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## SUMMARY

### HISTORICAL SCIENCE

#### A. V. Gaidamakin

##### **The formation of corporate culture of Soviet railroaders at the second half of the 1930's**

This article deals with the formation of corporate culture of Soviet railway workers at the second half of the 1930's. The concrete historical material shows the contradictory influence of party-State structures in this process and the role of leaders in creating an atmosphere of state of emergency on the railways. The style, forms and methods of their activities are considered. The knowledge of this historical experiences, both positive and negative, would be very valuable for modern reformers of the Russian railways. However, this experience is extremely poorly studied, and in some areas remains a «blank spot» of the domestic historiography. The article attempts to at least a small measure to remedy the situation.

Keywords: corporate culture, socio-cultural values, railway transport, binary structures.

#### S. V. Novikov

##### **Regional political party departments of pro-authority orientation at the period of authority re-grouping, January 1997 – August 1999. The new West Siberia history**

According to the Internet data and archive regional and Moscow analytical centers materials, periodical and sociological research the article characterizes the West Siberian political authority parties of proauthority orientation. The main idea is the right nationalistic groups, the leaders and their contacts with the authority structures at pre-election campaign authority re-grouping in 1999.

Keywords: Siberian Region movement, «Honest and Motherland» movement, RPRP, «Motherland», RPRF, «Right cause».

#### T. A. Belova

##### **Boyar Duma in Russia at the end of the XVII century**

The article examines the activities of the Boyar Duma in the end of XVII century, when the leadership role of the Duma gradually began to lose. The author characterizes the main article of the Cathedral code when the characteristic of the Duma within the period indicated. During Alexis Mikhailovich time, the boyar Duma has lost the right independently to issue resolutions having the force of law. However, Peter I had not gone to the elimination of the Duma of the special act of the legislature. The king simply ceased to bestow in Duma ranks.

Keywords: the boyars; the boyar Duma, the state administration; the activities.

#### V. V. Germizeeva

##### **Activity of administrations of West Siberia in 1905–1914**

In the article on the base of archive material and periodic there is analyzed activity of governor and administrations of West Siberia in 1905–1914.

Keywords: local management, governor, West Siberia.

#### N. M. Emel'ianova

##### **The specificity of the staff officials of the West-Siberian General-governorship in the XIX century**

In the XIX century the Russian government faced with the problem of qualitative mismatch of the West-Siberian administration of the standards of the Empire, was forced to turn a blind eye not only on education and the estates qualification, but also the political reliability of the officials. Along with the underdeveloped infrastructure, the civilization of insecurity, a significant obstacle on the way to the administrative integration of the region was a shortage of educational institutions. Therefore, the appearance and development in Western Siberia different levels of educational institutions was primarily associated with the need for qualified bureaucratic personnel. The regional dimension of the research allows to introduce into the scientific circulation of documents from the funds of the State archive of Omsk region. The question of the administrative integration of the West-Siberian General-governorship in the framework of the Empire is relevant for the Omsk region and in our days.

Keywords: administration, bureaucracy, skilled personnel, the Governor-General.

#### O. A. Ozerova

##### **The Siberian regional organizations of VKP (B) in 1928: of local specifics**

The article characterizes the party organizations of the West Siberia, represented by structural units (primary, district, community), functioning both as separate units and as parts of the greater system of the Siberian regional party organization.

Keywords: party group, community party organization, district party group, party active, candidate group.

#### O. A. Barabanov

##### **European Communities and Yugoslavian crisis at the end of 1990–1993**

The article considers the role of EC on the initial stage of Yugoslavian crisis at the turn of XX century. The author analyses both the actions of certain EC's members, for example, Germany, and policy of the organization in 1991 – 1993 as well as these results for Yugoslavian republics.

Keywords: history of the international relationships, European security, Yugoslavian crisis, European Communities.

**N. P. Bobkova**

**On the characteristic of editions of the left opposition in Western Siberia in 1992–1999**

This article deals with a question of the characteristic of editions of the left opposition in Western Siberia in 1992 – 1999's, and a restoration of the active position of communists of the region that found the reflection on pages of the left press. The ratio of the left press of any directions with loyal to the government editions was represented as 1 to 10. But the CPRF had own information complex which used, respectively, the strategic and tactical line. That one essentially affected results of federal and regional elections.

Keywords: editions of the left opposition in Western Siberia, newspaper evolution, circulation, propaganda material, reader's inquiries of audience.

**A. D. Boldyshev**

**The Komsomol members in student life of the 1980's 2nd half (on the Tomsk pedagogical and medicine institutions materials)**

The author considers the specific self-realization of Komsomol students of two Tomsk institutions (pedagogical and medicine) in 1985 – 1986.

Keywords: Komsomol, students, TSPI, TMI.

**N. N. Nabatova**

**Participation of the student's building brigades of Western Siberia in the program «Young Communist League – to the village school»**

The student's building brigades of Western Siberia and their participation in the movement «Young Communist League – to the village school» are considered in the article. It draws our attention to the results of the program and its role in the lives of village schools.

Keywords: All-Union Leninist Young Communist League (AULYCL), Young Communist League, the student's brigades (unit), the student's building brigades (unit), the movement of the student's brigades, school.

**S. V. Pokhodiaev, V. A. Kutepov, S. A. Mavrin**  
**Military education formation in Russia**

In modern conditions of military reforming and military education reforming is reasonably useful to address to history experience. Having tracked process of formation of system of a military education and development of sights at pedagogical preparation of officers, we will pass to problems which were investigated and successfully enough dared visible military and civil scientists in the field of training and education of soldiers. Leaning against 300-year-old historical experience of military schools of Russia, will allow to plan the basic ways and directions to development of pedagogical preparation of modern officers.

Keywords: military education.

**V. A. Stepchenko**

**Aksakovs talk about the change in cultural and moral relationship between peasants and landowners in the contest of social and economical development of Russian in the beginning of XIX century**

This article represents the views of prominent Slavophiles and public figures on the change in the relations of peasants and landlords of the first half of XIX century in Russia. The study is aimed at consideration of the socio-economic, cultural and moral aspects of the changes in the relations of the peasant and the landlord's pre-reform period.

Keywords: landlord, the farmer, the Slavophiles, cultural and moral relations

**D. S. Orlov**

**Evolution of the structure of the agricultural sector in Western Siberia in the second half of the 60's - the first half of the 80's of the twentieth century**

The article analyzes the structural changes taking place in the agricultural sector in the mid-1960's – early 1980's. Issues of change in the ratio of ownership in agriculture on the materials studied regions of Western Siberia. The author concluded that the mass conversion of collective farms into state farms, which ran in the late 60's – early 70's of the XX century was caused by political and economic considerations, and increase state control over the agrarian sector, became a form of nationalization of agriculture. Further growth of the public sector was due to downsizing of state farms, new farms and farms of industrial enterprises and organizations.

Keywords: agriculture, agricultural policy, collective farms and state farms, collective farms in conversion farms, ownership, Western Siberia.

**V. I. Teterin**

**Local self-government and problems of political education of citizens in 1917's revolution (on the materials of the Perm province)**

The article reviews the work of the Perm province Zemstvo on political education of the population. The existing extensive historiography of local government have only a few information about the role of the Zemstvo in political education of the population. The need for special work on the political education of the population began to be felt long after the events of February 1917 in a very short time Zemstvo could significantly affect the situation in the province. Zemstvo program for political education of the masses started the formation of the legal consciousness of the population.

Keywords: Political Education, Zemstvo, local self-government, Perm province, local history.

**SOCIOLOGICAL AND ECONOMICAL SCIENCE**

**V. F. Potudanskaia, A. M. Karkoshkina**

**Technical and technological innovations as a key factor in increasing the efficiency of labor in industry**

The article is devoted to determination of the influence of technical and technological innovations on efficiency of labour of personnel of industrial enterprises. The classification of advantages of technical and technological innovations is offered on an industrial enterprise, industrial enterprises, their realization of technical and technological innovations are considered, factors preventing using innovations transformations are completed and structured. The row of measures assisting overcoming of existent barriers to innovative activity is offered.

Keywords: efficiency of labour, technical and technological innovations, industry, technological base, innovation.

**D. I. Cherniavsky, K. V. Katyk, D. V. Rudakov**

**Application of the system approach to concept of labour potential**

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

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

**A. L. Akhtulov, L. N. Akhtulova, N. A. Chanchibadze, S. V. Lumpova**  
**Logistical outsourcing as the basic direction of maintenance of quality of process of chains of deliveries in activity of organization**

In the article the problems of development of logistical services and logistical outsourcing as basic direction of maintenance of quality of process of circuits of deliveries in activity of the organization are considered.

Keywords: globalization of the market, logistics, chains of deliveries, outsourcing, competitiveness

**O. A. Blinov, E. V. Kovalenko**

**Problems of recording leasing operations in accordance with the international accounting practice**

In the article key questions of the account of leasing operations Russian by the enterprises on the basis of detailed comparison of positions of the Russian and international rules of the account are considered. Recommendations on the convergence performance reports of the company with the requirements of international accounting practices are given. There are highlighted main advantages of leasing as a financing source.

Keywords: leasing, International Financial Reporting Standards, the transformation of statements, account transactions.

**O. V. Narezhneva, M. E. Glushchenko**

**Methodological aspects assessing synergy in the analysis of management efficiency in holding companies**

The article is an original technique of analysis of management efficiency of holdings, as a logical sequence of stages of analytical procedures. For each stage there are recommended criteria for assessment of the substantive aspects of governance, including the potential synergistic effects.

Keywords: effectiveness of management activities, multiple synergistic effects, methods of analysis, indicator, criterion.

**N. N. Chepeleva**

**The definition of region trucking market competitive enterprises' clusters**

The article deals with the result of the cargo transport companies' market research. The need to apply the full statistic, allows better use of compa-

ny resources, seek to improve their competitiveness, disseminate innovative methods of organizing production is justified. The clusters of cargo transport companies market and some their characteristics are identified.

Keywords: resources, resort strategy, information database of company's activity, market clusters, cargo transport company.

**T. V. Chibikova**  
**Improvement of structure of management by marketing at the enterprise of the knowledge-intensive industry**

In the article «Improvement of structure of management by marketing at the enterprise of the knowledge-intensive industry» the analysis of existing functional structure of service of marketing is presented and its main shortcomings are revealed. The conclusion is drawn on rationality of use of grocery structure marketing service. The author suggests to divide service proceeding from a production orientation of various departments of the enterprise. The number of employees locates on technology of calculation of administratively administrative personnel, offered by K.Rozenkrantsem.

Keywords: marketing service, divisional structure of management, Rozenkrants's formula, motivation of the personnel.

**E. N. Karsiuk**  
**The essence of the assortment activity of business structure**

The article describes the concept of entrepreneurship. They form the company's assortment activity. The theoretical and practical problems of formation range of business structure are investigated. The assortment activity concept and its elements are refined.

Keywords: enterprise structure, assortment, assortment activity.

**N. V. Kosinova**  
**Role of social partnership in improving conditions and operation safety**

The state of operation safety and health in the Russian Federation is analyzed in the article. The impact of social partnership on these issues is examined. Ways to improve sections of regional arrangements in the field of labor are suggested.

Keywords: occupational safety, working conditions, social partnership

**S. G. Polianskaia**  
**Problems of establishing the minimum wage in the Siberian Federal District**

In this article the process of minimum wage in Siberian Federal District has been investigated. This analysis discovers the regions where necessary agreements haven't been adopted. In order to change the current situation the recommendations have been suggested.

Keywords: minimum wage, cost of living, socio-labor relations

**T. V. Teliatnikova**  
**The development of non-standard forms of employment in the process of enterprise restructuring**

This article examines the transformation of the organizational structure (restructuring) company. On the example of Omsk industrial enterprise JSC «Sibneft-Omsk» there are four stages of restructuring. In the fourth stage of restructuring the enterprise in question can clearly be seen the emergence of such forms of precarious employment as outstaffing, outsourcing, staff leasing, agency labor. The use of non-standard forms of employment reduces the costs of the enterprise, to maintain a competitive position in the market, increase the efficiency of staff.

Keywords: organizational structure, restructuring stages of restructuring, non-standard forms of employment.

**N. A. Boniushko, A. A. Semchenko, N. S. Lobanova**  
**The development of trends in Russian economy in the context of international integration**

This article analyzes the main trends in modern sustainable development of the Russian economy in the international integration, including the authors highlighted international development assistance and multilateral trade, the classification of indicators of sustainable development, and also showed the current state of stability of the world economic system.

Keywords: sustainable development, economy, "Group of Twenty» (G20), the quality of the economy.

**T. N. Kanashchuk**  
**Marketing in theatrical art**

The article deals with theoretical issues of marketing in the sphere of culture. The author analyzes the major components of marketing and the peculiarities of its realization in theatre-related establishments.

Keywords: marketing, product promotion, sphere of culture, theatrical service.

**PHILOSOPHY SCIENCE**

**S. F. Denisov, L. V. Denisova, L. M. Dmitrieva**  
**The philosophical-anthropology specific of the Irony**

In the article the irony is represented as philosophical-anthropological phenomenon. There are three evolutionary forms of irony — antique, romantic and postmodern. It is shown that with the development of irony the object field of its criticism is enlarged. Two philosophical-anthropological senses of irony are separated. The first, irony fixes dangerous existence as existence strayed; the second, irony proposes strategy of reaching by man of safe existence as recovery into initial state.

Keywords: irony, philosophical anthropology, dangerous existence, recovery, safe existence, negativism.

**L. A. Maksimenko**  
**Bioethics incident: ontologic preconditions**

In the article the phenomenon of bioethics which arose in a modern science and medical practice is considered. The author addresses to search of the deep bases and preconditions of its emergence. It is supposed that they are connected not so much with transformation of ethic and legal priorities in medicine, how many with transformation of the ontologic bases of morals. Such conclusion is in the context of the analysis of the West European metaphysics of M. Heidegger.

Keywords: ethics, bioethics, equipment, biotechnologies, science.

**D. A. Tolstikov**  
**Specifics of the conflict between personal and public security**

In the article two types of safety are compared, the reasons of their conflict are defined. Conditions of formation and development of types of safety proceeding from the system of values based either on the truth, or on the law are analyzed.

Keywords: security, law, truth, risk.

**O. V. Khlebnikova**  
**Comparative analysis of the style of philosophical and art literature**

The urgent need for the studies of stylistic characteristics of philosophical literature in future its comparison with art literature exists. Such treatment to philosophy as a special literary tradition due to the inevitable realization of the fact that in modern conditions philosophizing is not considered as intellectual impetus for the achievement of wisdom, but as attempt to create a system of discourse, incarnating thanks to kind of literary art.

Keywords: style, tautology of perception, literature, metaphor, writing, ontological clarity.

**A. V. Vishnevskii**  
**Meanings of computer game worlds**

Computer game is not just a type of virtual reality, it contains a special and unique game world. To understand the meaning of the game world, there is a need in analysis of two positions in relation to this reality — a player and a spectator. Such analysis is based on immersion in the computer reality and based on analytics of presence, that allows to open the existential foundation of position of a player and a spectator. The analysis of the position of a player helps to identify the essential features of the formation of the game world and get closer to understanding the meaning of the game world.

Keywords: virtual, the existence of the game world, being-for-self of player, synthesis of the player and the game world, scheme of the formation of player, aspect of the contemplation of spectator.

**N. V. Semibratova**  
**Problem of premised knowledge in post-positivism philosophy**

This article opens problems of emergence of new knowledge from the point of view of post-positivism. The philosophical analysis of works of K.Popper, I.Lakatos and T.Kuhn shows a place and a role of science in formation of rather new concept «premised knowledge». Besides, this research allowed to reveal shortcomings of a scientific approach of understanding of premised knowledge that gives the chance to speak about the new direction in understanding of such type of knowledge, namely of a socio-cultural approach.

Keywords: premised knowledge, background knowledge, paradigm, normal science, research and development program, a mature science.

**O. V. Sokolovskaia****The social role of the Christian Churches in public sense of justice**

Due to deideologization of post-Soviet social system and the crisis of social consciousness in the understanding of a just world order, there is a real danger of disintegration and collapse of the entire system of values and rules that ensure law and order in the society. It appears that there is a huge potential of moral standards in the Christian culture that make social function of the Church popular in the formation of public justice.

Keywords: Catholicism, Protestantism, Orthodoxy, social activities, public awareness of the law.

**M. Iu. Udaltsov****Family and love in Plato's philosophy: contradictions, a place and a role in a context of construction of the ideal model of society**

Platon's sights at the problem of interrelation of love and a family are analyzed in this article. The author gives particular attention to Platon's concept of love: it is defined as aspiration to integrity and has the dual nature. The essence of idea of distinction of a family and love reveals. The attempt of creation of public model of the family, undertaken by Platon within the limits of theoretical construction of ideal model of the society is described.

Keywords: love, Erot, child-bearing, corporal in love, spiritual in love, a family, a public family.

**M. V. Chaldyshkina****Gnothi seauton: silence as a way to perception**

In the article the author takes under consideration the sense of philosophic phrase gnothi seauton that can be two-way translated: «experience yourself» or «recognize yourself». The demand «experience yourself» supposes a man to be an object of research. «Recognize yourself» provides a different sense, as far as it is possible to recognize myself only in the dialog with «Another». A silence in the context of hesychasm — mystic spiritual experience in Eastern Christianity — is presented as a way to that dialog.

Keywords: gnothi seauton, silence, hesychasm.

**D. S. Shcheglov****Approaches to understanding mediaculture in philosophy of XX century**

Technical equipment and technology has brought a number of transformations in the culture. Because of the mass of technical reproducibility secret meaning work of art is loosing. The production itself is beginning to create commonality and standardize requirements. In the era of post-modern popular culture becomes almost creates and legitimizes the main source of value of socializing generations.

Keywords: mass culture, technology, transformation of being, production of requirements.

**N. Iu. Schelkanova****Materialism and anti-materialism**

The phenomena of materialism and anti-materialism is described in the article. An attempt to conceptualize the phenomena is given. The authorial typology of anti-materialism is given in the article. It is based on philosophy division of the main parts: ontology, axiology and gnosiology.

Keywords: thing, materialism, anti-materialism, entity, value.

**PHILOLOGICAL SCIENCE****A. M. Kloester****Theoretical basis of conceptual modeling of interdisciplinary terminosystem (on the base of German terminosystem of engineering psychology)**

The given paper is devoted to the presentation of description of conceptual modeling method of interdisciplinary terminosystem. The notions of modeling and linguistic model are given, the review of theory where the definitions and properties of concepts and their main characteristics are analyzed.

Keywords: interdisciplinary terminosystem, concept, modeling method.

**G. P. Terent'eva****Ways of contractions in the field of nanotechnology terminology**

The author deals with various contractions theories. The definition of the term «contractions» are presented by the author. The author also dwells upon different contractions classifications. The analyses of nanotechnology terminology contractions types in the field of radiotechnique are

given. The author reveals statistics and points out contractions terms models.

Keywords: contractions, initial contractions, morphological criteria contractions, alphabetic contractions, sound contractions, sound alphabetic contractions.

**For the memory of a scientist****T. G. Leonova****Chinese folk study in Omsk State Pedagogical University**

The article, written by the head of Siberian regional universities centre of folklore, professor T.G. Leonova, for the first time presents the results and sets the perspectives of Chinese folklore further research in Omsk State Pedagogical University. Having analyzed the bibliography sources the author of the article defines the main research trends, presents their scientific novelty, actuality and possibilities of the further research usage in Omsk region.

Keywords: Chinese folklore, national peculiarity, ethnopoetics, usage in teaching and translation.

**N. N. Repniakova****The semantics of the tortoise image in Chinese folk tales**

The article deals with the peculiarities of the Chinese folk tales on the example of the tortoise image. A special attention is drawn to its symbolism. The result of the research may be used in study of the semantics of animal characters both in folklore and literary works, as well as in the comparative analysis of the animal images role in different peoples' cultures.

Keywords: Chinese folk tale, tortoise image, symbolism, image typology, national peculiarity.

**U. N. Reshetneva****Precedent names of Taoist deities in Chinese set phrases**

The work is devoted to the analysis of the widely used precedent names of Taoist deities that serve as a cultural sign. Special attention is paid to their functioning in Chinese set phrases. The material can be used in works in onomastics, precedence, lingvoculture and folk studies.

Keywords: precedent names, Taoist deities, religious syncretism, ethno cultural information, Chinese proverbs.

**PSYCHOLOGICAL AND PEDAGOGICAL SCIENCE****S. E. Bebinov, V. A. Sal'nikov****The dynamics of formation of the basic driving skills as the structural elements of functional system**

The paper discusses the experimental data characterizing the dynamics driving training at various stages of preparation taking into account gender differences. Formation of skills is seen as a multi-stage component realized by means of certain instincts and included in the overall hierarchy of the functional system.

Keywords: functional system, development of skills, typological features of display properties of the nervous system, the dynamics of preparedness, the properties of the temperament, anxiety.

**V. E. Kupchenko, L. S. Sabirova****Essential vital strategy in individuals with different levels of perfectionism**

A preliminary study of the life strategies of individuals with different levels of perfectionist aspirations is done. The results of empirical research conducted among respondents of different ages are obtained. Typology composed of life strategies are discussed in the context of their particular requirements of different levels of excellence themselves, others and the world at large. It is proved that perfectionism in one degree or another is present in every type of life strategies and influences the shape of its implementation personality.

Keywords: personality as a subject of life, the type of life strategy, the level of perfectionism.

**M. Iu. Semenov****Structure of price map**

This paper proposes the concept of «price map». The author does an empirical study of price map on the example of mobile phone and describes the psychological patterns associated with the perception of the price of the goods.

Keywords: psychology, money, attitudes toward money, price, fair price, internal referent price.

**T. V. Skripnik**

**Interaction of specialists of preventive measures with students' parents**

The article deals with the approbation of the model of concerns specialists: a psychologist, teachers, tutors, doctors with the students' parents. Filling in «The social-psychological card» is a measure of the deviant behavior and important personal professional qualities of a college graduate. The ability to plan their activity to foresee the results of their behavior are trained in communicative instruction: role plays, training, video training, etc.

Keywords: prevention, deviant behavior, social-psychological card.

**G. D. Babushkin, A. Iu. Tel'pis**

**Formation of spiritual and moral culture of the future teachers**

In this article is proved the importance of the problem of formation of spiritual and moral culture in modern society. The results of the research to determine the level of spiritual maturity of students and identify their value preferences are revealed.

Keywords: spiritual culture, moral culture, education, diagnostics, value orientation.

**S. N. Pavlov**

**Pedagogical management for forming image of modern higher education institution**

There is considered the relation of image with the development of competitiveness of educational institution. There is given the author's interpretation of the concept «image». And the idea of image formation as purposeful, organized and systematic pedagogical process with the use of pedagogical management the conditions and the principles providing creation of effective higher education institution image is described in the article.

Keywords: formation, information politics, public opinion, pedagogical management, efficiency

**D. A. Klenin, V. A. Sal'nikov, O. V. Toporkova**  
**Adaptation of students to educational activities**

The problems of a technical college students' adaptation to the educational activity are considered. The changes of cognitive interests of students and a loss of interest in the level of academic achievement are revealed. Over the first two years, changes are observed in students communicative relationships with teachers, and with classmates. The data obtained can be realized with the formation of individual educational programs of students.

Keywords: adaptation, communication, academic level, educational interests, motivation.

**L. A. Saitbagina**

**Dynamics of attitude to research activity of students and undergraduates of the university of physical education**

In the article there is considered the attitude of students and undergraduates of physical education university to research activity. The analysis of the questionnaire data suggests that it must be doing for designing an algorithm of attracting of capable young people to science and research at the university.

Keywords: research activity, students, attitude.

**O. V. Shkurko, S. A. Mavrin**

**Leadership qualities of future managers as qualities of innovative personality**

The article addresses the issue of the determination of professionally significant leadership qualities of the manager which is closely connected with a problem of professional orientation of future specialists in the field of management. Analyzing different views of modern researchers, the author offers his own vision of the most important leadership qualities for a future manager as the qualities of innovative personality.

Keywords: leadership, leadership qualities, development of leadership qualities, manager, innovative personality.

**O. P. Shkurina**

**Technological model of training of foreign language in high school on the basis of new standards**

In the article there are considered poor studied aspects of model of the training of foreign language by means of competence technology. As a result of research foreign language communicative competence components (intercultural) are considered as a basic quality of personality of a student, the three-level model of training of foreign language, promoting effective implementation of new standards is developed.

Keywords: technology, modeling of training, language (intercultural) communicative competence.

**PHYSICAL CULTURE AND SPORTS**

**V. I. Mikhalev, I. I. Samsonov, A. A. Sapunkov**

**Problems and prospects of coaching staff as employees of institutions of sports training**

The article focuses on professional training of specialists in the field of physical culture and sports. The authors point to the gaps and suggest possible solutions.

Keywords: experts in the field of physical culture and sports, vocational training, sports schools, validation.

**V. N. Kononov, D. A. Bernatavichius, D. A. Afanas'ev**

**Evaluation of total physical condition in young hockey players**

The article contains the algorithm which evaluates special physical condition in young hockey players. This algorithm provides an assessment of physical abilities measuring both: each player separately and all together.

Keywords: special physical qualification, young hockey players, integrated assessment.

**A. A. Geras'kin, Iu. N. Ertman**

**Improving the accuracy of performance of upper direct serves by skilled volleyball players with the use of technology**

Improving the effectiveness of the game in sports depends on the creation and the use of special technical means. It is directed to work on technique and execution elements involved in tactical preparedness. Besides using technology helps to improve the special qualities needed for a fast and efficient solution of problems arising in the gaming environment, as well as obtaining urgent objective information about the quality of operation.

Keywords: hardware, technique training, feeding, accuracy, skilled volleyball players

**O. P. Golovchenko**

**About development of physical education in non Specialized Higher Schools**

A new paradigm of physical education in non specialized Higher Schools in the modern conditions of the pedagogical space organization of Higher School is introduced by the author in this article.

Keywords: physical culture, education, development, student.

**M. M. Chubarov**

**Forming the qualitative human potential of personality in university**

Forming the high human potential of trainers and creation of condition for its transformation into human and intellectual capital requires the creation and the introduction of the system of complex the monitoring the level of mental, somatical health and social adaptability of the subjects of educational process with the subsequent analysis of the factors, which have a positive and negative effect on the process of retention and strengthening of health.

Keywords: health care, self improvement, complexity, multifariousness, balance.

**T. A. Martirosova, N. V. Arnst**

**Organization of specially-oriented direction of professional-applied physical training for student-bachelors**

Modern production with its mechanization and automation is characterized by intense intellectual, mental and physical strength, improved coordination and concentration of specialists. It becomes more and more important theoretical and practical application of innovative sound PPFPP students in physical education in high school.

Keywords: applied physical training, applied knowledge, competencies.

**O. A. Tsepko, N. L. Ivanova**

**The peculiarities of academic studies management on physical culture on the ground of FGOS in higher education**

The article is devoted to the problem of academic studies management research in physical training on the ground of FGOS in higher education. This problem is quite urgent because of innovative processes, theoretical and practical aspects and factors. The main aim of the research is to make a theoretical ground and to produce a program of academic studies management on physical culture in students of higher education institutions. To achieve the aim we have worked out the model of academic studies management which consists of five units. The assessment of effective academic studies management is presented in the article. The

levels and criteria which can reveal efficiency of the created model and its components were defined in the article.

Keywords: academic studies management, physical culture, students, management model, efficiency.

**Iu. A. Grekov, A. I. Kravchuk**  
**Model characteristics of indicators of preparedness of dancers of 7–8 years old**

This article presents indicators of preparedness affecting the level of sportsmanship in this age. The comparison is carried out between the level of indicators of preparedness for dancers 7 and 8 years and also between boys and girls at this age. Model characteristics of preparedness for dancers 7–8 years old are developed according to age and sexual distinctions.

Keywords: dance sport, initial training, preparedness, testing, model characteristics.

**E. A. Dergach, O. B. Zav'ialova**  
**Motivator as a key factor in sports career termination of athletes from different age groups**

A comprehensive, scientifically well-grounded search for talented young people able to bear heavy training load, and high rates of mastering sport is a characteristic feature of sport development at modern stage. Throughout their athletic career, from the beginning in childhood and till retiring at any stage, athletes have to encounter crises occurring during transition periods and overcome them. We have investigated the process of transition of young athletes to adult professional sport. The article presents the results of the research made by the authors in order to reveal the main causes which can lead to retiring from sports, also, the proofs motivation influence on possible termination of sport activity of athletes from different age groups are given.

Keywords: motivation, motivator, retire from sports, termination of sport activity.

**M. L. Listkova, A. S. Grechko, L. B. Listkov**  
**Calculated and graphical assessment of development student's differentiation of sensation of workload intensity**

In this article it is considered the question about student's ability to differentiate the sensation of workload intensity using their heart rate. In the article it is presented the procedure of test, which allows to imagine visually and also by mathematical calculating the estimate unconditioned control of student's intensity of workload.

Keywords: students, control of workload, pulse, running, differentiation of sensations workload's intensity, mathematical formula.

**M. L. Listkova, A. S. Grechko, L. B. Listkov**  
**Student's independent exercises in the system of physical upbringing in pedagogical university**

The insufficient opportunities of exercises in physical culture for development of physical qualities, improvement of student's health in pedagogical university is considered. More optimal solution in this situation is independent exercises of students.

Keywords: students, health, substantives occupation, exercises, music department, adaptation.

**N. G. Tsil'ke, G. N. Pshenichnikova**  
**Methods of teaching of gymnastic exercises of students of physical education universities with the gradual increase of their complexity and the level of physical fitness**

Application of special exercises can reduce training time and significantly improve the quality of implementation of gymnastics all-around elements for students of physical education colleges.

Keywords: training, physical fitness, gymnastics.

**T. I. Epp, G. N. Pshenichnikova**  
**Coherence of motive actions in command competitive compositions in cheerleading**

In the article the results of research of coherence of motive actions in command competitive compositions in cheerleading are stated. Quantitative and esthetic indices of the contents are defined by composition team. Informative indicators of individual and command musical and rhythmic and coordination readiness of sportswomen influencing the competitive result are revealed.

Keywords: cheerleading, team, musical and rhythmic preparation, coordination preparation.

## TEACHING METHODOLOGY

**N. I. Kholodok**  
**Training of graphic techniques needed to create illustrations for the graphic arts department of pedagogical institutes**

The article is devoted to the development of creative abilities of students of art — graphic departments. The author considers the illustration in the development of manuscripts to the present day focusing on «making pictures».

Keywords: illustration, structure of the book, technology of graphic techniques.

**V. F. Liubicheva, O. V. Chirkova**  
**Professionally focused projects: their role and place in mathematical preparation of future bachelors of management program**

The meaning of the concept «the professionally focused projects on mathematics» is considered in the article. The potential of such projects for formation of the competences that are actual in professional activity of a manager is revealed in the article.

Keywords: applied project, professionally focused project on mathematics, competences for professional activity of the manager, mathematical apparatus used by managers for the solution of applied economic and administrative tasks.

## CULTUROLOGY, HISTORY OF ART

**A. N. Bystrova**  
**Boundaries problem in the culture**

There is consideration of culture as a phenomenon that has not only time, but also spatial characteristics, it suggests examination of the nature of its borders. The article discusses the features of boundaries in natural geometric, social, communicative cultural space, and in the space of human capabilities.

Keywords: cultural space, boundaries, quality surroundings of culture, cultural monad.

**V. V. Semenova**  
**Value system in business culture**

The problem of value system place in modern business is extremely topical. Value system in entrepreneur mind forms economic life in society. This article considers what culturological determinants are existed in business and how can they are correlated.

Keywords: value system, intellectual values, rationalism, pragmatism, business, humanism.

**P. M. Fishov**  
**The role of technical capabilities in the context of interactive media style development**

The article is devoted to the analysis of the videogame style and its expressive features in the modern audio and visual educational projects. The general concept of style in videogame perspective, along with related artistic language shaping roots is described. Also the questions of style's relevance and features of its use in modern audiovisual projects are touched upon.

Keywords: videogames, movies, art, music, cinema, multimedia, education, media culture.

## REVIEW

**Sh. K. Akhmetova**  
**Ethnicity and sociocultural neotraditionalism**  
**Review of the monograph: Madyukova S. A., Popkov Yu.V.**  
**Phenomenon of a sociocultural neotraditionalism /**  
**Edited by of E.A.Tyugashev. – SPb. : Aletheya, 2011. – 132 p.**

The problem of a phenomenon of a sociocultural neotraditionalism is considered in S.A.Madyukova and Yu.V.Popkov's monograph. The methods of research of the social and philosophical maintenance of the concept «ceremonies of life cycle» are applied. The problem of a sociocultural neotraditionalism is directly connected with the ways of existence of traditions and mechanisms of translation and adaptation of sociocultural experience in modern conditions

Keywords: ethnicity, ethnic culture, sociocultural neotraditionalism, ceremonies of life cycle, tradition, traditionalism.