

CONTENTS

HISTORICAL SCIENCE

<i>T. A. Belova.</i> The study of bureaucracy by foreign scholars: to problem statement	5
<i>S. V. Novikov.</i> Funds of archives, collections of documents and materials, reference books and the Internet as sources of political parties history in the newest times (1993–2013). On the data of the Novosibirsk, Omsk and Tomsk regions	8
<i>V. V. Germizeeva.</i> Governors in Western Siberia (1882–February 1917)	11
<i>S. Sh. Kaziev.</i> The land problem and national opposition in Kazakh ASSR (1925–1929 years)	15
<i>A. I. Shumilov.</i> Siberian village during the First World War (based on historical archives of the Omsk region)	20
<i>I. V. Khudorozhkov.</i> The reflection of the events of August 1991 in textbooks on history	23
<i>D. V. Chermoshentsev, M. A. Zhigunova.</i> Characteristic features of Siberian soldiers: history and modernity	28

SOCIOLOGIC AND ECONOMIC SCIENCES

<i>A. L. Akhtulov, I. P. Gegedivsh.</i> Trust as phenomenon of social reality	32
<i>A. L. Akhtulov, L. N. Akhtulova, I. F. Ivanova, V. F. Malygina.</i> Complex estimation of activity of organization on revealing potential of improvement	36
<i>V. V. Biryukov, E. A. Soloveva.</i> Structural changes in sector of small and average business in the conditions of innovative economy formation	40
<i>N. E. Alekseev, S. M. Ilchenko.</i> Integration as a mechanism of sustainable development of economy	46
<i>T. I. Gordiyevich, P. V. Ruzanov.</i> Approaches to the definition of real inflation	50
<i>E. B. Lerman.</i> Economic aspects of financial support of the municipal order in city public transport	54
<i>M. Yu. Makovetskiy.</i> Modern trends in the development of the global financial market	57
<i>A. S. Kazantseva.</i> The research of students' work motivation in the Transport University	61

PHILOSOPHICAL SCIENCE

<i>V. A. Evdokimov.</i> Transformation of state bureaucracy attitude towards professional activities	65
<i>N. V. Fedorova.</i> Philosophical analysis of the concept «deviance»	70
<i>I. V. Gorbunov.</i> Gender direction in development of culture genesis theory	74
<i>E. A. Tsvetukhina.</i> Ambivalence as special type of binary relations	77

PHILOLOGICAL SCIENCE

<i>S. V. Burenkova, O. S. Korobko.</i> Nominations of mistakes in phraseology of German language	80
<i>S. E. Gruenko.</i> Assimilation process in French fashion borrowings in German culture and language	83
<i>T. N. Sharapova.</i> The research of international components in German bionics terminology	87
<i>N. V. Gorokhova.</i> The problem of multiple meanings of the notion «discourse»	90
<i>I. V. Denisova.</i> Structural features of the multicomponent term formation in scientific and technical texts in the field of cars and car maintenance	94
<i>D. V. Mekhov.</i> Linguistic and sociocultural aspects of melioration	97

PSYCHOLOGICAL AND PEDAGOGICAL SCIENCE

<i>L. E. Medvedeva, A. I. Grushko, N. V. Grushko.</i> Psychological aspects of doping in sport	101
<i>G. D. Babushkin, K. V. Dikikh.</i> Orientation of cognitive activity in sportsmen of high qualifications before competition	105
<i>A. P. Zhigadlo, S. A. Bashkova, O. V. Tarasyuk.</i> To the question of development of profile and specialized competences of the bachelor of the vocational education	108
<i>G. I. Sechkin.</i> Pedagogical technology of synthesis of knowledges	110
<i>A. N. Silaenkov, Yu. A. Bakhmutskiy.</i> The integrated educative structure as the most important factor of implementation of comprehensive training of IT-specialists in the sphere of information technologies on the base of software «1C: Enterprise8»	112
<i>G. A. Fedorova.</i> Principles of planning integrated information educational environment at pedagogical high school and secondary schools	115
<i>S. G. Chukhin.</i> The socio-cultural conditioning and contradictions that exists due to modern civil formation	117

PHYSICAL CULTURE AND SPORTS

<i>S. O. Zakamorny, V. A. Blinov.</i> The significance of the factors that provoke aggression in youth football	121
<i>T. P. Zamchiy, M. H. Spataeva, M. V. Kuzin.</i> The functional characteristic of system of blood circulation in qualified powerlifters	125
<i>A. A. Opletin, Z. M. Kuznetsova.</i> Formation ballroom-rating, modular control system for self-development of student's personality in terms of the education competence by means of physical culture	129
<i>S. G. Sorokin.</i> The racing skiers' aerobic capacity shaping in the preparatory phase	133
<i>S. A. Kugaevskiy, V. V. Kozin.</i> Activity-situational training basketball players of 8–11 years of technical and tactical actions	137
<i>Yu. N. Ertman, A. A. Geraskin.</i> Competitive reliability as a basis for the selection of a new role in modern volleyball	141
<i>A. V. Kokovkin, A. V. Ryabchuk.</i> Physical capacity, aerobic productivity and restoration processes in training of Greek-Roman style wrestlers	145

TEACHING METHODOLOGY

<i>S. V. Novikov, I. V. Mekha, I. V. Tsyganova.</i> Local and regional components as form of optimization of educational process in higher and secondary school	149
<i>T. A. Novikova.</i> Teaching technical terms to foreign students	153
<i>A. I. Sukharev, I. S. Menshenina.</i> The formation of professional orientation of personality in art activity	155
<i>E. V. Tsoupiyeva.</i> The theory of interiorization and the theory of speech and thinking process as the basis for constructing the communication and translating theory in language teaching	158
<i>A. V. Panov, M. A. Fedorova.</i> Systems thinking development	162
<i>M. V. Untina, O. I. Kurdumanova.</i> The possibility of remote technologies in the studying of the discipline «Modern problems of science and education»	166
<i>V. V. Chardyntseva.</i> The main criteria, indicators and levels of training artist — master in art of leather	169

CULTUROLOGY. HISTORY OF ART

<i>S. V. Kostarev.</i> Complex approach as a component of the culture of water management	174
<i>A. N. Gumenyuk, I. V. Lyalikov.</i> «Siberian baroque» in architecture of small towns of Western Siberia XVIII–early XIX centuries	181
<i>G. Y. Osmankina.</i> The value of design lines in art nouveau style	190
<i>V. V. Steblyak.</i> Soviet project as unique phenomenon in world culture	194
<i>O. N. Tkachenko.</i> Development of visual thinking in modern culture	198
<i>V. F. Eroshkin.</i> Exlibris as a graphic composition	201
<i>Yu. D. Bazhenov.</i> Stages of spiritual and moral development of personality as welfare system of media education	205

A. S. Belysheva. Historic and architectural urban landscape preservation as a problem of modern museology	208
E. V. Vasilyeva. Culture of fashion in context of Russian identity	212
D. A. Sadykova. The evolution of dance in modern culture	214
L. A. Timkova. Exhibitional and exhibition activities of the Omsk Regional M. A. Vrubel Museum of Fine Arts of the late 20th – early 21 st centuries. On the question of typology of art exhibitions	217
Zh. M. Khakhaeva. R. & T. Elworthy Company's office building in Omsk. On the question of attribution of the architectural monument	223

SUMMARY

HISTORICAL SCIENCE

T. A. Belova

The study of bureaucracy by foreign scholars: to problem statement

The article identifies the trend of studying the phenomenon of «bureaucracy» by foreign researchers. The author reveals the contribution of M. Weber understanding of bureaucracy showing the basic position of the theory of bureaucracy sociologist, and the impact of Weber's views on the works of the researchers of this problem in the XX century. The article also notes similar views of Max Weber and Karl Marx on the problem of bureaucracy.

Keywords: bureaucracy, public administration, researchers, theory.

S. V. Novikov

Funds of archives, collections of documents and materials, reference books and the Internet as sources of political parties history in the newest times (1993–2013). On the data of the Novosibirsk, Omsk and Tomsk regions

The author of the article points out the fact that the funds of archives, collections of documents and materials, reference books and the Internet are the place of its permanent or temporary storage, not source of historical facts. Such approach is very important in the research of the newest political history.

Keywords: political history; funds of archives; reference books; information heralds; the Novosibirsk, Omsk and Tomsk regions.

V. V. Germizeeva

Governors in Western Siberia (1882–February 1917)

In the article there is presented feature governors in Western Siberia in 1882-1917. It contains information about education, experience to administrative activity and personal quality of chiefs of the province.

Keywords: governor, local management, Western Siberia.

S. Sh. Kaziev

The land problem and national opposition in Kazakh ASSR (1925–1929 years)

The present article highlights the problems of the changes in the approaches of the national policy of the Soviet state in the second half of the 1920th and the conflict of the centralism hard-liners with the Kazakh party members, who were upholding the position of the "national communism". This conflict in the most open form appeared regarding to the issue of the preservation of the ethnic preferences in land planning and to the attempts of keeping the prohibition on relocation of peasants from the boarders of the Kazakh ASSR. On the base of the archive materials the author showed, that an attempt of coordination of the national efforts of the Kazakh communists with the ideas of socialism ended with collapse, claims of the "national deviations" and purge of the party state machine.

Keywords: agricultural relocation, the Kazaks, the Kazakhs, national communism, national deviation, priority of land planning.

A. I. Shumilov

Siberian village during the First World War (based on historical archives of the Omsk region)

The article examines the processes taking place in the villages of Omsk Irtysh region during the First World War. The author introduces first into scientific circulation of documents revealing the economic and moral components of villagers living in the tragic time when many of them received information about the death of relatives.

Keywords: World War, mobilization, funerals, Siberians benefits.

I. V. Khudorozhkov

The reflection of the events of August 1991 in textbooks on history

The article is devoted to understanding the events of August 1991. The events received extensive coverage in many publications.

The author attempts to analyze «August Putsch» in textbooks on history of Russia which were published at the end of XX century.

Keywords: «August Putsch» of 1991, Tutorials on stories.

D. V. Chermoshentsev, M. A. Zhigunova

Characteristic features of Siberian soldiers: history and modernity

In the article the main social and psychological characteristics inherent to Siberian soldiers since the Cossack ataman Yermak are considered. Sources of «the Siberian character» are defined. Further formation of peculiar features of Siberians is considered through the prism of heroic past and active participation of Siberian military formations in World War I and the Great Patriotic War.

Keywords: warrior-Siberian, socio-psychological type, Siberian nature, the Great Patriotic War.

SOCIOLOGIC AND ECONOMIC SCIENCES

A. L. Akhtulov, I. P. Gegedivsh

Trust as phenomenon of social reality

The analysis of the saved up knowledge of trust in social area is resulted, and also the sociological understanding of a category of trust as a phenomenon of reality is built.

The essence of such complete socially-psychological phenomenon as trust in human life is investigated. Conditions of its occurrence, law of functioning, the characteristic of display are analyzed.

Keywords: trust, a phenomenon, a social reality, theoretical model, evolution.

A. L. Ahtulov, L. N. Akhtulova, I. F. Ivanova, V. F. Malygina
Complex estimation of activity of organization on revealing potential of improvement

In the article some recommendations to help organizations to develop and introduce its own techniques of estimation of productivity of systems of a quality management (SQM) are considered, the technique of definition of estimation of activity of the organization on revealing potential of improvement is offered. The primary goals on estimation of productivity SQM are formulated. The choice of criteria for estimation of activity of an organization on revealing potential improvement of its importance is considered.

Keywords: process, productivity, efficiency, system of a quality management, potential of improvement.

V. V. Biryukov, E. A. Soloveva

Structural changes in sector of small and average business in the conditions of innovative economy formation

In the article the comparative analysis of a condition of small and average business in Russia and in Omsk is carried out. The main tendencies in change of structure of business activity and number of small and average business subjects are shown; a role of small and average business in the conditions of innovative economy formation, a problem and prospect of its development are considered.

Keywords: small and average business; priority kinds of activity; structure of business activity.

N. E. Alekseev, S. M. Ichenko

Integration as a mechanism of sustainable development of economy

The article describes the experience of sectoral integration and studies the basic trends of the integration and cooperation forms occurrence, which we consider as the basis for making and implementing the strategy of the long-term economy development. The article points out the role of government and business in the development of such a framework, as well as the fact that the strategy of the long-term economy development should provide for a combination of business and government interests and competences.

Keywords: strategy of long-term development, integration, public-private partnership, meso-level economic system, strategic Alliance, Omsk region.

T. I. Gordiyevich, P. V. Ruzanov
Approaches to the definition of real inflation

This article deals with the problem of necessity to introduce a new term of «real inflation» in scientific terminology. The essence of different approaches to the real inflation is considered. The authors also analyses a scientific approach, according to which real inflation is a set of observable and latent inflation. This problem is actual because there is significant divergence between real and observable inflation so that it forms a negative price «gap» — the difference between equilibrium and factual price level.

Keywords: real inflation, consumer price index, latent inflation, price gap.

E. B. Lerman
Economic aspects of financial support of the municipal order in city public transport

Problems of effective functioning of system of city passenger transport in the region are defined. Dynamics of ratios of the main articles of account and profitable parts of budgets of the passenger enterprises is studied. The absence of incentives to reduction of expenses of transportation process is revealed. The need of change of the organization of financial security of the municipal order on city public transport is proved.

Keywords: operating costs, variable costs, market of passenger transport services, indicators of transport work, municipal order.

M. Yu. Makovetskiy
Modern trends in the development of the global financial market

In order to provide financial assurance strategy for long-term economic development must be solved the problem of increasing the efficiency of redistribution of financial resources through the financial mechanism of the market. In the article in concise and systematic form tendencies of functioning of the financial market, Pro-appeared in the end of XIX — beginning of XXI centuries, and justified his place and role in the investment growth of the real sector of the economy.

Keywords: financial market, economic growth, investment.

A. S. Kazantseva
The research of students' work motivation in the Transport University

In this article there are submitted results of the research of work motives, employment expectations, and work fears in the holding «RZD», and attractiveness factors, layoff factors of students in two Transport Universities: Omsk State Transport University and Siberian Transport University. They are largest suppliers of work resources for the West Siberian railway.

Keywords: motivation, employment expectations, work fears, attractiveness factors, layoff factors.

PHILOSOPHICAL SCIENCE

V. A. Evdokimov
Transformation of state bureaucracy attitude towards professional activities

The author defines the types of transformation of state bureaucracy attitude towards professional activities, proposes characteristic of a phenomenon such as reptocracy.

Keywords: bureaucracy, transformation, attitude, reptocracy, competition, control

N. V. Fedorova
Philosophical analysis of the concept «deviance»

In the article the etymology of the concepts «deviance» and «deviation» is considered. Articles of various dictionaries are analyzed. Intrinsic signs are allocated. Definition of considered concepts is formulated.

Keywords: deviation, deviance, norm, essence, etymology.

I. V. Gorbunov
Gender direction in development of culture genesis theory

Development and especially origin of culture are the issues which are getting more and more important currently. There are a lot of modern and historical approaches however they often can have disadvantages or counter each other. At the same time amount

of biological science data which related with human behavior, sociality, and culture permanently grows, came to synthesis of new philosophical conceptions and became a part of philosophical anthropology — not solely biological anthropology. Likely gender approach having been offered here will help to integrate current directions and results of modern researching and also to eliminate main of theirs drawbacks and white spots.

Keywords: cultural genesis, viewpoints to culture, gender, gender domination, limiting factor.

E. A. Tsvetukhina
Ambivalence as special type of binary relations

The article shows the person, aloof not only from traditions of the country and a family, but also from itself. The person represents a being who is broken off by contradictions, and, as a result, constantly changing own ideas of. In search of the project which would serve as a key to a solution of contradictions in the person, actually to address to the concept «ambivalence». For this purpose it is necessary to differentiate scopes of all complex of the concepts involved in the system of binary relations and fixing in its content a contradiction of any sort.

Keywords: ambivalence, duality, dialektichnost, dualism, antinomicnost.

PHILOLOGICAL SCIENCE

S. V. Burenkova, O. S. Korobko
Nominations of mistakes in phraseology of German language

The article discusses phraseological units of German language with the common meaning "mistake". The authors systematize idioms taken into account their semantic features, focusing on the etymology of idiomatic expressions, their functional and stylistic coloring and cultural differences.

Keywords: phraseological units, mistake, cultural differences.

S. E. Gruenko
Assimilation process in French fashion borrowings in German culture and language

French fashion terms introduced into German language for special purposes (LSP) are discussed in the article. The language corpus of gallicisms is analyzed considering their morphological and word-building paradigms, their semantic, graphical, phonetic and stylistic changes.

Keywords: French fashion borrowings, assimilation, functional features, LSP.

T. N. Sharapova
The research of international components in German bionics terminology

This article is devoted to the research of international components in German bionics terminology, the science which studies structure fundamentals and alive systems functioning to solve engineering tasks. The author explains the reasons of internationalisms in the investigated terminology, he also provided their classification, adding a great amount of examples.

Keywords: internationalisms; terminology; bionics; external linguistics

N. V. Gorokhova
The problem of multiple meanings of the notion «discourse»

The article analyzes the content of the notion «discourse» as one of ways of representation of the language picture of a specialist. The investigation of discourse and its important components is the specific object of study. The main attention is paid to the critical analysis of the multiple meanings of discourse.

Keywords: discourse, language, speech, text, communication.

I.V. Denisova
Structural features of the multicomponent term formation in scientific and technical texts in the field of cars and car maintenance

The article applies to some structural features of the multicomponent term formation in scientific and technical texts. Some methods of multicomponent term formation are given in the article. All examples are taken from original technical English texts.

Keywords: term, definition, the development of the language, term formation, structural features, word combination.

D. V. Mekhov
Linguistic and sociocultural aspects of melioration

The article presents approaches to the studies of linguistic melioration and describes the mechanism and two directions of the process of speech melioration. The sociocultural aspect of melioration is described through the connection of the language of a nation with its culture and character, historical and social changes.

Keywords: melioration, euphemisation, political correctness, communications behaviour

PSYCHOLOGICAL AND PEDAGOGICAL SCIENCE

L. E. Medvedeva, A. I. Grushko, N. V. Grushko
Psychological aspects of doping in sport

The article is devoted to psychological predictors of doping in sport such as attitudes to using enhancing drugs, locus of control and hardiness. In the research there are participated 119 athletes from different regions of Russian Federation.

Keywords: doping, sport psychology, attitudes to doping, locus of control, hardiness.

G. D. Babushkin, K. V. Dikikh
Orientation of cognitive activity in sportsmen of high qualifications before competition

In the article the orientation of cognitive activity in sportsmen of high qualification before competition is examined. The influence of positive thinking on productivity of competitive activity of the highly skilled sportsmen is shown.

Keywords: cognitive activity, preparation for competition, sportsmen, productivity.

A. P. Zhigadlo, S. A. Bashkova, O. V. Tarasyuk
To the question of development of profile and specialized competences of the bachelor of the vocational education

Proceeding from features of professional and pedagogical activity and specifics of training of teachers of vocational education in the course of discipline studying «Devices and automatic machines for accuracy and quality control» is defined. The factors influencing development profile — specialized competences and levels of development of profile — specialized competences are obtained when training bachelors of a vocational education.

Keywords: competence, competence, professional competence, professional competence, profile and specialized competence.

G. I. Sechkin
Pedagogical technology of synthesis of knowledges

Synthesis — is a goal, means and end result of knowledge integration. Knowledge synthesis technology has all the necessary features of pedagogical technology: a conceptual, system, diagnostic goal formation and effectiveness, remote control, effectiveness, reproducibility, correction of educational process. Graph theory allows to model directions of designing pedagogical technologies of synthesis of knowledge.

Keywords: pedagogical technology of synthesis of knowledge, graph theory, attributes of pedagogical technology, knowledge integration.

A. N. Silaenkov, Yu. A. Bakhmutskiy
The integrated educative structure as the most important factor of implementation of comprehensive training of IT-specialists in the sphere of information technologies on the base of software «1C: Enterprise8»

There is considered improvement of quality of training of IT-specialists in the sphere of information technologies «1C» in OmSTU by implementation of model of comprehensive training in cooperation with group of companies which specialize on deployment of software «1C» in Omsk region.

Keywords: IT-specialist, integrated educative environment, training of specialists, improving of quality, comprehensive training, software «1C», in cooperation with IT-company.

G. A. Fedorova
Principles of planning integrated information educational environment at pedagogical high school and secondary schools

This article presents the methodological principles of planning an integrated information educational environment at pedagogical high school and secondary schools. It simulates a new type of professional work of teachers, includes organizational — methodical, software storage, processing, transmission of information to create an effective environment for collaborative teaching and research,

creative activity of students, teachers of pedagogical high schools, teachers and pupils of secondary schools with the aim of uninterrupted professional development of future and practicing teachers to meet the individual educational needs of students.

Keywords: information educational environment, uninterrupted training, social partnership.

S. G. Chukhin
The socio-cultural conditioning and contradictions that exists due to modern civil formation

This article discusses the basic contradictions of modern social and cultural conditioning of civic education. The main objective of the study is to justify the relevance of functional changes in the theory and practice of civic education under the influence of socio-cultural situation of the postmodern historical period, or postpostmodern. At the present stage of development of civic education along with the traditional forecast of possible new features is caused by social and cultural factors.

Keywords: civic education, modern, modernized society, postmodern, postmodernism.

PHYSICAL CULTURE AND SPORTS

S. O. Zakamorny, V. A. Blinov
The significance of the factors that provoke aggression in youth football

The paper explores provoking the influence of various factors of aggression and groups composing them, which act in youth football. The data obtained in the study of sportsmen of children's sports schools of the city of Omsk reflect the features of determinants provoking aggression in the football environment of Omsk and Omsk region. The obtained results can be used by educators, psychologists and teachers that train players of the Omsk region and face the manifestation of aggressive behavior sportsmen during training and competition.

Keywords: football, aggression, factors.

T. P. Zamchiy, M. H. Spataeva, M. V. Kuzin
The functional characteristic of system of blood circulation in qualified powerlifters

The long-term specific features of central, peripheral hemodynamics, autonomic regulation of the heart rhythm are examined. In the vertebral-basilar arteries of the brain there is the increase of vascular tone, venous outflow obstruction and reducing the pulse volume in the right hemisphere. Blood circulation of the lower extremities in athletes is characterized by the increase of arterial vascular tone, and pulse volume of shins. There are signs of increased tone of veins and venules in the left foot and a low tone of medium and small arteries of legs and feet. The resting powerlifters' system is characterized by optimal state of autonomic regulation. Gipersympatic reaction is found in the tilt table test of powerlifters.

Keywords: powerlifting, functional features, haemodynamics, heart rhythms.

A. A. Opletin, Z. M. Kuznetsova
Formation ballroom-rating, modular control system for self-development of student's personality in terms of the education competence by means of physical culture

The article discusses the creation of self-control and stimulation of the student's personality in the process of physical training, in modern paradigm of education.

Keywords: physical culture, personality, self-development, competence, ballroom-rating, modular system.

S. G. Sorokin
The racing skiers' aerobic capacity shaping in the preparatory phase

Racing skiers' sporting achievements are based on individual high aerobic performance of athletes. It is necessary to properly form the aerobic capacity of skiers by applying mild and moderate intensity training loads during the process of sports training. Set above training load parameters can serve as a guide determining the first sports category racing skiers' successful growth of aerobic capacity and hemodynamic in the preparatory phase.

Keywords: peaking phase, load intensity, aerobic capacity

S. A. Kugaevskiy, V. V. Kozin
Activity-situational training basketball players of 8–11 years of technical and tactical actions

The article reveals the scientific and methodological prerequisites for the realization of activity-situational training method.

Determined that method, it allows modeling game situations in basketball assuming activities the choice of methods and means of technical and tactical training to the identified variables specific game situations. Situational modeling and analysis assumes active production of technical and tactical actions of each player with the formation and development the game experience of athletes and variability gaming competitive activity.

Keywords: training, technique, tactics, modeling, situation.

Yu. N. Ertman, A. A. Geraskin
Competitive reliability as a basis for the selection of a new role in modern volleyball

The analysis of the content's activity allows to select a new role — «feed» player in volleyball, which opens up opportunities to build a process of technical, tactical and psychological training the given role. This allows the volleyball players having relatively short stature but with a reliable and efficient feed the ball to gain a foothold in the team of high qualification.

Keywords: new roles, reliability, accuracy, filing, volleyball.

A. V. Kokovkin, A. V. Ryabchuk
Physical capacity, aerobic productivity and restoration processes in training of Greek -Roman style wrestlers

In the article estimation of functional and reserve possibilities of Greek-Roman style wrestlers organism is examined after realization of the designed microcycles. They are found on the complex of recovering facilities to create optimum conditions for the increase of physical capacity and acceleration of recovering processes after physical loading.

Keywords: physical performance, aerobic capacity, heart rate, Greek-Roman style.

TEACHING METHODOLOGY

S. V. Novikov, I. V. Mekha, I. V. Tsyganova
Local and regional components as form of optimization of educational process in higher and secondary school

Using local history material is one of the methods of teaching. This article summarizes the experience of the Department of Regional Development of Omsk State Agrarian University named after P.A. Stolypin and the Department of Management of Education Development of Omsk State Pedagogical University. Both Departments have local history and regional components as forms of optimization of the process of education of schoolchildren, students and post-graduate students. This is done simultaneously with completing educational and career guidance tasks.

Keywords: the local history, rural area, chronicle, research project, competition

T. A. Novikova
Teaching technical terms to foreign students

The article describes the methods of using various dictionaries when teaching foreign technical terminology. Students get acquainted with the dictionary entries in thesaurus, etymological and terminological types of dictionaries.

Keywords: system views of students on linguistic and professional knowledge, techniques of terms interpretation, dictionary entries, the structure of material presented in dictionaries.

A. I. Sukharev, I. S. Menshenina
The formation of professional orientation of personality in art activity

The authors analyze the content and meaning of the concepts: orientation of personality and professional orientation. Education orientation of the person is the most important task of the family, the school and the vocational education system. Professional orientation of personality is the part of professional formation person, forming his socially relevant and professionally important qualities. The article studies the specifics of professional orientation of entrants in art-graphic activity. Article considers the problem of professional orientation of entrants with goal a proper choice of the future profession.

Keywords: orientation of personality, entrant, professional orientation in artistic activities.

E. V. Tsoupikova
The theory of interiorization and the theory of speech and thinking process as the basis for constructing the communication and translating theory in language teaching

The author of the article substantiates the expediency of constructing communication theory on the basis of the theory

of internalization and that of speech and thinking process. The consideration of information digestion trends and cogitative processing allows the communicator to recognize the manipulative sense of messages and build up related speech counteraction. The author puts forward the tasks of certain type to shape students' required skills.

Keywords: interiorization, speech-and-thinking process, thinking, communication, translating.

A. V. Panov, M. A. Fedorova
Systems thinking development

Development of system thinking accompanied by special methodological organization of training pupils and students develops a systematic way of thinking, which allows one to easily identify certain patterns, to predict and influence the development of events

Keywords: systems thinking, systems approach, thinking, reflection.

M. V. Untina, O. I. Kurdumanova
The possibility of remote technologies in the studying of the discipline «Modern problems of science and education»

The possibilities of distance learning support in studying of the discipline «Modern problems of science and education» are considered in this article. Some results of the pedagogical experiment on distance technologies implementation for the master program realization «Chemical Education» are given.

Keywords: master program, distance learning, educational portal.

V. V. Chardyntseva
The main criteria, indicators and levels of training artist - master in art of leather

This article describes the basic criteria, indicators and levels of training artists — masters of artistic leather, given the direction of the evaluation of a specialist in the design and technology of performance art leather goods. There are developed criteria for evaluation of leather can improve the level of professional skills of the future specialist.

Keywords: criteria, indicators, design, technology, art leather.

CULTUROLOGY. HISTORY OF ART

S. V. Kostarev
Complex approach as a component of the culture of water management

This article discusses a complex methodology of water resources management. It is divided into adaptive and integrated management. Compares the approaches of different organizations and states on the water management, as well as international agreements on the use of integrated approaches.

Keywords: culture, integrated management, adaptive management, integrated management, water resources.

A. N. Gumenyuk, I. V. Lyalikov
«Siberian baroque» in architecture of small towns of Western Siberia XVIII—early XIX centuries

The article considers the concept of «Siberian baroque», questions of interpretation of this style direction, the characteristics of buildings. Stylistic originality of specific samples in small towns of Western Siberia: Kainsk, Mariinsk, Tara and Yalutorovsk are analyzed.

Keywords: «siberian baroque», temple, stylistic characteristics.

G. Y. Osmankina
The value of design lines in art nouveau style

In the paper a line is used in the design developments in modern art Nouveau style. The author understands the origins and formation of the style in the XX century. There is analyzed aesthetically-ideological basis of the line of this style. Modern architectural design in this direction is studied.

Keywords: line, design, modern, the modern architecture of the modernist style

V. V. Steblyak
Soviet project as unique phenomenon in world culture

The article deals with the Soviet project as unique phenomenon in world culture, which for the period of its existence, is decided to deep contradictions of Russian culture. It analyzes the sociocultural

dynamics and contradictions that lie in the implementation of the project.

Keywords: socialism, design, dynamics, ideology, culture, capitalism.

O. N. Tkachenko
Development of visual thinking in modern culture

In the article specifics of verbal and visual types of thinking are considered, the special attention is paid to identification of opportunities of each type of thinking for expression and fixing of thoughts, for the solution of creative tasks. The reasons of prevalence of visual type of thinking in modern culture are considered. Methods which can be used for development of visual thinking are described.

Keywords: visual thinking, verbal thinking, creative thinking, mind maps, sketchnouting, visual stories.

V. F. Eroshkin
Exlibris as a graphic composition

The article explores the graphic nature of the Ex libris, its relationship with other genres of art as fine-font composition that is fine and basic technical arsenal of expressive means, which are the specific language of the book mark.

Keywords: exlibris, graphics, font, composition.

Yu. D. Bazhenov
Stages of spiritual and moral development of personality as welfare system of media education

In the article it is told about how spiritual and moral development of the person becomes a welfare problem in a context of a spiritual system of the personality. The innovative system of cultural system of qualities and the social activity which is a basis of moral categories being reflected in motion picture art is considered. In this regard, being based on the information and semiotics concept of culture, the author for the first time forms structure of stages of development of highly spiritual moral. The practical value of article brings to use of the received results in creation of modern system of moral media education.

Keywords: film education, spiritual and moral development of the personality, culture semiotics, welfare activity, moral categories, aspects of the media education, formed qualities of the personality.

A. S. Belysheva
Historic and architectural urban landscape preservation as a problem of modern museology

The article is devoted to the problems of historic and architectural landscape preservation in the urban environment. The author investigates different examples of «museum attitude» to the architectural heritage. It means not only organizing museum in the architectural monument, but creating there a new cultural center by reorganizing social functions of the building. This aspect contributes to the process of cultural succession and creates new field in understanding and using architectural heritage.

Keywords: historical-architectural landscape, urban environment, social and cultural succession, museumification.

E. V. Vasilyeva
Culture of fashion in context of Russian identity

In the article the directions of interaction of fashion and culture, aspects of formation of the Russian identity in modern conditions of development of society are considered. Novelty of material consists in detection of regularities of perception of visual information in the modern world which is carried out through a choice of fashionable samples and cultural standards which allows to characterize the individual importance of the person. Practical value is in application of the analysis of a role of fashion in translation of cultural values and sociocultural transformation that is important for implementation of sociocultural projects on fashion in the Omsk region.

Keywords: culture of fashion, self-determination, Russian identity, value, self-identification, fashionable samples, cultural standards.

D. A. Sadykova
The evolution of dance in modern culture

The article examines the evolution of dance in the space of contemporary culture. It particularly describes the change of the language of dance, depending on the basic characteristics of the postmodern era and media culture. That way reveals aesthetic, expressive and socio-cultural functions of dance for a man. By the example of a popular street style of modern choreography hip-hop, made the conclusion that dance in the modern world can be both the way of self-expression and identity, and commercial media.

Keywords: dance, postmodern, mediaculture, visual, commercial, media.

L. A. Timkova
Expositional and exhibition activities of the Omsk Regional M. A. Vrubel Museum of Fine Arts of the late 20th–early 21st centuries. On the question of typology of art exhibitions

The article publishes grouped by typological principle material of museum art exhibitions of the last two decades, organized at the Omsk Regional M. A. Vrubel Museum of Fine Arts for different target audiences with the relevant principles of the exhibition space solutions. Properties of typology of art exhibitions are identified and new trends in typological changes are defined.

Keywords: typology of art exhibitions, exposition and exhibition space, principles of organization of the museum exposition.

Zh. M. Khakhaeva
R. & T. Elworthy Company's office building in Omsk. On the question of attribution of the architectural monument

The article is devoted to the intriguing and understudied aspect of the regional art studies — the attribution of the pre-revolutionary architectural structures of Omsk. The author compares the exterior of two prominent Art Nouveau style buildings in Omsk and Krasnoyarsk, reveals and analyses the circumstances of their construction and thus draws a conclusion about the probable authorship of R.&T. Elworthy Company's office building in Omsk. The publication provides exclusive illustrations.

Keywords: international art Nouveau, architectural monument, Elvorthi, Chernyshov, the 1-st Western Siberian agricultural and industrial exhibition.