marketing and management: correlation of subjects and knowledge

The article is devoted to the determination of correlation between such fields of knowledge as advertisement, marketing and management. The

author suggests her own point of view in the question as a teacher of one of the chairs of OmSTU at the same time as different opinions of others.

Keywords: advertisement, marketing, management, education.

O. N. Tkachenko, S. S. Marochkina
Specifics of visual design of advertizing message

In the article the main aspects of visualization of a plan of advertizing, the requirement to an information message from the point of view of its advertizing efficiency are noted. The types of images used in advertizing, and also a ratio in it visual and verbal elements are allocated.

Keywords: advertizing, design of advertizing, the image in advertizing.

O. N. Tkachenko, M. S. Sibin, S. A. Shusharin
Ideological content of advertizing

The article talks about creativity in advertising, advertising idea, illusion of reality. Nominated evaluation criteria of advertising idea reveal the components of creative advertising strategies. From creative concepts and promotional ideas, the authors come to the conclusion that there is virtualization process of society and people's lives through advertising and, in particular, the advertising image.

Keywords: advertise, idea, virtuality

K. V. Vasilyuk, L. M. Dmitrieva
Collecting as a special type of symbolic consumption

Natural consumption is based on the needs of the subject itself and his subject matter has the characteristics of the material obsolescence. It is generally accepted that the symbolic consumption differs by moral obsolescence of its object-oriented novelty effect, but there is a special type of symbolic consumption, where the moral renewal exceed moral obsolescence.

On the one hand the paradox of collecting differs from a simple symbolic consumption, so that the collector produces his own meanings of the collection items, on the other hand, the subject of the collection dispossess from his individuality that has a random relation with him.

Keywords: natural and symbolic consumption; collection; material obsolescence, obsolescence, moral renewal; novelty; consumer; individuality

A. F. Galiullina
Targeting TV content from the perspective of humorous coding

The article examines concept of targeting advertising space. The purpose of the study is to relate humorous television programs with the dominant aesthetic of commercials. The basic methodology of our study is monitoring of targeting in humor-marked TV programs, the results of which is compared with the advertising block orientation.

Keywords: targeting, target audience, program, interprogramm space, presence.

E. V. Goncharova
Innovations and design education problems in a context of common cultural values

Design education, being the mouthpiece of common cultural values, preserves material and spiritual culture. The paper focuses on the development of professional skills of students in the field of design creativity in mainstream of modern trends.

Keywords: education, design, creativity.

На основании Соглашения, заключенного между Федеральным институтом промышленной собственности (далее – ФИПС) и Омским государственным техническим университетом, в апреле 2012 года на базе ОмГТУ был создан региональный Центр поддержки технологий и инноваций (ЦПТИ).

Целью создания сети региональных ЦПТИ является наращивание инновационного потенциала в Российской Федерации путём обеспечения информационной и научно-методической поддержки пользователям услуг ЦПТИ в сфере научной, научно-технической и инновационной деятельности.

ЦПТИ, в соответствии с Соглашением, оказывает услуги, которые предоставляются в зависимости от потребностей местных пользователей:

- предоставление доступа к патентным и непатентным базам данных ФИПС;
- оказание помощи в поиске технической информации при проведении патентных исследований на основании баз данных ФИПС.

Дополнительные услуги:

- обучение проведению поиска в базах данных;
- предоставление общей информации по законодательству в области интеллектуальной собственности;
- информирование о возможности получения консультаций специалистов по интеллектуальной собственности;
- предоставление базовых рекомендаций по лицензированию.

ЦПТИ предоставлено также право оказывать услуги на платной основе по подготовке материалов заявки по конкретным объектам интеллектуальной собственности (изобретения, полезные модели, промышленные образцы, товарные знаки, программы для ЭВМ).

Состав ЦПТИ сформирован из числа сотрудников Информационно-патентного отдела ОмГТУ, имеющих техническое и специальное образование и опыт работы в сфере обеспечения правовой охраны объектов интеллектуальной собственности.

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