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SUMMARY

HISTORICAL SCIENCE

S. V. Novikov

The national projects of Russian left-wing parties on the turning point of epochs: from program thesis of practice of Bolshevism. The end of XIX century – the first quarter of XX century

The article tells about the analysis of the left-wing parties program thesis on the national issue. The analysis shows that many variants of approaches on this problem allowed the Bolsheviks retain the territory integrity of the country after the Revolution and Civil War.

Keywords: national and state building, local self governing and autonomy, Yakut Union, SRs (members of Socialist Revolutionary party), the Party of Polish Socialists, Dashnaktcutyun.

A. G. Dianov

Internal organization of work-and-peasant inspection's organs in Siberia in the middle 20's of the XX century. Part 2

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

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

I. I. Krott

Corporate associations of agricultural entrepreneurship in Western Siberia during the First World War and the revolutionary events of 1914–1919

In this article it describes the process of creating corporate organizations of agricultural entrepreneurship in Western Siberia during the First World War and the revolutionary events of 1914 – 1919. The author has identified the specific reason for the

establishment of business associations, analyzed their activity, showed the importance of representative organization in addressing pressing issues of economic life.

Keywords: corporate associations, representative organizations, rural households, agricultural entrepreneurship, the First World War, the Russian Revolution.

O. A. Ozerova

On the issue of organizational and agent-recruiting work of the soviet and communist party organs working among the Turkic population of the Western Siberia (the late 20's – 30's)

The article explores the policy of the soviet and party organs in the Western Siberia (the late 20s – 30s) on development of the organizational and agent-recruiting work among the Turkic population.

Keywords: informer, agent, intelligence

A. A. Rovenskikh

Korea and Russia: the main stages in the history of migrations

In this article, the author tries to identify and analyze the main stages of the migration process in Korea to determine the nature of migration (natural or purposeful process) and group them according to the degree of history.

Keywords: migration policy, the history of Russian, Korean Studies, Culture, deportation, national sovereignty.

A. V. Rychkov

Experimental-demonstrative farms in Western Siberia

The article is devoted to the history of creation and activity of experimental-demonstrative farms as one of organizational-implementation forms. The influence of subjective factors on process of integration of science and production in agriculture during the considered period is emphasized.

Keywords: experimental-demonstrative farms, introduction, Western Siberia, USSR.

M. I. Fedorova

The characteristic of leadership and management staff in agriculture in the Western-Siberian region in 1953–1964 period

The article characterizes objectives, goals, structure, professional, human qualities, level of education of the agricultural leadership staff in the Khrushchev's period, assigned or approved by local authorities. The leadership staff in agriculture in the researched period includes: the communist party and soviet nomenclature, managers — the kolkhoz chairmen. The article explores the abovementioned categories because of their significance in leadership and execution of the state goals in agricultural sector of the economy.

Keywords: agriculture, nomenclature, leadership elite.

T. V. Glazunova

Material support of libraries in years of perestroika (on example of technical institutions of higher education of Western Siberia)

The article is devoted to consideration of main problems of material and technical provision of Western Siberia libraries in years of perestroika. Possible ways of its solution is offered. The research allows to comprehend deeper all complexity of work in libraries of higher education technical institutions within the studied period. The article is aimed at historians, teachers as well as interested in the subject.

Keywords: libraries, technical institutions of higher education, Western Siberia.

A. V. Pagiria

The Soviet state policy in the sphere of nature protection of Ukrainian SSR in early 1970—in the middle of 1980's

Soviet ecology policy in Ukrainian Soviet Socialist Republic at the beginning 1970—middle 1980-th is studying. It was established that during this period political conceptions of solving problems on wildlife began developed slightly faster compared with previous years. However, under the totalitarian regime all decisions and actions were highly controversial. On the one hand, the increased number of resolutions were adopted, on the other desired outcome measures taken were not given, if not remained on paper.

Keywords: public policy, ecology, protection of nature, Ukrainian Socialist Republic, State Committee.

SOCIOLOGICAL AND ECONOMICAL SCIENCE

O. V. Ustinova, L. B. Osipov

Family as a main institution of population reproduction (on the example of the south of Tyumen region)

The article reviews the role of institution of family in the reproduction of population at different stages of society transformation. On the basis of the results of the authors' research the place of a family in the system of life values and attitude of separate categories of population toward marriage are determined. The differences of reproductive purposes of population depending on age and place of living are revealed. Main directions in family policy in order to increase birth-rate in Russian families are offered.

Keywords: family, birth-rate, reproductive purposes, conditions of realization of reproduction plans.

T. D. Siniavets

HR-management optimization

The issues of impact labor increasing are submitted for discussion by scholars and heads of organizations more often, but it is impossible to achieve high results of labor activity without a scientifically organized system of HR management. How to build the system and which of its states is optimal for a particular enterprise? The results of research are presented in the article. The objective of the research is to determine characteristics of optimal state of HR management system as subsystem of enterprise management, which is developed according to management paradigm changing from rationalistic to humanistic.

Keywords: management, HR management, optimization, optimal state.

A. Ia. Chernysh

Retrospective analysis of the formation and development of economic relations in the sphere of customs business

The retrospective analysis of formation of the economic relations in the sphere of customs affairs is carried out in the article. Tendencies of development and formation of economy of customs affairs under the influence of different economic factors which are showing at various stages of Russian economic policy development are considered.

Keywords: economy of customs affairs, economic relations, protectionism, free trade, factors.

D. I. Cherniavskii, K. V. Katyk, D. V. Rudakov

The theoretical development of the conceptual model of the labour potential of a large industrial city

The conceptual model of labour potential reflecting its basic properties - structure, the functioning mechanism, external and internal relations is offered. The scheme of the multilevel approach to system studying of labour potential is developed. The obtained results can be used at the enterprises of Omsk and Siberian region.

Keywords: labour potential, the system approach, industrial potential, socially-personal potential.

M. E. Glushchenko, O. V. Narezheva

Key economic indicators of diagnostic of economic efficiency management company

The article studies the basic role of the economic efficiency of the management of a commercial organization, as a component of the category of «management efficiency». The study proposes the system of indicators; its implementation makes it possible to assess the level of the economic efficiency of the management of the company in two aspects - the operational and financial efficiency management system.

Keywords: efficiency of management, economic efficiency, operational efficiency, financial efficiency, indexes.

A. V. Gordusenko, O. Iu. Patlasov

Instruments for material and cash flows optimization

The article is devoted to the analysis of instruments of material and cash flows optimization. There is considered the structure and dynamic of factoring market. The article also gives suggestions on the way of collaboration of enterprises with factors.

Keywords: material flow, cash flow, factoring, promissory note, letter of credit, FCI.

A. S. Kazantseva

Motives for getting economic education in Railway Transport University

In this article there are submitted results of the research of students' motives of entering and training on economic specialty in the Institute of management and economic. The relevance of the subject is proved by requirement and increasing need in staff for railway higher education institution of the OJSC «Russian railways» important strategic directions, such as economy, logistics, the quality management, provided by the strategy of development of railway transport till 2030.

Keywords: motive, young specialist, internal motivation, external motivation.

A.V. Kirichenko

Problems of organizing the analysis of investment opportunity of tourism industry

One of the most important and responsible stages of the investment process is the choice of the enterprise in the tourism industry, in which will be invested resources. To solve this problem is possible by the analysis of investment opportunity of tourist enterprises. The article attempts to systematize the existing approaches to the definition of «investment opportunity of the enterprise». There

are investigated methodological approaches to the analysis of investment opportunity with the release of the advantages and disadvantages of each represented areas, as well as it is selected the aspects of forming the investment opportunity of tourism enterprises, which are briefly revealed through economic indicators.

Keywords: tourism, tourist enterprises, investments, investment opportunity, the principles of investing in tourism, economic analysis, financial and economic indicators.

N. A. Morozova

To the question of typology of small and medium enterprise risks in credit process

The development of the "new economy" predetermines renovation of the conception of a credit risk management. The method of identification of the basic characteristics of small and medium enterprises is suggested to find out its factors of risk in the credit process. The risks of small and medium enterprises are found out and systematized. The marginal analysis taking into account the peculiarities of Russian laws is proposed to estimate the influence of the risks of small and medium enterprises on the banks credit risks.

Keywords: credit risks, small and medium enterprises, typology or risks, credit risk – management, marginal analysis.

PHILOSOPHICAL SCIENCE

L. M. Dmitrieva, S. A. Shusharin

Brand as a socio-cultural system

The article discusses the reasons that encourage people to interact. In particular, the J. Homans's theory of social exchange, the J. Meade's and G. Bloomer's symbolic interactionism, the E. Hoffmann's sociodramatic approach, and its projection on the advertising communication are considered. On this basis the reasons according to which a brand as a form of advertising can be considered as the socio-cultural system are listed. At the same time the specificity of its promotion through word-of-mouth is characterized.

Keywords: consumer society, social interaction, brand, branding, word-of-mouth.

I. A. Krebel, V. Iu. Sukhachev, Iu. V. Vatolina

The Common Sense: beyond the Game

The basic theme of the research analyzes the destruction of conditions of possibility of the game phenomenon within the contemporary society. This process is exposed in the field of incompatibility of the game with the common sense as the mental embodiment of desymbolization and the advent of the "man-mass".

Keywords: common sense, game, logic, desymbolization, temporality.

I. A. Krebel, M. S. Glatko

Onto-logic of Slavic semiosis: ornamental logical form of hieroglyphic writing and arrhythmology

Resistance to Russian language of linear logic of analytical language, its enthusiasm and fervor produced stylistic suggest the need to involve the metaphor, which reproduces the complete language event (the Logos language) and distinct from the formal linear logic (the logic of language analytical system, formalized thinking). Internal order of the archaic symbol indicates that the Logos is the sensible and practical rationality, smelted specifics lifestyle and mode of action, respectively, it remains in the status of heterogeneity with respect to speculative prudent, inventory life event, logic.

Keywords: archaic symbol, ornament, Logos, semiosis

V. P. Bezborodov

Identity of Russian society in the context of world development

The article presents the different meaning of the concept of identity. The identity is considered as a potential for development of the social organism. There is an attempt to determine the identity of modern Russian society. The article discusses the relationship of national identity with the identity of the countries of Western and

Eastern civilization. There are analyzed the problems of national identity, in connection with incompleteness of formation of the Russian civilization.

Keywords: national identity, identity of opposition, project identity, vector of identity, potential of identity.

Iu. A. Kilis

The popularity of subjectivism

This article inquires the causes of strengthening and the forms of manifestation of subjectivism which became the most popular world outlook in recent years. In this context the special consideration gives to the works of philosophizing psychologists and writers, it's also offered the rational critique of their statements and arguments.

Keywords: freedom, reality, world outlook, rationality

P. V. Opolev

Metaphysics of complexity and «complexity of thinking»

Complexity and nonlinearity is to be considered as the integral quality of the modern world, one of sources of its self-development and self-organization. Mastering «complexity of thinking» appears as a condition of possibility of knowledge of complexity. It is necessary to find out the ontologic status of the concept «complexity» to designate its borders, to give definition to the concept «complexity of thinking», to carry out distinction between the need «to think difficult» and «difficult to think».

Keywords: dialectics, metaphysics, synergetics, complexity, «complexity thinking», simplicity.

M. S. Glatko

Social hierarchy, authority, cooperation: philosophical analysis of social relations in archaic societies

The analysis of the current authority is not possible without reference to the archaic experience of building a social body, without finding out, on the basis of which principles to constitute itself an ancient society. Hierarchy is the lowest link of the chain of command the highest is the organization structure of the pyramidal type, where the top is the top management, and the base is the lowest. Thus, the social hierarchy is the order of building relationships between people, the order of society lives, the model of the distribution of power in the community.

Keywords: social hierarchy, power, archaic space, principles of archaic societies.

V. V. Epanchintsev

Friedrich Schlegel's irony as aesthetic and philosophical project

The article examines the irony of a theorist of German romanticism Friedrich Schlegel as a separate aesthetic and philosophical project. The author presents a romantic irony as an Friedrich Schlegel's attempt to get away from transcendental philosophy to the philosophy of art. The author shows how German philosopher realized reflection of philosophy and the arts. Friedrich Schlegel's irony brought an aesthetic component of reflection to the philosophy and opened new era in the development of European thought.

Keywords: irony, Friedrich Schlegel, Socrates, Plato, antiquity.

M. Iu. Smirnov

A transgression as method of formation of human activity

This article tries to analyze the activity phenomena, gives it a definition as well as defines the specificity and the method of creating of human activity.

Keywords: transgression, activity, self-motion, universal

V. S. Sokolova

State control of banking system as way to prevent formation of consumer society in Russia

The article discusses the phenomenon of the consumer society, the mechanisms of its functioning, the negative impact on a personality. Through the concept of use value it is analyzed the relationship between the spread of credit products and the

formation of consumer type of society. The conclusion is made that the state must control the activity of bank system, Russia would be able to avoid the fate of the Western countries, where the consumer society is already well established.

Keywords: consumer society, use value, need, state control, credit, banking system.

L. M. Dmitrieva, P.A. Baliuta

The research of design in the context of the general objective laws of synergy

This paper discusses the problem of applying the principles of synergy in design, historical aspects of development of synergy and its basis. The article gives an idea of the role played by the system in design and mention the main application area of synergetic methodology. The possibility of the application of fractal in design morphogenesis reveals in this paper.

Keywords: design, synergy, system, fractal, morphogenesis, design history.

S. A. Shusharin

Synergistic approach as method of brand research

This article deals with the basic concepts and provisions of the synergetic approach as far as shows the possibility of its application to the analysis of socio-cultural phenomena. On the basis of this brand is characterized as a self-organizing social system: its structure and related processes are considered. Furthermore, the article suggests possible ways to manage the brand and to promote it in social networks.

Keywords: synergy, open nonlinear systems, communication, brand, branding.

D. N. Bukin

The object of mathematics as quantitative relation: ontological analysis

The quantitative essence of mathematical object can't be expressed without resorting to the ontological category «relation». In the article it is shown that this category specifies and concretizes the general content of the category «quantity». Besides, it underlies the categorial analysis of any fundamental mathematical object's being understood as the relation or an element of system of some relations.

Keywords: ontological category, relation, quantity, identity, distinction, mathematical object.

PHILOGICAL SCIENCE

G. V. Kosiakov

Poetical philosophy of Logos in poems by M. Lermontov

This article is devoted to study the poetical and philosophical originality of lyric poetry by M. Lermontov, who was born 200 years ago. This work considers main images of Lermontov poems: sound, word and song as forms of dialogue between immortal and earthly worlds. This scientific work reflects poetical ontology and anthropology of Russian romantic and helps to understand the national peculiar of Russian culture.

Keywords: romanticism, two-worlds, poetical ontology and anthropology.

L. B. Nikitina

Language image of Russian mind as national-cultural phenomenon

Stereotypic estimations of Russian mind reflected in Russian as phenomenon of national culture are presented in the article.

Keywords: Russian mind, estimation, stereotype

I. K. Feoktistova

Motifs of folklore and mythology of the autochthonic people of Siberia in image of the Mountain Father (on A. Misiurev's materials)

In this article the genesis of separate motifs of the Mountain Father's image caused by influence of folklore and mythology of

the autochthonic people of Siberia is investigated on the material of the Siberian collections of national prose in Alexander Misiurev's records.

Keywords: Mountain Father, Image, Mythology Motif, Genesis.

O. A. Efremova

The structural organization of A.M. Remizov early novels

This paper is devoted to the research of spatial organization of the novels which are written by A. M. Remizov from 1910 to 1917 and called «The Cross Sisters», «The Fifth Plague», «The Wailing Ditch». Structural organization of the named novels is not the same. There is the rise of the role of conceptual spatial level during the time. This change of spatial organization is connected with the evolution of Remizov's world-view.

Keywords: A.M. Remizov, «The Cross sisters», «The Fifth Plague», «The Wailing Ditch», spatial organization, oneirical level of the spatial organization.

Iu. E. Kosterina, L. K. Kondratiukova

The criteria for selecting terms

The article presents a review of fundamental works of famous researchers in the field of terminology science. The aim of the article is to identify the criteria for selection of terminology units.

Keywords: term, terminology, selection of terms, terminology science.

K.O. Moskalenko

Communicative tactics in texts of Spanish introduction services realizing self-presentations strategy

In the article there are considered basic communicative tactics in texts of Spanish introduction service realizing communicative and key strategy of self-presentations of a person. The choice in self-presentation or in inquiry of the addressee is pragmatically justified by the sender of those or other strategy and tactics and depends on the advertisement purpose.

Keywords: self-presentation, communicative strategy and tactics, hybrid minitexts.

PSYCHOLOGICAL AND PEDAGOGICAL SCIENCE

E. A. Magazeva

Personal strategy determinants in career choice

The article presents research materials devoted to the investigation of personal features in the situation of choice making. As the cases of typical situation of personal choice considered in the article the author uses the situation of undefined, complicated and important cases person might face during professional education. The hypothesis about the importance of the following personal features such as consciousness, self-reliability, wholeness, timing and satisfaction on the personal choice making was empirically tested. As a result author suggests four types of strategy for personal in the situation of choice making and discusses ways of their realizations. Keywords: personal choice, typical situation, individual typical features, factor analysis.

G. D. Babushkin

Technology of pedagogical research in vocational training within the light of new requirements

In the article technology of preparation and realization of pedagogical research in the sphere of vocational training is submitted. The structure competence is given. The technology of development of techniques for research developmental level professional competence at the students is submitted.

Keywords: vocational training, pedagogical research, technology, competence, students.

D. A. Solonitsin

Stages of development of pedagogical culture officer within course of military service

The article is devoted to the urgent problem of development of pedagogical culture officer of the Russian army. The author

describes the operational aspect of the development model of pedagogical culture officer reflecting the algorithm effect on specially arranged military service, and presented as a pedagogical tool for the development of the pedagogical culture of the officer.

Keywords: pedagogical culture officer, development model of pedagogical culture officer, stages of development of pedagogical culture officer, levels of pedagogical culture officer.

T. E. Dus

Philosophical foundations of development continuing professional education

The author of the article analyzes the main trends in the development of continuing professional education, and provides new philosophical foundation of this process.

Keywords: philosophy of education, continuing professional education.

PHYSICAL CULTURE AND SPORT

O. L. Treshcheva, A. G. Karpeev, O. V. Krizhivetskaia, A. A. Tereshchenko

The description of personal health level by using systematic approach

The following article introduces the description of personal health by using systematic approach, which emphasizes on system-developing, system-filling, and system-conditioning factors. These factors determine functioning of the system as a whole, which consists of the following components: personal-motivational, cognitive, and functional.

Keywords: culture, health, individual, healthy lifestyle, systematic factors, components, motivation, values, functioning.

E. G. Babushkin

Formation of sports motivation

The article examines the impact of motivation on athletic performance. Techniques of study and methods of forming the sports motivation in various stages of readiness are studied.

Keywords: athletic motivation, needs, Psychoregulation, athlete.

A. A. Geraskin, V. V. Nasonov, A. V. Chachin

The influence of personal qualities of volleyball arbitrator on success of professional activity

In the article the level of development (expressiveness) of signs of intelligence, properties of temperament, strong-willed qualities, structure of characteristics of success and interrelation of personal qualities of the volleyball arbitrator on success of his professional activity is considered.

Keywords: intelligence, properties of temperament, strong-willed qualities, success of judicial activity, volleyball arbitrator, refereeing.

V. V. Kozin, A. A. Geraskin, A. V. Rodionov

Theory and practice of activity approach to training athletes in game sports

In this case there is determined that the search activity of athletes is based on the mechanism of comparison of elements of the content on the game field. In view of this, the improvement of technical and tactical activities of athletes playing sports should be associated with the timing of the actions envisaged situation. An important direction in solving this problem is also the realization of the activity approach as a method for analyzing and improving the training of athletes playing sports.

Keywords: game, technique, tactics, activities, variability, modeling.

M. P. Mukhina, B. I-G. Omarova

Conjugated development of locomotive abilities and concentrated education of basic motions in pre-school children

There is introduced a method of integrated education of basic motions in pre-school children for development of physical

qualities. The sequence, combination and alternation of basic and profiling exercises in the structure of exercise, weeks, and months of the school year is considered. There is defined the level of motive and physical condition in children of primary school age in integrated concentrated education to the basic movements.

Keywords: preschoolers, concentrated education, athletic training, basic movements, the physical quality, basic and profiling exercises.

M. P. Mukhina, A. G. Shabalina

Concentrated education of older preschoolers by elements of classic ski course

There are introduced research results on the training of older preschool children the basic elements of the classic ski course. The sequence, combination and alternation of basic and profiling classic ski course in the structure of exercise, weeks, and months of the school year is considered. It shows the motion level, specially-motion and physical efficiency of older preschoolers in the West Siberian region.

Keywords: physical education, preschool children, concentrated education, classic ski course.

M. M. Chubarov, A. B. Egorov

The radical change in the education of physical culture-social capital of society

In this article the author analyzes the issues that are associated with the use of online learning in physical education in schools and universities, the use of information technology, artificial intelligence and feedback in the self-study, choice of programs, strategies, training, student-oriented adaptation that enables a qualitatively new stage of education.

Keywords: interactivity, information support, information technology, adaptation, independent studies, hypertext, animation.

H. H. Alzhanov

Stable equilibrium and speed motor response in the psycho-physical qualities as condition of formation of arsenal of technical actions of a fighter of hand-to-hand fight

The paper presents the study materials base of technical and tactical readiness of young fighters on the basis of the analysis of competitive bouts of skilled fighter. The basic provisions of methods of forming the basic technical and tactical actions in the initial training of groups of young men is done by improving the balance and speed of reaction to enemy action. There is developed test items to assess the effectiveness of the basic technical and tactical actions .

Keywords: martial arts, basic technical and tactical training, balance, reaction to a moving object.

D. A. Ivanov, H. H. Alzhanov

The theoretical justification of methodological directions of exercises of basic training task in groups of initial training in hand to hand fight

The article presents the basic blocks of the technical and tactical actions conduct warfare is based on materials analysis and comparative evaluation of a number of competitive bouts of fight sports (Greco-Roman wrestling, sambo, judo, martial arts), and so systematized materials and a diagram of selection gaming and training tasks aimed at developing technology chosen martial arts style with varying degrees of motor creativity, within the arsenal of melee combat.

Keywords: basic technical and tactical action game and job training, martial arts

S. F. Khvostov, A. S. Grechko

Perfection of physical readiness of young football players at age of 11–15, engaged in Children and Youth Sports School

The questions of perfection of control and management of physical readiness in young football players at the age of 11 – 15 engaged in Children and Youth Sports School are considered in the article.

Keywords: physical readiness, control standards, estimation tests of young football players physical qualities, management of physical preparedness, control-transferable standards.

N. A. Shakina

Method of formation of the competencies of advertising values of physical culture and sports

The article presents the technique of formation of the values of physical culture and sport for the students of high school of athletic.

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

TEACHING TECHNOLOGY

E. V. Bugakova

System of organization of designed scientific-cognitive activity of senior pupil

The developed and approved system of organization of designed scientific-cognitive activity of the senior pupil is submitted in this article. Some research results are produced.

Keywords: designed activity, designed scientific-cognitive activity of the senior pupil, informational record.

H. V. Tsupikova

The organization of work to determine the value and meaning of text and utterances in order to analyze the adequacy of communicative situations

The author devotes the article to determining the adequacy of communicative situations through the analysis of meanings of text components and the synthesis of its general sense. The author describes the stages of understanding the information and the mechanism of determining the verity of received messages. The author also puts forward the tasks to develop the skills of analysis and synthesis of information as well as the skills for processing the information structures into the applicable operative structures in learners' own experience.

Keywords: meaning, sense, information, analysis, synthesis.

E. S. Lykova

Drawing teaching methods development

The article describes drawing teaching methods in Russian high schools. The article analyzes textbooks, manuals, guidelines issued during this period of time. The article stresses methods and teaching techniques regarded as important and progressive for drawing teaching. Real objects of drawing became the main kind of trainings in high school, which requires qualified drawing teachers preparation.

Keywords: drawing teaching methods, real object drawing.

N. V. Petrova

Methodical system of developing knowledge in computer science and information technology on basis of methods of cognitive knowledge visualization

This article represents an analysis of the methodical system of teaching students computer science and information technology, which aim is to develop their knowledge in the subjects. To develop knowledge more effectively, the author chooses a classification of knowledge and explains the choice of methods to develop it, there are also teaching forms, aids, procedure of control and students' activities according to the information approach.

Keywords: information technology, computer science, methodical system, developing knowledge, methods of cognitive knowledge visualization.

O. V. Zakharenko

Building professional speech skills in railway transport university students on the basis of terminological lexica learning

The article deals with the analysis of gnosiological characteristics of railway terms according to university students studying. It underlines the monosemy and the authenticity of a railway term meaning, systemic characteristics (as the term is always a part of the terminological system), the absence of emotional and image meanings, the unity of a language sign and its appropriate meaning.

Keywords: informational adaptation, definition of a term hierarchical system, the study of the systematizing properties

of a term, implementation of different types of information, determination of terms origins, comparing types of lexical meaning.

I. S. Menshenina

Self-realization of entrants in the classroom for drawing in preparatory school

The article discusses the model as a mechanism of forming skills of self-realization of entrants in the classroom for the drawing. All components of model are interconnected.

Keywords: self-realization, professional skills and abilities, model, pedagogical conditions.

CULTUROLOGY. HISTORY OF ART

L. K. Nefedova

Ontological foundations of cultural conflict in European drama of XVII century

European drama XVII century gives a vivid picture of ontological bases of cultural conflict of the given historical period: the pursuit of cultural unity and diversity, border with its typical agony, interpenetration of one to another, changes the picture of the world and the secularization of thinking. In the works of playwrights revealed the General and the particular cultural conflict and considered his permission, disclosed the specifics of its borde.

Keywords: drama, tragedy, comedy, ontological foundations of the conflict, meaning the conflict.

O. Iu. Prudovskaia

Ideas of urban environment transformation in the master student studies

A brief overview of the problems of urban environment formation in Omsk is made based on the analysis of master student theses. The idea of sustainable development of the city improvement and ways of solving problems of urban environment by the means of design engineering is determined as a leading generalizing idea of research.

Keywords: urban environment, embankment, color palette, holiday, media project.

V. V. Tikhonov

The prospect for preserving of ethnocultural legacy of the golendr ethnic group in Predbaikale

The process of immigration of the Golendr into Predbaikale during Stolypin's agrarian reform is analyzed. The problems of adaptation of this ethnical group to Siberian conditions are considered. The main peculiarities of The Golendr's culture are discussed. The author offers the ways for preserving of traditional culture of the Golendr ethnical group in Predbaikale by means of forming of the open air ethnographic complexes.

Keywords: Golendr, Piktinsk, Middle Piktinsk, Dugnik, immigrants, Stolypin's agrarian reform.

L. V. Chuiko

The decorative motives of the «great styles» in the fretwork of the West-Siberian cities in second half of XIX beginning of XX centuries: «curtain»

The article analyzes the decorative motive of the «great styles» – a drapery – in the fretwork of the West-Siberian cities in the end of the XIX – the beginning of the XX centuries. On the ground of visual materials, the author defines the typical variants of this motive, it's placing and technique, some features of decorative compositions.

Keywords: the architecture, the style, fretwork, decorative composition, drapery, «curtain».

A. N. Gumeniuk

The complex of buildings in the historic districts of Omsk Liubinsky prospect. On the problem of attribution

The article analyzes the complex of buildings in the historic districts of Omsk Lyubinsky prospect; stylistic features are marked. The recognizable creative traits of an architect I. Khvorinov are concretized and the special monument attribution is offered.

Keywords: monument of architecture, eclectic, modern style, reconstruction.

I. V. Lialikov

Formation features of the urban environment of Tara town in pre-revolutionary and contemporary sources

The article analyzes the works of researchers about architectural and urban development of Tara town in XVIII – early XX centuries. The author analyzed pre-revolutionary, soviet and modern sources. Strengths and problems of studying architecture of Tara town are identified.

Keywords: historiography, small town, architectural and urban development, the works of researchers.

A. N. Gumeniuk, I. V. Lialikov

Architectural monuments of Tara town of XVIII–early XX centuries. Catalog

A systematic typological principle of scholarly catalog of architectural monuments of Tara town is published in the article. Information about each building is grouped in a separate block including brief details from archival, bibliographic and other sources, as well as stylistic characteristics, adopted on the basis of art analysis of the life material.

Keywords: architectural monuments, «Siberian baroque», classicism, eclecticism, catalog.

DESIGN. ADVERTISEMENT

G. A. Lanshchikova, V. V. Kovtun

Conceptual foundations of the socially meaningful design

The article describes the specifics of the design according to the principles which highlights the socio-cultural environment to

modern design solutions revealed the effects that influence the choice of the product by a consumer.

Keywords: design, anthropomorphism, ergonomics, usefulness, the effect of expectations, create.

S. S. Marochkina, Iu. S. Vegener

Communicative possibilities of advertising characters

This article investigates the possibilities of using promotional characters in brand communication to enhance effectiveness of impact on the target audience. There is analyzed the specificity of the use of fictional brand characters, celebrities, experts and typical consumers. There are examined examples of successful and unsuccessful images in advertising.

Keywords: advertising, brand, brand character.

P. A. Baliuta

Theoretical models of formation and development of design in 1930–1960

This paper discusses the author's concepts of design which are detailed views fundamentally separated from each other. The concept of «design» is revealed in a variety of theoretical models as well as the idea about the status of a designer in his relationship with the industry and the market is given. It is shown that the original design is a single phenomenon, but then it forms the opinion that there might be different designs with their own theoretical model. The article analyzes the author's individuality as a constructive element of the design concept.

Keywords: design, art, theory and design practices, design thinking