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## SUMMARY

### HISTORICAL SCIENCE

**A. G. Dianov**

**Internal organization of work-and-peasant inspection's organs in Siberia in the middle 20's of XX century. Part 1**

The article is devoted to the investigating of changes in the structure and stuff of work-and-peasant inspection organs in 1923–1925 in Siberia. The author determines the characteristic features of changes in the internal organization of work-and-peasant inspection organs in the process of their reorganization resulted in uniting work-and-peasant inspection organs with Party Control Commissions.

Keywords: work-and-peasant inspection, structure, professional training

**S. B. Krikh**

**The image of antiquity in the post-Soviet school history textbooks**

This article analyzes the image of antiquity in modern textbooks. The author compares the interpretation of the events of ancient history in the last Soviet textbook on ancient history by P. Korovkin, and one of the most common modern textbooks by A. Vigasin A., G. Goder and I. Swientsitsraia. The author comes to the conclusion that modern scholars are based on the findings of Soviet scientists, but tends are to get rid of stamps of Soviet times. But often the authors of modern textbooks avoid their own reviews.

Keywords: Soviet historiography, the image of antiquity, school textbooks.

**V. A. Kutepov, C. V. Rybakov**

**Military-patriotic education of schoolboys of Western Siberia (1968–1991)**

The processes occurring last years in patriotic education of youth bring to the forefront such its directions as a military-patriotic one as it should bring the powerful and solving contribution to preparation of skilful and strong defenders of the Motherland more and more. But thus, on the background experience of military-patriotic education which, as is known, was the most developed and effectively worked from the middle of 60's of the last century.

Keywords: military-patriotic education, schoolboys.

**I. I. Krott**

**Interaction of rural households and credit institutions in Western Siberia during the First World War**

In this article, on the basis of archival and published sources, the problem of lending by credit institutions rural households in Western Siberia during the First World War is considered. The author has analyzed the major credit operations of regional institutions showed their specificity in the agricultural business.

Keywords: credit institutions, the State Bank, mutual credit societies, rural households, the First World War.

**V. N. Menshchikov**

**Charitable and social activities of merchant of the second guild N. M. Cherniakovskogo (1790–1847)**

The purpose of the article is the study of life on the example of a brilliant representative of the best parts of the Siberian merchants of the first half of the XIX century to demonstrate the role and importance of the subjective factor in the development of culture of philanthropy in the Siberian province.

Keywords: Charity, mayor, V. N. Steinheil, N. M. Cherniakovskii, parish school, «Statistical description of the Ishim district of Tobolsk»

**A. V. Rychkov**

**Development of virgin soil and search for new introduction forms**

The article is devoted to consideration of problems of introduction of achievements of science in agrarian production during mass development virgin and laylands. Limited character of organizational approaches to introduction problems is underlined in the article.

Keywords: agrarian science, agriculture, introduction, USSR.

**A. V. Doroshenko**

**Trade and public catering in Omsk Area in 1954–1985 as the factor promoting drunkenness**

In the article the influence of trade and public catering in Omsk Area on the level of the use of spirits drinks by means of the analysis of changes of infringements of rules of sales is considered. Some stages are allocated on each of which those or other kinds of infringements are prevailed.

Keywords: trade, public catering, Omsk Area.

**N. S. Naimushina**

**Historical and typological analysis of large-circulation newspapers of technical universities of Western Siberia (on the example of cultural work of libraries during 1985–1986)**

Different aspects issues of cultural-mass work of the libraries of technical universities, based on the study of large-circulation newspapers in the West Siberian region are discussed. Historical and typological analysis of the large-circulation newspapers «Polytechnic» (The Omsk Polytechnic Institute), «Za kadry» (The Tomsk Polytechnic University), «Energy» (The Novosibirsk electrotechnical Institute) is conducted. The main cultural events of libraries are shown.

Keywords: newspaper, cultural – mass work, university, library.

**A. K. Potapov**

**Political changes in Baltic states in 1985–1991 as a result of synergetic processes impact**

This article is devoted to political changes in Baltic States in 1985–1991. Political changes is analyzed from synergetic point of view, in which «bifurcation» and «chaos theory» are basic concepts. Synergetic

approach can help to build holistic picture of events, that took place in Baltic republic, when chaos have making inducted and include all population of a Baltic states. Through this chaos the future independent outlines of Latvia, Lithuania, Estonia have become.

Keywords: Baltic, perestroika, «the chaos theory», independence, revolution.

#### SOCIAL AND ECONOMICAL SCIENCE

**A. L. Akhtulov, L. N. Akhtulova, T. I. Stadolskaia**  
**The use of cards of stream of value creation as means of constant improvement of activity of the organization**

In the article actions on improvement of activity of the organization by development of cards of a stream of value creation as a basis for construction of economical manufacture are considered. Proofs are furnished, that map development of the stream of value creation is the tool possessing significant advantages in front of other similar tools of the description of processes by means of which it is possible to describe in details how an organization that has the continuous stream should work.

Keywords: economical manufacture, card of a stream of value creation, parameters of process, visualization of process.

**O. Iu. Patlasov, A. M. Samarin**  
**Algorithms for conducting tenders and model for the selection of participants**

There are analyzed the various algorithms for conducting tenders. There is conducted a study of methods of assessment of the financial state assessment of the companies taking part in tender procedure. The model of linear regression on the basis of these methods is developed taking into account the peculiarities of the construction industry.

Keywords: tenders, financial modeling, conditions of procurement

**D. I. Cherniavskii, D. V. Rudakov, T. G. Rudakova**  
**Risk management in activity of preschool educational institutions of various forms of ownership**

In the article problems of the influence of factors of environment on activity of child care preschool educational institutions of various forms of ownership are considered. Three groups of the risk making impact on business model of establishment of preschool education are allocated. The received results can be used in preschool educational institutions of the city of Omsk and the Siberian region.

Keywords: risk management system, preschool educational institutions, business model.

**N. E. Alekseev, S. M. Ilchenko**  
**Progress in demand as a factor of economic development**

Authors of the paper pay close attention to the economic development of the demand. There is marked a shift in priorities from the production to demand. It shows the failure of the theory of marginal utility in the present conditions in relation to the growing diversity of goods. The demand is regarded as one of pillars of economic development.

Keywords: economic development, economic growth, demand, need, usefulness.

**Iu. V. Baranov**  
**Ways of enhancement of labour safety expertise**

In the following article there is a research of the implementation process of state labour conditions expertise in terms of Omsk region in the years 2006 to 2011. On the basis of revealed issues there are ways to enhance the operation of state labour conditions expertise authorities and to increase the quality of expert judgement.

Keywords: labour conditions, expert judgement, labour safety.

**B. K. Smagulov, I. E. Karasev**  
**Typology of national standards to regulate tourism as areas of economic activity in the Russian Federation**

Tourist industry as an inter-branch complex of economy is regulated in Russia by national standards that embrace the different stages in organization of tourist service. National tourist standards form the hierarchy of normative documents on standardization in tourist industry. In this article criteria are investigational for the typology of tourist standards on the basis of that the chart of typology of national tourist standards of Russian Federation is worked out.

Keywords: economics of tourism, typology, touring standard types of standards, types of tourism standards.

**E. S. Staurskii**  
**State of art of manpower resources of labour market in Omsk region**

In the article the author analyzes manpower resources of the labour market in Omsk region. Statistical indicators giving description of condition manpower resources of market are calculated.

Keywords: manpower resources, market are calculated, Lorenz curve), Gini coefficient, coefficient Lorenz.

**T. N. Kanashchuk**  
**Theatre market of Omsk region as a segment of art market**

The results of Omsk region theatre market research are presented. Peculiarities of art market and cultural services are characterized. Indices of the activity of Omsk professional state and municipal theatre establishments are analyzed.

Keywords: marketing, art market, demand, offer of cultural services.

**A. V. Morozov**  
**Restructuring and improving the efficiency of sales**

The article suggests ways to improve the effectiveness of sales based on the change of its structure, salary incentives and the use of information technology. Scientific novelty lies in the author's vision of how to implement these approaches. The paper proposes not only a concept, but the specific tools that can be implemented without further elaboration on the enterprise.

Keywords: efficiency, automation, sales, CRM.

**I. G. Khomiak**  
**Necessity of process approach on personnel management in machine-construction companies**

Under the transition to market economy achieving of high performance of an enterprise is impossible without effective personnel management. The author reveals the main problems of personal management, remuneration and motivation of staff and process management on example of the one of the leading machine-construction company in Omsk. The article introduces the concept of the new salary system on the machine-construction company in Omsk, the basic direction of its activity is research and developmental work.

Keywords: personnel management, pay system of personnel, the process management.

#### PHILOSOPHICAL SCIENCE

**S. F. Denisov, L. V. Denisova**  
**Systematics of the would-be scientific knowledge**

In the article general characteristic of would-be scientific knowledge is presented and a new basis of its classification is considered. The new systematization is based on the principle of approximation or remoteness of knowledge from the science itself. Three types of would-be scientific knowledge are highlighted, each of them has its own varieties. The idea of danger of its penetration into the system of science is substantiated.

Keywords: science, would-be scientific knowledge, quasi-science, alternative science, soteriologic would-be scientific knowledge, simulation.

**S. F. Denisov, V. I. Krasikov**  
**Memory, time and «self»**

The article is devoted to the existential problems of the formation of consciousness. The authors find a special temporary status of «Self», the folding at the intersection of significant fixation of the past, current appraisals and projective idealizations.

Keywords: self-awareness, memory, senses of past, present and future.

**V. V. Nikolin, O. I. Nikolina**  
**Problem of correlation between human nature and second nature**

A large part of his history a man struggled with the his first nature. The victory over the nature gives perspective of the world deployment in accordance with human nature, but it does rule over human nature second nature of technical origin. Understanding the three types of nature allows orienting towards the development of man and his place in the world.

Keywords: four reasons, the first nature, human nature, second nature, meaning, simulacrum.

**B. A. Arkhipov****To the question about meaning of name «civilization»**

The article considers the basic values referring the name of «civilization». The conclusion is made that the ambiguity of the name of «civilization» is justified by the fact that it captures, first of all, the diversity of the specific features of local civilizations. It specifies the fallacy of the opposition of the private in nature civilization theory of General socio-philosophical theory of socio-economic formations. It is noted that only organic unity of these two theories is capable to avoid specific to each of them disadvantages and bring social theory to a new, qualitatively higher level of development. It focuses on the practical importance of these theoretical positions, which is to significantly increase the efficiency of the action of the subjective factors of the historical process.

Keywords: company, socio-economic formation, the civilization.

**T. P. Berseneva****Synergetic processes in Russian culture**

The paper proposes a definition of the synergy and considers synergetic processes in Russian culture: the dialogic interaction of the different activities and different ideals; direction of cultural development to a higher absolute ideal, the conveyance of central ideal to the culture, that is, formation of synergetic effect.

Keywords: synergy, antinomy, the core of culture, synergetic effect.

**E. M. Dumnova, O. D. Romannikov****Gender identity as a factor of mentality formation**

The article considers specific character of gender identity formation and gender mentality as the foundation of individual and social-group mentality. On the basis of the results of sociological investigation, conducted among the students of Novosibirsk higher education institutions, the analysis of specificity of gender mentality of contemporary student youth is performed, peculiarities of the gender display are revealed. The results, concerning the transformation of gender mentality of boys and girls, made explicit in their value sphere, are presented.

Keywords: gender identity, gender mentality, gender display, youth, values, socio-group mentality.

**P. G. Makukhin****Modern rethinking problems poly paradigm philosophy and its progress in the context of discussions on scientific status of philosophy**

The article analyses the special features of modern debate: both opponents and supporters of the status of scientific philosophy hard enough to connect it with the problems of its pluralism and the presence or absence of progress in solving the fundamental issues. While most of the supporters of scientific philosophy develop an argument based on the different options for substantiation of the possibility of at least partial its cumulative progress, the author proposes a different approach, based on the fact that the modern model of development of science itself is not funded, including periods paradigm-shift, when reviewed the basic postulates, as well as involving their competition and mutual criticism, because non-classical scientific acknowledges the validity of many approaches in the study of complex, multi-dimensional objects. The proposed by V.O. Bernatskii explanation of multiplicity of directions and definitions philosophy specifics of the Genesis of its object, which always in the form of «Fact», also opens a new perspective to the understanding of the progress of philosophical knowledge.

Keywords: poly paradigm, the progress of philosophical knowledge, non-classical science scientific.

**O. I. Nikolina****Anthropological synthesis abilities in phenomenon of philosophical system of Kant**

The work examines the special way of understanding human nature in the synthesis of sensuality, reason and mind, which produces all its Critic by I. Kant. An attempt is made to show that the category of «phenomenon» at Kant differs from the entity discloses how knowledge of the world and the transformation of the subject of cognition by building synthetic abilities.

Keywords: synthesis, phenomenon, noaman ([knoaman@CA.IBM.com](mailto:knoaman@CA.IBM.com)), essence and phenomenon, Duty and happiness, will and desire. Beautiful, sublime, expedient.

**K. V. Vasiliuk, L. M. Dmitrieva****Boheme in the context of consumer society**

A significant moment in the development of symbolic consumption is changing social environment, which is symbolic consumption. This

article discusses the type of social behavior, as people of Bohemia is formation and anthropological peculiarities.

Keywords: crowd, bohemia, the path of development, public.

**A. A. Gavrilov****Social and philosophic consciousness of theoretical and practical problems of media education**

Basic theoretical and practical problems of a media education are considered. Questions of the definition of main categorical concepts and media education and media competence components are specially noted. In the conclusion the author's understanding of media education process and media competence, based on socio-philosophical comprehension of these phenomena is formulated.

Keywords: media education, media literacy, media reality.

**A. V. Ivanova****The book modi of being**

The article touches upon the issue of philosophical interpretation of the book modi of being which possess accidental but essential nature within the meaning of the book. Such modi as thing and symbol reveal in all the transformations of the book are marked out. The author concludes that the interaction between the thing and symbol modi indicates the objective invariant attributes of the book such as text and book-text correlation.

Keywords: book, modi of being, thing, symbol, transformation, accidental and necessary.

**M. A. Petlin****Postmodern culture — cyberculture**

This article is devoted to the problem of a person in cyberspace. The basic aspects influencing the user immersed into cyberspace are considered to be self-identification, the communicative relationship, and an effect of presence. Due to the technological breakthrough in the modern world, a man has obtained a new tool for introspection and self-actualization — a network of the Internet.

Keywords: Internet, virtual reality, cyberspace, cyber culture, identification, communication.

**G. L. Shikhov****The medicalization of pain through religious drama therapy: mediaeval experiences**

The paper deals with the mechanisms of the medicalization of pain through staging religious episodes in the Middle Ages. Two interacting aspects — physical and psychic — are considered in the space of playing, the mediaeval person's need in drama is being reflected upon, the link between mediaeval drama and antique culture being established.

Keywords: the Middle Ages, spectator, drama therapy, pain, religious experience, distance

**V. G. Felde****Kinds of extremism and types of its subjects**

The article is devoted to the problem of extremism or more exactly to the problem of evaluation of this phenomenon and the problem of its development and modification. The author considers the correlation of such definitions as extremism and fanaticism. In this article four subjects of extremism are represented: extremist, hero, extremal, postextremal. Extremism is performed by the author as a complex and heterogeneous phenomenon being examined within the framework of the opposition «own-alien», different models of which form various types of extremism.

Keywords: extremism, fanaticism, own, alien, tolerance.

**PHILOLOGICAL SCIENCE****O. A. Gurianova****Means of word formation of English television terms**

The given research is devoted to the complex analysis of English word formation means of television terms revealing the specificity of using new TV concepts into this sphere.

Keywords: English terminology of television, word formation means, social linguistics.

**T. P. Rogozhnikova****Characteristics of use of church slavonic vocabulary in different spheres of communication**

The article is devoted to one of dynamic processes of present vocal activity, that is the re-activation of Church Slavonic vocabulary in different spheres of communication. Certain examples from the mass

media and peculiarities of their textual realization are examined. Another material to analyze is a brief vocabulary of the Orthodox Church culture, which contains cases of informal use of Church Slavonic expressions and deviations from the norm.

Keywords: Dynamic processes, Church Slavonic vocabulary, re-activation, textual realization.

**M. S. Shumaylova**

**Experience of etymological description of terms of the Internet**

The article deals with the origin and functioning of the Internet terminology special notions in German language. Key terminology awareness helps to create hypothesis on the terminology development level at certain historical stages.

Keywords: term, German terminology, Internet, etymology.

**O. V. Danilenko**

**Features of formally structural analysis of English terminology in sphere of tourism**

This paper is devoted to the formally structural analysis of English terminology in the sphere of tourism. This paper deals with the formally structural patterns of the terms typical for English terminology in the sphere of tourism. In addition it is appointed the productivity of the formally structural patterns of these terms.

Keywords: formally structural analysis, English terminology, tourism.

**T. V. Sokolova**

**Copyright terms in German language in the period between XV and XIX centuries**

The article is about the origin of copyright terms on the crossroad of XV–XIX centuries and it is the essential issue of now days. The research deals with diachronic and synchronic approach describing copyright term system. To determine the reasons and conditions of the origin terms the author applies correlation approach to reveal linguistic and social phenomena.

Keywords: copyright, term, extra linguistic factors, etymological analysis, priority, printing, edition.

**K. S. Maseiko**

**English book publishing terms in different periods of the English language history**

The article is devoted to historical and theoretical issues of English terminology based on English terms of book publishing. There are few tasks of the work: a) to define the placement of English in modern society; b) to study scientific works of terminologists, written in historical periodization and the theory of English; c) to consider some English terms of publishing in a view of periodization and history of English.

Keywords: history of English, English terms, terms of book publishing and edition, periodization.

**PSYCHOLOGICAL AND PEDAGOGICAL SCIENCE**

**S. V. Matiushenko**

**The historical nature of intellectual property**

This article discusses the reasons, the original scope of formation, stages of development of intellectual property and define its historic place in society.

Keywords: intellectual property, formation, development, features, historical site.

**N. G. Milovanova**

**Ways of training of heads of educational institutions using cognitive approach in institutions of additional professional education**

The article presents some aspects of realization of cognitive approach while teaching school top management in the system of professional improvement. In particular, the term cognitive approach is reviewed in the aspect of adult teaching problem, methods of teaching regarding cognitive aspect are depicted such as teamwork, method GROW, intellect-cards, case study, situational rooms.

Keywords: cognitive approach, teaching content, teaching top management.

**V. B. Antipin, E. V. German**

**The aggression of today's youth as psychological and pedagogical problem of society**

In this paper covered the problem of social aggressiveness of youth (by the example of the students of higher educational institutions), reveals

the main reasons for its occurrence and possible ways of prevention. The brief characteristic is given to this phenomenon. The arguments show the influence of physical training and sports in the manifestation of aggression young people in social environment.

Keywords: personality, society, youth, aggression, aggressiveness, physical training and sport.

**G. V. Mozhaev, P. N. Mozhaeva**

**Current trends in work with gifted children: analysis of the experience of the counties of North America, Australia and New Zealand**

This article describes the experience of schools, universities and associations of work with gifted children in the countries of North America, Australia and New Zealand. The principles of identifying, training, and support of gifted children, training of teachers in the field of gifted education and research activity on this topic are considered. A comparative analysis of the activities for gifted children in North America, Australia and New Zealand is made, as well as the perspectives of the discussed foreign experience in the Russian practice are described.

Keywords: gifted education, international experience, educational policy, teacher training, educational programs.

**A. R. Sysenko**

**Organization of independent work of cadets at educational institutions of Russian Interior Ministry at preparation to course of criminalistics**

An integral part of the educational process in educational institutions is independent work. It is one of the major forms of learning. It is a method of self-study of cadets to develop the discipline of criminalistics and mastering skills of professional and other activities.

Keywords: independent work, criminalistics, self-preparation, organization.

**T. V. Kravtsova**

**The development of student's academic mobility in Russia and Germany**

The article examines the issues related to the history of the development and maintenance of academic mobility as a key principle of European higher education area formation. The paper clarifies the definition of «academic mobility» and analyses the trends of the development of academic mobility in Russia and Germany.

Keywords: academic mobility, Bologna process, the common European educational space, internationalization, Europeanization, cross-border education

**V. G. Reshetnikov**

**Organizational and methodical support of teachers' activity in changing conditions of education**

The article considers problems of organizational and methodical support of teachers' activity in the changing conditions of education. The content, forms and terms of the use of organizational and methodical support are defined as well as its role and place in the system of continuous teacher qualification improvement.

Keywords: organizational and methodical support, methodical support, forms organizational and methodical support.

**PHYSICAL CULTURE AND SPORT**

**G. D. Babushkin, B. P. Iakovlev**

**Mental loading in competitive activity and technique of diagnostics of survivability by the sportsman**

The article characteristic of mental loading in sports is resulted. The complex of techniques for study abilities of the sportsman is submitted to maintain mental loadings during occupations of sports.

Keywords: mental loading, sports activity, diagnostics, sportsman.

**M. P. Astashina, M. Iu. Mukhortova**

**Methodology of physical education and recreational nature lesson with the students of the first class**

The article describes the peculiarities of recruitment and the ratio of fitness equipment under various variants of the lesson of physical culture. It presents a methodology lesson of physical culture improving orientation with students of the first class. It proves effective in the third lesson of physical culture improving orientation with first graders. The article shows the features of recruitment and the ratio of fitness equipment in different types of the lesson of physical culture. It is presented a methodology lesson of physical culture improving orientation with

students of the first grade. It is proved the effectiveness in the third lesson of physical culture improving orientation with first graders.

Keywords: methodology, the lesson of physical culture, health orientation, health-improving means, first graders.

**L. F. Kolokatova, N. A. Altynbaeva**  
**System technology of distance learning of students in higher educational institutions on the subject of physical culture**

In the article the authors analyze the issues associated with the creation of technologies of distance learning of students in higher educational institutions on the subject physical culture.

Keywords: distance education, adaptive information technology, the subject of physical culture.

**O. A. Melnikova, I. N. Sheveleva**  
**Competence approach in physical education of university students**

The need to respond higher education system to the unstable situation in the sphere of employment, the increasing competition and the level of requirements of employers, led to the reform of the content and structure of higher professional education. Federal state educational standards (GEF VPO) fundamentally altered the requirements for the results of development of educational programs including for physical culture.

Implementation of the competence approach in the educational process of the physical education in technical universities would radically solve the problem of development of cognitive abilities, skills and personal qualities of students who will graduate to become competitive on the labor market and professionally realized.

Keywords: students, physical education, competence approach, educational process.

**T. V. Baibakova**  
**Formation of technical and tactical skills of students on streetball model**

It is necessary to form and develop technical and tactical skills characteristic of streetball because a lot of students of our University participate in streetball competitions. The aim is to enhance performance of competitions participation, to optimize educational- training process of physical education, to make it life and practically oriented, to make it correspond to needs and personal peculiarities of students.

Keywords: students, streetball, educational- training process, competition, technical and tactical skills, physical education.

**S. Iu. Bakhareva**  
**The use of innovative technologies in teaching tactics of zone pressing defense to the basketball-players**

The necessity of quick learning of the game in the system of defense «zoned pressing» by the students — basketball-players of the students' team allowed us to develop innovation technologies in the process of training basketball-players of Omsk State Technical University. It allows to enhance the effectiveness of their training and to teach them zoned pressing more effectively and to apply this kind of defense in competitions.

Keywords: information technology, sports training, interest, programmed instruction, psychological immunity, zoned pressing, computer program.

**I. I. Dauletshin**  
**The indices of physical development of the 5–10 year old children pursued in artistic gymnastics**

In this paper, anthropometric measurements for children pursued in artistic gymnastics are presented. 130 children (5–10 years) are participated in study. The basic requirements to the level of physical development of children are determined, which is needed for selection to go to gymnastics.

Keywords: sportsmen, gymnasts, selection, anthropometry, physical development, model descriptions.

**N. A. Shakina**  
**The problem of physical culture and sports values formative competences**

The article analyses the results of formed competences of physical culture and sport among coaches and graduating students of physical university.

Keywords: competences of physical culture and sport values, coaches, students of physical university.

**CULTUROLOGY. ART SCIENCE**

**I. A. Krebel, V. Iu. Sukhachev, Iu. V. Vatolina**  
**The «Dialogue» as «Scandal»**

The article is an attempt to use the Bakhtin's dialogue conception to analyze the phenomenon of the Me and Other encounter. The «dialogue» in its extreme conceptual meaning manifests this encounter as a trap for I, 'catastrophe' for intersubjectivity and at the same time as the pure manifestation of I.

Keywords: dialogue, M. Bakhtin, Me and Other, topology, temporality, self-consciousness.

**A. N. Gumeniuk**  
**Artist and zeitgeist: paintings, drawings and conceptual design by Evgeny Dorokhov**

The work of Evgeny Dorokhov, the well-known Siberian artist is considered under the context of Modern Art in the second half of 1980–2010. The traits of his creative pursuit in painting and drawing, and in the format of a conceptual design are concretized. There is a steady commitment of the artist to the avant-garde line, and at the same time — the possibility of creative searches within the realist movement.

Keywords: modern art, painting, drawing, conceptual design.

**E. A. Mezentsev, D. V. Litvina**  
**Moral and esthetic component of art**

The article discusses the relation of ethics and esthetics in art, influence in shaping the personality of the cultural environment and cultural traditions, including through the lens of theatre. The authors give the meaning of spiritual culture, trace three main approaches to the problem of spirituality, consider the function of art.

Keywords: culture, society, art, ethics, esthetics, morality, spirituality, creativity

**G. Iu. Osmankina**  
**Character lines and features of design**

The design line helps to reveal a different side of functions of the designer's creativity. The article analyzes the impact of design lines to its functionality, to create emotional-psychological, ideological and moral-aesthetic nature of the product.

Keywords: design, line, function.

**I. G. Pendikova, E. P. Minin**  
**Orthodoxy saints of Omsk**

In this paper we introduce into scientific materials of interest to the study of the history of the Orthodox culture of Omsk, containing excerpts from the lives of unknown saints, whose life was passing through the Omsk eparchy.

Keywords: Holy New Martyrs and Confessors of Russia, saints of Omsk.

**V. V. Tikhonov**  
**The perspectives for preserving of material culture of the Russians in Verkholsk zone of Predbaikale by founding open-air museums**

In the article the historical and cultural potential of Russian people who live in upper the Lena river within Predbaikale is analyzed. The author considers the difference between the culture of Russian people who live in upper the Lena river and Russian people who live in other areas of Predbaikale. In the article the methods for saving the culture of Russian people who live in upper the Lena river by founding the open-air museums are considered.

Keywords: The Lena, «Taltsy», «Lenskaya village», raft place, raft market.

**Iu. A. Bortnikova**  
**The Koran as reflection of the forms and images of Muslim art and culture in Western Siberia**

The article is devoted to the influence of the Qur'an to the development of Islamic art of Western Siberia. The authors analyze the relevant Chapter of the Qur'an, and also give the characterization of the local manuscript sources as works of art. Special attention is paid to the exclusive exhibit — the Qur'an from the funds of the Omsk Museum of education.

Keywords: the Qur'an, the manuscript, art, Islam, Western Siberia, the ancient culture, the culture of the Siberian Tatars, the manuscript culture, the Muslim art culture.

**N. A. Kriukova**

**Media culture and its role in modern information society**

In the article it is told about new type of culture of modern society media culture. Now the media culture demands comprehensive study and judgment since its influence on processes and the phenomena of life becomes noticeable and notable.

Keywords: media culture, media space, information culture, mass communications.

**N. A. Levdanskaia**

**The main trends of the Primorye art in the late XX century and beginning of XXI century. To history of problem**

The article contains the results of studies of the main trends of the Primorye art in the late of the XX century and beginning of the XXI century, which replaced the socialist realism. The identification of the sources and conditions of development of modernism's traditions, of evolution of postmodernism and neomodernism trends in the art works of Primorskye artists, the role of art groups and associations in this process is considered. It highlights some of the features of the artistic process of the first decade of the XXI century.

Keywords: Primorski School of fine arts; neomodernism; postmodernism, avant-gardism; art association; art group.

**S. N. Ovodova**

**The criteria and principles for making humanitarian expertise of design projects**

This article explains the need of humanitarian expertise design projects, due to the high degree of influence design on everyday modern culture. The author describes a wide range of approaches and criteria (systematic and structural, functional, value, participatory, dialogic, philosophical, anthropological, cultural, social approaches, emotional criteria), the using of which to the analysis of design projects helps to assess the social, cultural, and anthropological consequences of the design projects.

Keywords: design, humanitarian expertise, systematic and structural approach, value approach, dialogical approach, anthropological approach, cultural approach.

**D. A. Sadykova**

**Hip-hop in the space of modern culture**

The article is devoted to hip-hop — modern dance, which is one of the elements of hip-hop culture, originated in the USA in the early 70's. It examines the origins and basic directions of hip-hop, the main elements forming the dance language, and reasons for its spread through the world. This work gives an idea about hip-hop as a specific socio-cultural phenomenon, which is a way of expression.

Keywords: hip-hop, Afroamerican, social, capoeira, battle.

**A. N. Gumeniuk, I. V. Lialikov**

**Planning development of Tara town in XVIII–XIX centuries**

The article features specify development planning of Western Siberian town of Tara in XVIII–XIX centuries. Authors analyze «irregular» planning from the beginning of the XVIII century; consider «regular» plans for 1767 and 1861; identify the development of town planning principles of classicism. The work emphasizes the significance of planning decisions XVIII–XIX centuries for the further development of the town.

Keywords: planning decision, master plan, regular planning, small town, street system.

**ART DESIGN. ADVERTISEMENT**

**L. M. Dmitrieva, Iu. S. Vegener**

**Creativity in brand promotion**

The article deals with problems of using creativity in brand promotion. The authors analyze the possibilities of using creative techniques of Alex Osborn's SCAMPER checklist; they also explore the reasons of using templates in promotion and decline in creative solutions efficiency.

Keywords: advertising, brand, creative, promotion, templates, thinking

**N. A. Anashkina**

**Event-marketing: communicative trend in advertising**

The article is devoted to the study of event-marketing as the new phenomenon of integrated marketing communications and the study of

the role of advertising serving system event marketing as a tool for solving problems of internal and external marketing environment.

Keywords: advertising, event marketing, integrated communications, branding.

**D. K. Krasnoiarova**

**Advertising language in the space of new media**

The article updates problem of transformation of advertising language in the space of new media. It defines the meaning concept of the media and the different approaches to understanding the boundaries of old and new media. Building on the concept is formulated by the media, the author examines the reasons for the loss of traditional advertising effectiveness in the space of new media, as well as the irrelevance of existing classifications of advertising. Turning to the nature of advertising communication and advertising properties of language, the author comes to the conclusion that the advertisement posed in terms of new media, does not disappear, and generates a set of new forms that extend the traditional understanding of the possibilities of advertising. Moreover, the inherent characteristics of advertising communication as a source for the emergence of new media themselves are considered.

Keywords: media culture, new media, advertising, shaping, communication, language.

**S. S. Marochkina, Iu. S. Vegener**

**The development of brand attributes**

The article analyzes the main aspects of developing brand attributes. The authors examine the process of creating names and trademarks as elements of brand communication; they also study the problem of expressing the essence of the brand through its attributes.

Keywords: brand, brand attributes, brand identity, brand name, corporate identity, positioning.

**R. Iu. Ovchinnikova**

**Design of advertising graphics: methodological aspect**

At present article the graphic designers are increasingly turning to methodological problems, seeking to understand the nature of design. This is necessary for understanding the prospects of advertising graphics, and for the formation of ability to see the effectiveness of the use of certain design methods. Specificity of the study methodology of design in this study lies in the fact that the author includes not only a description of the methodology of design methods, but also ways to justify their use.

Keywords: design, advertising, design method, simulation, advertising image, methodology.

**O. N. Tkachenko, D. K. Krasnoiarova**

**Creative basis of visual communication**

In the article the visualization problem in communicative process is stated. The value of creativity comes into light and the various spheres of valorization are used in formation of new forms and visualization tools, search of visions within mass, advertizing communication are described. Authors draw to the conclusion that theoretical research and practical experience of advertizing in visualization of information can be used and in other spheres of life of society: science, education, business, commerce and others.

Keywords: visualization, creative, advertizing, visual culture, mass communication.

**P. A. Baliuta**

**The balance of beauty and usefulness in the design**

This article discusses the problem of the balance of beauty and usefulness in design that is aesthetic and utilitarian qualities of the objects of the objective world. It reveals the balance of beauty and usefulness in nature, in the world of objects of antiquity and throughout the history of mankind and also understanding of these concepts in the works of philosophers. It is shown that initially beauty and usefulness exists inseparably, and then in the Renaissance and up to the middle of the XIX century their paths diverged more. The article examines how modern design functions as a reunion of beauty and usefulness.

Keywords: Design, usefulness, beauty, aesthetic, utility, functionality.

**Reviews**

**S.V. Novikov**

«Vertical, understand...»

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