

Contents

HISTORY

<i>O. A. Nikiforov.</i> The influence of factors of Russian character in business	5
<i>A. V. Sushko.</i> Regarding the issue of speculating upon religious beliefs of citizens by Kolchak regime during the Civil war	7
<i>N. V. Barsukova.</i> The role of women in the Armed Forces of the USSR during the Great Patriotic War	11
<i>S. A. Velichko.</i> Democratic transit in Siberia (1985 – 1991)	13
<i>M. I. Vtorushin.</i> The phenomenon of «fascism» in the beginning of the XX century in Russia and its development in Siberia during the Civil war. Part II.	18
<i>O. A. Ozerova.</i> The implementation coercive methods and repressions in the period of mass collectivization in 1930 – 1932 years (the case of Turkic folks in Western Siberia)	22
<i>R. V. Rybakov.</i> Youth and authorities – interaction in the early twenties of the XX-th century	25
<i>E. V. Skripkina.</i> «The work for the Tsar» of Gaza Metropolitan Paisios Ligarida	28
<i>E. V. Skripkina.</i> Yuri Krizhanich about autocratic power of the Russian sovereign	30
<i>B. K. Smagulov, L. O. Shtripling, I. Ye. Karaseyv.</i> Tourist standards of Russian Federation (1990 – 2011)	32
<i>B. V. Ulezko.</i> From the history of soviet the automated control systems of manufacture (for example, the Krasnodar territory and Rostov region)	35
<i>O. V. Chudakov.</i> Placing prisoners of war by the organs of city self-government of Siberia during First World War (1914 – beginning 1918)	40
<i>A. Ya. Adam.</i> Project «Instruction to village society ...» as a source for the study of self-government in Siberian Cossack Host (1880-s)	44
<i>V. A. Kutepov, V. A. Maslyakov.</i> Personnel of average comprehensive schools with teachers of military science (1968 – 1980): experience and lessons. Western Siberia	47
<i>N. G. Panchenko.</i> Russian travelers' representations of the past of Spain in the second half of the XIX century as the component of the image of country and people	52
<i>V. A. Serdyuk.</i> Formation of corporate ethics of locomotive drivers of Russian railroads in the end of XIX – the beginning of XX centuries	56

SOCIOLOGICAL AND ECONOMICAL SCIENCE

<i>M. V. Mogilevich.</i> Economics and strategy of mechanical engineering in big industrial center (Omsk city)	61
<i>O. Yu. Pallasov, O. V. Sergienko.</i> The typology of the destructive business behaviour in the market of mergers and acquisitions (on the example of the agrarian sector of economy)	66
<i>D. I. Chernyavsky, I. A. Blinova.</i> Anti-recessionary management at enterprises of small-scale business of Omsk	71
<i>O. A. Blinov, E. A. Bezverkhaya.</i> Setting budgeting problems in agricultural enterprises	73
<i>I. A. Volkova, A. I. Baranovsky.</i> Evaluation of agricultural organizations technological development level	76
<i>R. M. Ismagilov.</i> Improvement of corporate culture of the organization in quality management system operating conditions	80
<i>S. V. Kalinina.</i> Methodology of evaluation of the effectiveness of the processes retraining of personnel in the quality management system of university	84
<i>M. L. Kaluzhskiy.</i> System approach, self-organizing and cyclic in the institutional economic theory	88
<i>O. V. Narezheva, I. V. Podyapolskaya.</i> Analytical procedures to assess social efficiency management	92
<i>M. G. Rodionov.</i> Preconditions for formation of the structural management theory of the managing subject development	96
<i>E. S. Staurisky.</i> Analysis of manpower resources at labour market of Omsk region	100
<i>T. N. Kanashchuk.</i> Effectiveness of marketing in culture institutions	103
<i>E. O. Nurgazin.</i> Project management in retail grocery enterprise networks	106

PHILOSOPHICAL SCIENCE

<i>V. A. Evdokimov.</i> Networking interaction between citizens and governing institutions for election campaign	112
<i>V. V. Nikolin.</i> History of Russian culture: vision of temporary synthesis	115
<i>A. M. Agaltsev.</i> Dialogue in philosophy	119
<i>T. P. Berseneva.</i> Synergia, divine Energies and free will	123
<i>D. A. Tolstikov.</i> Religious elements of knowledge	125
<i>O. V. Khlebnikova.</i> Professional investigation and problem of method	127
<i>D. V. Surkov.</i> Distinction of concepts of «mystic», «mysticism» and «mystical experience»	131
<i>N. A. Trubina.</i> Modal essence of existence	134

PHILOLOGICAL SCIENCE

<i>L. I. Voskresenskaya.</i> The role of terms in the titles of fiction works in English language	137
<i>L. V. Popova.</i> The logical and conceptual analysis of the system of terms of Cognitive linguistics	142
<i>N. A. Sedova.</i> Obligatory and optional elements of the frame PART on the basis of dictionary definitions	144
<i>M. S. Shumaylova.</i> Lexical peculiarities of the German Internet terminology	148
<i>I. L. Kuchesheva.</i> Linguistic culture peculiarity of terms-mythonyms (on the material of English language)	152
<i>K. A. Ozherelyev.</i> Figurative representations about universum in K.S.Aksakov's lyric poetry	154
<i>G. P. Terentyeva.</i> The notion of nanotechnology terms in linguistics	157
<i>I. A. Shuytseva.</i> Formation and development of terms of transportation and storage of oil, oil products and gas in English language	159

PSYCHOLOGICAL AND PEDAGOGICAL SCIENCES

<i>A. S. Sharov.</i> Conceptual basics of teaching students in institution of higher education	162
<i>O. Yu. Grogoleva.</i> Religiousness and personal responsibility: search for empirical interrelations	166
<i>N. A. Dmitrieva.</i> Valued orientations of cadets	170
<i>Yu. A. Druzhinina.</i> The peculiarities of coping behavior in adolescence	172
<i>I. G. Pchelintseva, A. V. Chumakova.</i> A vector diagnostic method in creating of the tolerant environment in higher school	176
<i>V. V. Danshina, V. I. Surikov.</i> System of a professional training for nanotechnologies in regional aspect	179
<i>G. N. Lobova.</i> Aesthetic aspect of educational technological activity	181
<i>O. Yu. Melnikova.</i> Pedagogical conditions of environmental education system formation for non-specialized Higher Educational Institution students	185
<i>O. V. Roytblat.</i> A new view on adult education system through non-formal education	190

PHYSICAL CULTURE AND SPORTS

<i>V. N. Pritykin.</i> Testing basketball players by trajectory correction device	193
<i>L. F. Kolokatova, M. M. Chubarov, A. A. Shchepelev.</i> Educational methodology complex of discipline «physical culture» with application of information interactive technology forming physical culture of personality	197

<i>E. A. Sukhachev.</i> Logistics, information and scientific methodological support of the training process and competition in short track speed skating and biathlon (Review of the foreign press)	200
<i>M. B. Ivanov.</i> Pedagogical conditions of future hockey coaches didactic competence formation	203
<i>V. D. Koba.</i> The characteristic of age dynamics of anthropometrical and physiometrical indicators by comparison of 10 – 14 years young boxers profiles	207
<i>V. V. Plotnikov.</i> Technical and tactical hockey players training at the stage of profound specialization	211
<i>E. S. Shumilin, Yu. V. Koryagina.</i> The special flexibility and explosive force technique in the preparatory period for powerlifters in the initial training group	215
<i>S. A. Kuznetsov.</i> Legal culture of specialists in the sphere of social tourism in Russia	220
TEACHING METHODOLOGY	
<i>Yu. V. Khrushchev, N. L. Batseva, N. P. Fiks.</i> Prospects of adaptation of fully-variable real-time simulator of electric power systems for professional development of students	222
<i>Zh. V. Likhacheva.</i> Foreign language teaching techniques in higher technical educational institutions	225
CULTUROLOGY. ART HISTORY	
<i>S. P. Isachkin.</i> The place and role of Russia in World culture	229
<i>S. V. Kostarev.</i> Urbanization as a factor of the culture dynamics	233
<i>A. Sh. Amirzhanova.</i> The role of tradition in the aesthetic education of modern art designers	237
<i>I. A. Krebel.</i> Game phenomenon in media dimension of culture	241
<i>G. Yu. Osmankina.</i> Art design as synthesis of esthetic and moral and cultural and material processes in unity of the art and esthetic concept of society	244
<i>I. G. Pendikova, L. M. Dmitrieva.</i> Savoir-vivre as a dominant of esthetic model of the french graphic design	248
<i>V. V. Tikhonov.</i> The peculiarities of formation and development of the methodological base for open-air ethnographical museums in the USSR and Russia	251
<i>E. Yu. Kolganova.</i> Museumification of the remnants of tatar culture in the western Baikal region of Stolypin era of migration	255
<i>E. V. Shchetinina.</i> On the formation of the representation of the «outsider» in mass culture	257
REVIEWS	
<i>S. V. Novikov.</i> Russian nationalists: between liberalism and communism. About monograph A.A. Fomenkov «Russian national project: Russian nationalists in 1960's and first half of 1990's». – N. Novgorod. Eksprin, 2010. – 235 p. and «Russian power nationalism in the late 1980's - early 1990's.: Right alliances on the left». – N. Novgorod, Eksprin, 2010. – 156 p.	261

SUMMARY

HISTORY

O. A. Nikiforov

The influence of factors of Russian character in business

«National traditions can either promote economic success of the nation or if they are not considered to promote its stagnation». In the paper the author tries to generalize the factors promoting forming of national traditions of Russian people and to show the influence they have exerted on the business environment and character of a Russian businessman.

Keywords: tradition, business life, businessman, nation.

A. V. Sushko

Regarding the issue of speculating upon religious beliefs of citizens by Kolchak regime during the Civil war

The article dwells upon religious aspects of ideological support of Kolchak regime during Civil war, the issue of using by Kolchak's authorities of the religious feelings of population for struggle against bolsheviks – an attempt to declare religious war to Bolsheviks taken by citizens was supported by Kolchak regime.

Keywords: Civil war, Siberia, Kolchak regime, ideological support, Holy Christ troops.

N. V. Barsukova

The role of women in the Armed Forces of the USSR during the Great Patriotic War

In the Great Patriotic War women served in all types of armed forces. Mobilization of women in the Red Army was necessary. In the most heavy situations women served in the battle troops appeared. Thus, the experience of the Great Patriotic War proved that army needs women, but the army should provide women with necessary conditions.

Keywords: women, armed forces, the battle troops, the Great Patriotic War.

S. A. Velichko

Democratic transit in Siberia (1985–1991)

The article illustrates the process of «democratic transit» in Siberia during the years of perestroika (1985–1991). The author disclosed key elements of this process: the introduction of elections with unknown result, multiparty and democratic freedoms. This article describes the features of the democratic transit in Siberia. Great attention is paid to the analysis of local party organs of the Communist Party during this period and the collapse of the Communist Party. The paper discusses the successes and failures of «democratic transit» in Siberia.

Keywords: «democratic transit», perestroika, social movements.

M. I. Vtorushin

The phenomenon of «fascism» in the beginning of the XX century in Russia and its development in Siberia during the Civil war. Part II.

The article deals with the problem of practice of «fascism» in Siberia in the period of social cataclysms in 1917–1920; the peculiarities of this social and political phenomenon in the period of A. Kolchak's dictatorship are considered.

Keywords: White movement, military fascist dictatorship.

O. A. Ozerova

The implementation coercive methods and repressions in the period of mass collectivization in 1930–1932 years (the case of Turkic folks in Western Siberia)

The article is devoted to the problem of collectivization among Turkic folks in Western Siberia within the period of 1930–1932 years. The mechanism of establishment of collective farm in the period of continuous collectivization with an aid of coercive methods is considered, the role of the Party and soviet organizations in the case of kolkhoz establishment, liquidation of kulaks as a class, resistance of peasantry to the methods of coercive collectivization.

Keywords: collectivization, collective farm, kolkhoz, expropriation, repressions.

R. V. Rybakov

Youth and authorities – interaction in the early twenties of the XX-th century

Search of effective interaction of youth associations and the authorities is one of priority directions of a modern youth policy. The account both

positive, and negative historical experience is thus extremely important. In the article problems of introduction of representation of youth in professional and official bodies in the beginning of 20's of the XX century are considered. According to the author, this question deserves the special research which results can be useful today.

Keywords: komsomol, youth organizations, youth politics.

E. V. Skripkina

«The work for the Tsar» of Gaza Metropolitan Paisios Ligarida

In the article the author considers the activities of Gaza Metropolitan Paisios Ligarida at the court of Alexei Mikhailovich in the context of relations between state and church authorities, examines the degree of his participation in «the case of Nikon» and in the controversy with the Old Believers.

Keywords: Tsar Alexei Mikhailovich, Patriarch Nikon, Old Believers.

E. V. Skripkina

Yuri Krizhanich about autocratic power of the Russian sovereign

In the article the author considers the views of Yuri Krizhanich on the autocracy of Russian monarch in the context of his understanding of the autocratic power per se. Krizhanich's reflections about autocratic ruler are within the traditional theological constructions, which likened the tsar to the earthly God. Krizhanich considered the reign of Tsar Alexei Mikhailovich to be one of the models of autocratic power which had ensured the preservation of the Orthodox faith opposing heresies, dangerous and harmful for any state.

Keywords: Tsar Alexei Mikhailovich, the autocracy.

B. K. Smagulov, L. O. Shtripling, I. Ye. Karaseyv

Tourist standards of Russian Federation (1990–2011)

In the article tendencies in application of the Russian standards in the field of tourism in 1990–2011 are analyzed in connection with changes in settings of the state on principles of application of normative documents on standardization. In the analysis the attention is paid to the influence on this question of international tendencies in development of world tourist industry, which is related to distribution in tourism of international standards of International organization on standardization (ISO).

Keywords: tourist standards, national standards, tourism services, tourism accommodation, obligatory requirements of standards.

B. V. Ulezko

From the history of soviet the automated control systems of manufacture (for example, the Krasnodar territory and Rostov region)

This article shows the first steps towards the establishment and implementation of automated production control systems in the industry of the USSR. It is characterized by social and economic consequences of the proliferation of such systems and their impact on improving efficiency and management culture. The emphasis is placed on the analysis of the authorities of the Krasnodar Territory and Rostov Region in guiding those new to the time direction of scientific and technological progress. The paper considers the successes and shortcomings in the creation and implementation of automated management systems in enterprises and instrumentation engineering Kuban and Don rivers.

Keywords: the automated control systems of manufacture, scientific and technical progress, the enterprises of instrument making and mechanical engineering of Kuban and Don.

O. V. Chudakov

Placing prisoners of war by the organs of city self-government of Siberia during First World War (1914 – beginning 1918)

The activity of organs of city self-government in Siberia in placing of prisoners of war during the First World War (1914 - beginning 1918) is considered.

Keywords: First World War, the city government, prisoners of war.

A. Ya. Adam

Project «Instruction to village society ...» as a source for the study of self-government in Siberian Cossack Host (1880-s)

This article presents an analysis of the «Instruction to village society...» created for internal use of the Siberian Cossack Host in the 1880-s. The instruction is a kind of generalization of all those regulations and

ordinances, relating to both the village and habitation level of administration and society in general, published in the period from 1870 to 1880. This instruction listed the rights and duties of the village and habitation meetings and atamans, indicated the sources of their income and expenses, regulated the disposal of them, as well as considering a military and land duties of the Cossacks.

Keywords: the Siberian Cossack Host, self-management, management, the Cossack community.

V. A. Kutepov, V. A. Maslyakov
Personnel of average comprehensive schools with teachers of military science (1968 - 1980): experience and lessons. Western Siberia

Transition since 2008, to a year of a military call-up duty, has caused substantial increase of requirements to quality of preparation of participants to military service. At the same time an introduction into military oriented defense preparation for civilians in full time and professional educational institutions as part of «A health and safety basis» program hasn't helped to achieve desirable results. The given circumstances demand further actions in studying previous years expertise to reach a solution for current defense preparations.

Keywords: teachers of military science, selection of employees, average comprehensive schools, Western Siberia.

N. G. Panchenko
Russian travelers' representations of the past of Spain in the second half of the XIX century as the component of the image of country and people

The article is about the representations of Spain past in the travelogues of the Russian travelers in the second half of the XIX century. The author identifies and examines the most popular historical plots in the travelogues and reveals the ideas about history of Spain and its future.

Keywords: representations, image, history of Spain, travelogues.

V. A. Serdyuk
Formation of corporate ethics of locomotive drivers of Russian railroads in the end of XIX - the beginning of XX centuries

In the article it is told about the main problems associated with the educational and moral level of the personnel of the Russian railways, through the process of organizing «courts of honor» and their role in shaping corporate ethics of locomotive drivers on the railways of Russia in the end of XIX — the beginning of XX centuries.

Keywords: railroads, corporate ethics, courts of honor.

SOCIOLOGICAL AND ECONOMICAL SCIENCE

M. V. Mogilevich
Economics and strategy of mechanical engineering in big industrial center (Omsk city)

The retrospective assessment of the impact of key factors of the development of mechanical engineering on the Russian economy is given. Features of forming machinery in the Omsk region, taking into account historical trends are studied. There is considered and completed engineering strategy in the region on the basis of emerging clusters and develop productive business. The conclusions about the need to increase the investment attractiveness of regional development projects territories.

Keywords: engineering, systems, clusters, enterprise strategy, development, region, investment, entrepreneurship.

O. Yu. Patlasov, O. V. Sergienko
The typology of the destructive business behaviour in the market of mergers and acquisitions (on the example of the agrarian sector of economy)

The article describes the special Russian technology for mergers and acquisitions, presents the scheme of counteraction against raider seizure of middle and small business, the behavior of firms at different stages of the life cycle of the companies and depending on the strategies of development of the organization.

Keywords: typology of corporate raids, the kinds of friendly takeovers, the risks of corporate raids, the debt-raiding.

D. I. Chernyavsky, I. A. Blinova
Anti-recessionary management at enterprises of small-scale business of Omsk

The analysis of development of the enterprises of a small-scale business of Omsk in the conditions of overcoming crisis is carried out. Key

problems of branch of region and probable ways of their decision are shown.

Keywords: trade, a small enterprise, the anti-recessionary management, competitive struggle.

O. A. Blinov, E. A. Bezverkhaya
Setting budgeting problems in agricultural enterprises

This article explores the budgeting tool, and its influence on the efficiency of enterprises, as well as the method of designing the enterprise budgeting, budgeting problems in organization

Keywords: budgeting, management, motivation, the budgeting, issues.

I. A. Volkova, A. I. Baranovsky
Evaluation of agricultural organizations technological development level

The methodic for the evaluation of the agricultural production development level of Omsk region with the help of technological development factor, and human resources is worked out and tested. Technical and technological matrix is worked out and according to this the regions of the Omsk region are divided into nine groups. Depending on the group, the recommendations for agricultural technologies management are offered.

Keywords: management, technological development, technical provision, human resources, technical and technological matrix.

R. M. Ismagilov
Improvement of corporate culture of the organization in quality management system operating conditions

The urgency and novelty are caused by the need of introduction for the organizations of a services sector of effectively functioning quality management system, in view of that standards of the ISO 9000 series are initially developed with reference to the sphere of production of goods of the leading industrial companies possessing developed corporate culture, have strictly outlined structure and demand the corresponding conditions for their realization.

Keywords: organization, service business, reformation, corporate culture, system of management of quality.

S. V. Kalinina
Methodology of evaluation of the effectiveness of the processes retraining of personnel in the quality management system of university

The article notes the relevance of market development services to retrain in a modern economy in Russia and Omsk region, the results of the study's situation, the introduction of quality management system in Omsk universities. There is analyzed the existing methodology for assessing the effectiveness and efficiency of processes in the QMS and the matrix is proposed to evaluate the effectiveness of the process of retraining.

Keywords: the market of educational services for the retraining of personnel, Quality Management System of the university, the method performance evaluation process of retraining of personnel.

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

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

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

O. V. Narezhneva, I. V. Podyapolskaya
Analytical procedures to assess social efficiency management

To obtain valid results establishing the level of social efficiency management, to have the high degree of reliability, in the article there is composed a system of quantitative and qualitative indicators that can be used for the object management (assessment of efficiency management by staff company) and the subject management (assessment the efficiency operation of administrative staff).

Keywords: social efficiency, management, staff, assessment, indicator, criteria.

M. G. Rodionov

Preconditions for formation of the structural management theory of the managing subject development

The defining role in development of economic managing subjects is allocated to institutions forming them. The ability to self-regulation due to microeconomic mechanisms of stabilization and the constitutional structure of economic subjects of managing enables to assume about presence of preconditions to formation of the theory and methodological bases of development management of the managing subject due to the organization of effective interaction of subsystems of the managing subject.

Keywords: system, the constitutional structure, the subject of managing, interaction, institutions.

E. S. Staursky

Analysis of manpower resources at labour market of Omsk region

In the article the author analyses manpower resources at labour market of Omsk region. Statistical indicators, which give description to conditions of manpower resource market are calculated.

Keywords: manpower resources, market, Lorenz curve, Gini coefficient, coefficient Lorenz

T. N. Kanashchuk

Effectiveness of marketing in culture institutions

The results of the research of the activity of regional culture institutions are presented. Possible ways of increasing effectiveness in promoting puppet theatre products are discussed.

Keywords: marketing, product promotion, effectiveness in culture sphere

E. O. Nurgazin

Project management in retail grocery enterprise networks

In the article methods of project management for acceptance of effective administrative decisions are considered. The phase structure of project management is described. Tools of management of co-ordination of business programs are offered.

Keywords: design management, effective administrative decisions, and the business program.

PHILOSOPHICAL SCIENCE

V. A. Evdokimov

Networking interaction between citizens and governing institutions for election campaign

The author does research into the interaction between citizens and governing institutions, the opportunities of networking technologies, interactive communication for election campaign. Functions of information propagation in the Internet in the course of election rivalry are defined in the article. This one may be of interest to broad sections of the public comprehending interaction between a personality and a state, communication process and the use of networking technologies in politics.

Keywords: authorities, election campaign, information, dialogue, function.

V. V. Nikolin

History of Russian culture: vision of temporary synthesis

The problem of the genesis and development is in the history of the innovation and its transfer. This is relevant to ancient society and modern Russia. To preserve the tradition there is the genetic line of evolution, more characteristic of human corporeality and innovations – for parallel to the development of his spirituality. The first one is based on the territory, and the second one on the temporary.

In the temporary evolution of Russia there are four vectors or layers culture development that must be synthesized, and there is major cultural resource development of Russia in civilization terms.

Keywords: genetic evolution and space of corporeality, parallel evolution and temporary synthesis, Centre and periphery, Paganism and life in nature, Orthodox culture and faith, education and search for the truth, Posthuman paradigm of human and Culture.

A. M. Agaltsev

Dialogue in philosophy

On the basis of an interdisciplinary approach globalization and ambivalence of a modern transitional era is analyzed; the priority of the sociocultural intention allowing to define the society of the future is accented by anthropogenous civilization. The dialogue as backbone

structure of communication and philosophy is investigated, its attributive role locates in formation of self-determination of the personality.

Keywords: anthropogenous civilization, communication, dialogue, household-existential dialogue, self-determination of the personality.

T. P. Berseneva

Synergia, divine Energies and free will

The article deals with the category of Orthodox theology — synergy, which denotes the united actions of the divine Energies and free will for the man's salvation.

Keywords: synergia, Orthodox, divine Energies.

D. A. Tolstikov

Religious elements of knowledge

In the article the religious system of knowledge is analyzed, efficiency religious and not religious knowledge is compared.

Keywords: the superthesis, belief, ritual, common sense.

O. V. Khlebnikova

Professional investigation and problem of method

In the process of preparation and realization of any scientific or philosophical project every investigator runs into necessity of understanding and basing of his own methodology inevitably. That is every investigator runs into necessity of the solution within limits of the certain cognitive context of the so-called problem of method. This problem can be considered now as the difficulty which has not only gnosiological but also ontological, existential, grammatological and stylistic nature.

Keywords: method, professional research, philosophical work, composition, written discourse.

D. V. Surkov

Distinction of concepts of «mystic», «mysticism» and «mystical experience»

For today there is a large quantity of definitions of mystic, mysticism and mystical experience that causes inevitable mess in their understanding. Semantic shades of their interpretation are rather various, therefore it is necessary to dissolve these concepts further to avoid this mess.

Keywords: mystic, mysticism, mystical experience, thinking, the Absolute.

N. A. Trubina

Modal essence of existence

This article is devoted to modal existence research methodology. In this article the modal typology of existence, where each type is connected with the other, is presented. Each type generates a certain reality, and at the same time it provides objective reality representation as the multilevel integrity. The given article offers a method which will allow us to reconsider a traditional ontological problematic.

Keywords: being, modality, methodology, ontology, actual, potential.

PHILOLOGICAL SCIENCE

L. I. Voskresenskaya

The role of terms in the titles of fiction works in English language

In the article the contents of several fiction works of english and american writers in interconnection with their titles is considered. The views of other linguists on the role of titles are given. Definitions of the terms — titles are analysed and their role in revealing the contents is established.

Keywords: term, contents, definition, context, title, realism.

L. V. Popova

The logical and conceptual analysis of the system of terms of Cognitive linguistics

The article is devoted to the revealing of linguistic characteristics of the system of terms of Cognitive linguistics. The logical and conceptual analysis is conducted. It is necessary for a lexicographical description.

Keywords: cognitive linguistics, the logical and conceptual analysis, the system of terms, the linguistic characteristics.

N. A. Sedova

Obligatory and optional elements of the frame PART on the basis of dictionary definitions

The article examines the concept of a frame as a cognitive unit, represents the frame structure PART modeled on the basis of dictionary definitions. Obligatory and optional elements of the frame reflect human views of a part.

Keywords: cognitive linguistics, modeling, frame, obligatory and optional elements, part, whole.

M. S. Shumaylova

Lexical peculiarities of the German Internet terminology

The global phenomenon of the society informatization, wide spread of the Internet terminology both in the sphere of specialists and in the sphere of nonprofessional users makes the research of this terminology actual.

Keywords: terminology, borrowing, Internet

I. L. Kuchesheva

Linguistic culture peculiarity of terms-mythonyms (on the material of English language)

The main aim of this article is lexico-semantic analysis of English terms-mythonyms. The paper gives the classification of terms-mythonyms for representation the objects of medicine, flora, fauna and space. The attempt is made to determine the place of the terms-mythonyms in English linguistic culture.

Keywords: terminology, term-mythonym, linguistic culture, etymology, proper name.

K. A. Ozherelyev

Figurative representations about universum in K. S. Aksakov's lyric poetry

Figurative personifications of the Universe as universum in K.S.Aksakov's lyric poetry are considered in this article. Great interest is shown to a poetic heritage of Slavophiles and in particular to aesthetic-philosophical dominants of their works in recent years. The article contains the analysis of conceptual ontologic categories in K.S.Aksakov's poetry and reveals the modifications of his artistic world' picture in time. This paper can be interesting from the standpoint of contextual consideration of figurative representations about universum in the 19th century' lyric poetry.

Keywords: a universum, Slavophilism, an artistic world' picture, physiophilosophy, lyric poetry, poetic tradition.

G. P. Terentyeva

The notion of nanotechnology terms in linguistics

The article deals with the problem of nanotechnology terms in linguistics. There is a great demand of linguistics and nanotechnology specialists collaboration and there are a lot of tasks to be solved by linguists. These are developing terminology data base, glossaries, different types of electronic dictionaries, teaching computer programs and others. Nanotechnology is connected with modeling nanocomputers and creating nanorobots. That's why the main aim of this article is to present the notion of nanotechnology terms and term combinations and to give a true picture of their application in different fields. The author comes to the conclusion that nanotechnology dictionaries should be developed for facilitating the work of nanotechnology specialists.

Keywords: nanorobot, nanoparticle, carbon nanotube, nano-object, nanoelectronics, nanotechnology terms and term combinations, linguistics and nanotechnology.

I. A. Shuytseva

Formation and development of terms of transportation and storage of oil, oil products and gas in English language

In the article the periods of formation and development of terms of transportation and storage of oil, oil products and gas in direct dependence on formation and development of transportation and storage of aforementioned energy carriers as the branch of oil and gas engineering are considered. Examples of ways of formation of simple and compound terms, and also models of terminological combinations are given.

Keywords: simple and compound terms of transportation and storage of oil, gas and oil products, multicomponent terminological combinations.

A. S. Sharov

Conceptual basics of teaching students in institution of higher education

A new approach to the process and structure of teaching students in institution of higher education is introduced. The logic and psychology of the acquisition of regulatory abilities are denoted. The basic forms of learning activities (indicative, modeling and projective) are identified and described and stages of their development are determined by the structure of self-regulation. A reflexive-regulatory nature of knowledge and skills is noted. The understanding of knowledge as a value-semantic model of reality is realized.

Keywords: teaching, the basic form of learning activity, knowledge, reflection, self-regulation.

O. Yu. Grogoleva

Religiousness and personal responsibility: search for empirical interrelations

Interrelation of the structure of students' religiousness and responsibility are of special interest and are retraced in the work. The main tasks of research are comparison of the structure of student's responsibility with high and low levels of religiousness as well as the search of interrelation between the components of religiousness and responsibility.

It is stated that such parameters of responsibility as «Attitude to obstacles», «Attitude to promises», «Attitude to consequences of one's actions», «Emotional attitude to deeds» are higher for the student's with deep respect to religion than those who are not believers.

The fact that such component as «Presence of religion self-consciousness», «Inclination to idealist philosophy», «Tendency to seek support and consolation in religion», «Tendency to believe in God» are positively connected with parameters of responsibility.

Keywords: religiousness; responsibility; existentialism; students;

N. A. Dmitrieva

Valued orientations of cadets

The article presents the results of research of value orientations of the cadets of military and nonmilitary families. The highest score for both groups have values of «a happy family life» and «the existence of good and true friends.» The following reliable differences were detected: the cadets of military families appreciate «love» above all, and the cadets of the non-military families - «confidence». Least of all the cadets appreciate the opportunity of doing something creative and the beauty of nature and art.

Keywords: value orientations, self-determination, a family of the military men.

Yu. A. Druzhinina

The peculiarities of coping behavior in adolescence

The article is devoted to the study of coping behavior of modern teenagers. It describes the difficulty of life situation of adolescents, as well as the sources that serve as an example for them of behavior in difficult situations. It presents the results of research of features of coping behavior in adolescents and their mothers. Materials of research show how coping of mothers has an impact on coping behavior of adolescents.

Keywords: coping strategies, coping behavior, difficult life situation, adolescence.

I. G. Pchelintseva, A. V. Chumakova

A vector diagnostic method in creating of the tolerant environment in higher school

The article presents diagnostic method of creating of the tolerant environment in higher school. Four types of tolerant educational environment are described.

Keywords: tolerance, educational environment, vector diagnostic.

V. V. Danshina, V. I. Surikov

System of a professional training for nanotechnologies in regional aspect

In this paper the regional (on an example of the Omsk region) structure of a professional training in the field, has been analyzed and the professional training system has been developed. It includes designing the curricula taking into account requirements of the enterprises of the region, working out UMCD on disciplines of a direction, conclusion the contracts with leading enterprises on the students practice carrying out. The attitude of various groups of Omsk dwellers to development the

industry in region is studied. The city program of popularization of scientific knowledge is offered.

Keywords: professional training system, science and education integration.

G. N. Lobova
Aesthetic aspect of educational technological activity

The author examines the influence of modern students' activity technology based on SADT-methodology on displaying aesthetic function as a subsidiary function of reaching the purpose. The influence has been revealed by means of N.I. Reinvald test that includes the level of personal aesthetic development.

Keywords: SADT-technology, principle of self-education, diagram, testing, aesthetic development.

O. Yu. Melnikova
Pedagogical conditions of environmental education system formation for non-specialized Higher Educational Institution students

While creating the strategy for educational development the problem of coordination between environmental education (EE) and Education for Sustainable Development (ESD) is discussed several times. The basis of ESD must become the ecological component which unites economic, social and ecological problems, as this reflects the wide range of issues of sustainable development.

This article presents the complex of pedagogical conditions which provides effective formation of students environmental education and breeding system in a non-specialized Higher Educational Institutions, that is especially essential in the process of preparation of managerial and economic stuff for the regional innovative economics.

Keywords: sustainable development; environmental education, Education for Sustainable Development, economic specialization students preparation.

O. V. Roytblat
A new view on adult education system through non-formal education

The article considers the features of informal education and its role and importance in the system of extra vocational training, non-traditional forms of integration of formal and informal education. Foreign experience of informal education is presented.

Keywords: continuing education, informal education, ways to integrate formal and informal learning.

PHYSICAL CULTURE AND SPORTS

V. N. Pritykin
Testing basketball players by trajectory correction device

To improve the accuracy of free throws there is proposed trajectory correction unit for basketball. The corrector allows you to change and choose the options you want and stabilize throws. Testing basketball with trajectory corrector is used to rank the team sniper abilities.

Keywords: basketball, accuracy of throws, corrected trajectory, testing, rating of players.

L. F. Kolokatova, M. M. Chubarov, A. A. Shchepelev
Educational methodology complex of discipline «physical culture» with application of information interactive technology forming physical culture of personality

In the article by the authors examine new concept of the use of information technologies in the aspect of forming of the information educational environment of the physical culture of students in Institution of Higher Education

Keywords: educational methods complex, interactive technology, information- educational environment, physical culture.

E. A. Sukhachev
Logistics, information and scientific methodological support of the training process and competition in short track speed skating and biathlon (Review of the foreign press)

The author review the results of interdisciplinary research in the sphere of the high performance elite sports. The studies of international researchers focusing on the issues of scientific support of the athletic training are identified in two kinds of sport: biathlon and short track speed skating.

Keywords: scientific support, the system of the sports training, biathlon, short track speed skating, the sports technology.

M. B. Ivanov
Pedagogical conditions of future hockey coaches didactic competence formation

This article discusses the pedagogical conditions of future hockey coaches didactic competence formation realizing conceptual provisions of the context, problem and collective learning in the learning process at the university.

Keywords: didactic competence, pedagogical, conditions, contextual learning, problem-based instruction, the collective way of learning.

V. D. Koba
The characteristic of age dynamics of anthropometrical and physiometrical indicators by comparison of 10–14 years young boxers profiles

In this article the problem of selection and sport orientation of young boxers responding to the parameters of physical development is depicted. The impact of regular exercise on the body based on anthropometric and physiometrical compiling profiles of young athletes is estimated.

Keywords: physical development, young athletes, anthropometric and physiometrical indicators, profile of 10–14 young boxers.

V. V. Plotnikov
Technical and tactical hockey players training at the stage of profound specialization

The article deals with peculiarities of technical and tactical hockey players training at the stage of profound specialization. As a result of the research there have been discovered the main technical and tactical operations. There has been developed a model of technical and tactical training of young hockey players as well as a scale of intensiveness of technical and tactical operations. There have been shown peculiarities of program-contents provision of technical and tactical training of young hockey players. The dynamics of effectiveness of the main technical and tactical operations has been studied. The stage-by-stage model characteristics of technical and tactical preparedness of hockey players at the stage of profound specialization have been defined.

Keywords: technical and tactical training, young hockey players, the stage of profound specialization.

E. S. Shumilin, Yu.V. Koryagina
The special flexibility and explosive force technique in the preparatory period for powerlifters in the initial training group

This article presents the methodology for testing and development of special physical qualities in powerlifters. The most informative tests and evaluation criteria explosive force of arms and legs, and the special flexibility of the spine of powerlifters of different training groups are defined using the experience. The content of training sessions at different stages of the preparatory period for these qualities is developed, it includes parameters of loads for general and special exercises. This technique allowed the young powerlifter significantly to improve the results of the competitive exercise and perform the standard for third category.

Keywords: powerlifting, technique training, explosive power, the special flexibility.

S. A. Kuznetsov
Legal culture of specialists in the sphere of social tourism in Russia

In the article on the basis of the legal literature analysis is depicted the analysis of publications devoted to the social tourism, normative and legal culture.

Keywords: social tourism, legal culture, the training of social workers.

TEACHING METHODOLOGY

Yu. V. Khrushchev, N. L. Batseva, N. P. Fiks
Prospects of adaptation of fully-variable real-time simulator of electric power systems for professional development of students

The paper deals with ways of solving problems of innovative engineering education improvement for ultimate competency development of intending specialists in order to ensure their full role in professional activity. Gaming method, as effective way to lead students up to professional activity, is offered. The gaming method is used for special Master's degree programme. The prospects such as creation of automated teaching materials for effective development of educational process are denoted.

Keywords: gaming method, automated teaching material, effective development of educational process.

Zh. V. Likhacheva
Foreign language teaching techniques in higher technical educational institutions

The article represents the analysis of different approaches used for foreign language teaching. The right choice of approach and tactics helps to motivate the students of non-foreign language departments and creates an interest to learning foreign languages.

Keywords: approach, professional activity, motivate, project.

CULTUROLOGY. ART HISTORY

S. P. Isachkin
The place and role of Russia in World culture

In order to find out the place and role of Russia in socio-cultural area the factors of originality, the stages of development and peculiarities of national culture are analyzed. The contribution of Russia into World civilization is conditioned by the character multiplicity and creative achievements of its culture. In modern epoch Russia is able to carry out the role of mediator in the dialogue of cultures between East and West.

Keywords: Russia, originality, culture-historical stages, peculiarities of culture, geopolitics, cultural impact, dialogue of cultures.

S. V. Kostarev
Urbanization as a factor of the culture dynamics

The article uses a complex approach to analysis and urbanization is seen as a social-ecological transformation of the nature-society system, which leads to culture change. The author's social model of «united city» is complemented by a space-based component; interaction between the city space and its social structure and culture is analyzed.

Keywords: urbanization, social organism, culture, social model, settlement.

A. Sh. Amirzhanova
The role of tradition in the aesthetic education of modern art designers

In this article shows the essence and summary of traditional national art, its role and function. The author considers the problem of study and use of foundation of traditional national art in the aesthetic education and development it of the future designers.

Keywords: traditional national art, artistic perception, aesthetic education, artistic creation, synthesis and conjoint, and, sense of style.

I. A. Krebel
Game phenomenon in media dimension of culture

The author starts with ascertaining of that classical rationality doesn't allow to hold high-grade judgment of a phenomenon of «game». In the work the conditions, allowing to talk about topology, as to the specific technique demanded by culture, staying in a situation of media are investigated.

Keywords: Game, архаика, media, culture.

G. Yu. Osmankina
Art design as synthesis of esthetic and moral and cultural and material processes in unity of the art and esthetic concept of society

In the article art design synthesis with technical and humanitarian fields of sciences is considered. Interdependence of social and world

outlook views of a consumer and consumption product is traced.
 Keywords: art design, line, staying

I. G. Pendikova, L. M. Dmitrieva
Savoir-vivre as a dominant of esthetic model of the french graphic design

The article is devoted to establishment of the role of concept savoir-vivre in formation of stylistic features of graphic design in France and to revealing of their translation at various stages of development of the French model of design.

Keyword: concept savoir-vivre, esthetic dominant, the French model of design.

V. V. Tikhonov
The peculiarities of formation and development of the methodological base for open-air ethnographical museums in the USSR and Russia

The article analyses the formation and the development of the methodology and organization of open-air ethnographical museums in the USSR and Russia in their historical perspective. The analysis is illustrated by modern methodological brochure on the organization of open-air ethnographical museums.

Keywords: methodology, special project restorations, Gnedovskiy, Fotiy, Borisevich.

E. Yu. Kolganova
Museumification of the remnants of tatar culture in the western Baikal region of Stolypin era of migration

The research has been done in ethno markers of tatar culture in the western Baikal region of Stolypin era of migration. National features are expressively revealed in the architecture of cult objects, interior of houses and a traditional kitchen. The partial reconstruction of the tatar village of the above mentioned region may reflect in the Architectural and Ethnographic museum «Talsy».

Keywords: ethnomarkers of the material culture, tatars, Stolypin era migrants, western Baikal region, museumification.

E. V. Shchetina
On the formation of the representation of the «outsider» in mass culture

Ethnic stereotype is the most important element in the formation of personal and social identity. Through the image of «outsider» and the attitude of the «other» society defines itself and comes into a cultural dialogue.

Keywords: mass culture, ethnic stereotype, «outsider».

REVIEWS

S.V. Novikov
 Russian nationalists: between liberalism and communism.
 About monograph A.A. Fomenkov «Russian national project: Russian nationalists in 1960's and first half of 1990's». — N. Novgorod. Eksprin, 2010. — 235 p. and «Russian power nationalism in the late 1980's - early 1990's.: Right alliances on the left». — N. Novgorod, Eksprin, 2010. — 156 p.