

## HISTORY

### V. V Germizeeva

The introduction of institution of «peasant chief» in the Steppe region in the early XX century

The article examines the activities of administrative institutions of the Steppe region in solving problems related to the organization of peasant self-government. Attention is drawn to the introduction of the institution of peasant leaders who had the right to supervise all peasant social administration. Information on the activities of the indispensable members on peasant affairs of the regional boards is given.

**Keywords:** Steppe region, administration, management, Governor, peasant self-government, peasant chief.

### D. I. Petin, M. M. Stelmak

Modern perception of the Civil War: pedagogy as overcoming myths in mass consciousness

The article is devoted to the analysis of the activities of the Historical archives of the Omsk region connected with attempts to counteract its falsification through the exposition and excursion work of archivists. The authors come to the conclusion that there is a need in the cultural society for specialized scientific centers aimed simultaneously at popularizing history and our country.

**Keywords:** revolution of 1917 year, Civil War, the white movement, Siberia, A. V. Kolchak, Omsk, archives.

### R. V. Rybakov

The usage of application R in historical studies on the example the analysis of youth letters of the 1920s

The article is devoted to the problem of applying methods of quantitative analysis and specialized computer programs for statistical computations and graphical interpretation of results in historical studies. The possibilities of the R (R Project for Statistical Computing) application in analyzing the content of a historical source are shown. A factorial correlation analysis of the letters of youth of the 1920s is carried out. As a result of the application of the method of main components, the main causes that contributed to the spread of nonconformism among the youth of the period under study are established.

**Keywords:** historical source, quantitative methods, R, Komsomol, youth, youth letters.

### R. V. Rybakov

The feats of brave awaiting (On monograph «Komsomol Phenomenon: the middle of the 1950s – the first half of the 1960s»)

The article analyzes the monograph «The Komsomol Phenomenon: the middle of the 1950s – the first half of the 1960s». The peculiarities of the author's approach in covering the youth past are revealed. An attempt is made to analyze the most important laws of the development of the Komsomol identified by a team of researchers. A scientific, methodological novelty, some aspects that require, in the opinion of the author, further study are noted.

**Keywords:** VLKSM, youth, Komsomol, «thaw», education, upbringing.

**Yu. L. Gerasimova, O. A. Kirillova**

Gender and identity aspects in costume of different time periods and peoples

Comparative analysis of men's and women's wardrobe is done. A study of changes is in the design and form creation. The expansion of the range of clothing is analyzed. The analysis of similarities and differences in men's and women's clothing in the period of the first civilizations is done. Analysis functions of costume in certain historical periods is done. Analysis functions of costume in cultures certain peoples is done. Comparison of gender characteristics of clothing based on the lifestyle of pagans and christians is given. There is considered the relationships of gender and clothing. It is indirectly affected by the question of the relationship of religion to clothing and gender. There are considered the features of the historical costume.

**Keywords:** gender, costume, clothes, costume functions, historical costume, form creation.

### **Historical Archive**

**D. I. Petin**

«The steamer started moving, the music began to play ...»: son of military expert of the Red Army M. N. Artamonov on the journey from Omsk to Obdorsk (1922)

This archaeographic publication is devoted to the life of Western Siberia in the early 1920s. The purpose of the work is to present the daily life of the region and aspects of the life of the former general staff and his family in Soviet Russia as an example of a fragment of M. N. Artamonov's diary – the son of a military specialist of the Red Army. In the practice of studying the situation of the former whites after the Civil War, archaeographic work, as a result of research, is rare. The relevance of this work is seen in the fact that the publication of sources of personal origin allows a fuller study of the life of the family of the former general staff in Soviet Russia, the life of those years. The publication may be of interest to researchers studying the everyday aspects of the life of Soviet society and the military history of the 1920s.

**Keywords:** diary, daily routine, Soviet power, Soviet society, Red Army, General Staff, military experts, Western Siberia, Omsk, Obdorsk, Salekhard.

### **LINGUISTICS**

**S. N. Glazkova, A. A. Rodina**

New phraseological units with word soul (on the material of the social network «Instagram»)

The article considers a new linguistic phenomenon, widely spread in social networks – «hashtag». A plan of the expression and a plan of the content of hashtags are analyzed in social networks. It is concluded that the hashtag is an interesting object for linguistic research. The hashtags with the word «soul» and its synonyms in the social network «Instagram» are analyzed and grouped.

**Keywords:** soul, Instagram, new phraseological unit, hashtag.

## **V. N. Belyaeva, I. R. Levin**

Issues of German-Russian glossary creation at translation of texts of military-technical theme

This article is dedicated to the analysis of a translation glossary creation experience, which can become a demanded and authoritative lexicographic resource, a valuable source of ready-made solutions in text translation, when a translator's competence is needed. Particularly this work has an applied character but it also allows us to formulate some conclusions about linguistic features of the terminology prevailing in special texts concerning air-defense systems; to study the use of Russian analogue texts in a translation practice; to describe a macro- and microstructure of a future military and technical dictionary.

**Keywords:** special texts translation, terminology equivalence, analogue texts, military and technical dictionary.

## **PHILOSOPHY**

### **In Memoria Classica**

#### **R. L. Kochnev**

Nietzsche, too much Nietzschean

The article is a study of the biography and works of F. Nietzsche. The problematic of distorting his ideas is being raised. Its influence on the philosophy of the 20th century, and feminism in particular, is examined.

**Keywords:** Friedrich Nietzsche, revaluation of values, biography feminism, death of God.

### **Pros and Cons**

#### **R. L. Kochnev**

Loving people even if they do not love your comfort back

This article is a commentary and an additional study to translate into Russian the article of the American philosopher Sara Protasi published in this journal. In the article specific version of property view of love considered and compared with the existentialist view of this phenomenon.

**Keywords:** love, property, comfort, value.

#### **S. Protasi**

Loving people for who they are (even when they don't love you back)

The debate on love's reasons ignores unrequited love, which—I argue—can be as genuine and as valuable as reciprocated love. I start by showing that the relationship view of love cannot account for either the reasons or the value of unrequited love. I then present the simple property view, an alternative to the relationship view that is beset with its own problems. In order to solve these problems, I present a more sophisticated version of the property view that integrates ideas from different property theorists in the love literature. However, even this more sophisticated property view falls short in accounting for unrequited love's reasons. In response, I develop a new version of the property view that I call the experiential view. On this view, we love a person not only in virtue of properties shaped by and experienced in a reciprocal loving relationship, but also in virtue of

perspectival properties, whose value can be properly assessed also outside of a reciprocal loving relationship. The experiential view is the only view that can account not only for reciprocated love's reasons, but also for unrequited love's reasons.

**Keywords:** reciprocated love, unrequited love, property view, relationship view, perspectival properties.

## **PEDAGOGY**

**N. V. Kaygorodtseva, V. B. Luzgina**

Acquiring practical competencies through an open online course

Modern information technologies have opened great opportunities in the ways of obtaining education. For example, on the Internet you can study in the best universities, at the best courses, from the best teachers. However, legitimate questions arise: is distance learning effective? Is it possible to remotely master practical skills or only courses in the humanitarian direction «fit» into the format of online learning?

The article describes the experience of launching and maintaining a mass open online course aimed at mastering students with practical skills in the AutoCAD graphic package. The obtained results disprove the myth of the insolvency of distance education provided that the basic principles of effective teaching are observed.

**Keywords:** mass open online courses (MOOC), practical competencies, design skills, distance learning, AutoCAD.

**O. A. Bashkirova**

Ways of increasing motivation of students to study foreign language in Technical University

The article deals with ways of teaching that contribute to increasing the motivation of students to study a foreign language in a Technical University. The results of the conducted questioning of students on revealing the motives that motivate students of a Technical University to study a foreign language are presented. It is concluded that the main motivating factor is the communicative approach and the involvement of students in speech activity in the studied language.

**Keywords:** motivation, increase of interest, methods and means of motivation, satisfaction with results.

## **ECONOMY**

**N. V. Borovskikh**

Diversification of production as direction to increase competitiveness of public catering enterprises

The article considers the problems of increasing the competitiveness of public catering establishments and using the diversification strategy in this industry. The tasks and conditions for diversification as a competitive business development strategy are formulated, three types of diversification, including related, horizontal and conglomerate, are described in detail. In the paper, economical and technological features of the catering industry, having a permanent character, as well as trends in the development of the industry, which are of a conjuncture nature, are highlighted. The author carried out the segmentation of public catering enterprises according to the level of the price category with the identification of three main segments. For each segment, the

content of all three types of diversification is proposed and clarified, and recommendations on the use of the diversification strategy were also formulated. All types of diversification are related to the innovative development of the industry and can be viewed as ways to increase the competitiveness of enterprises in the industry under consideration.

**Keywords:** catering, related diversification, horizontal diversification, conglomerate diversification, catering market, market segmentation, competitiveness of public catering establishments, competitive strategy.

**O. P. Kuznetsova, E. A. Yumaev, S. V. Kuznetsova, N. I. Tishchenko**

Modernization of economy of Omsk Region: contribution of Omsk State Technical University

The article presents key directions where the University has achieved notable successes in motivating pupils and students to master engineering specialties. Based on the results of the study, one suggested developing professional trainings for engineering students, launching the «Omsk Irtysh Land Personnel Reserve» information system. As a result of the proposed activities implementation, the Omsk State Technical University will increase the demand for its graduates in the labor market, promote the development of high-tech industry in the Omsk region and beyond, strengthen its position in the educational services market and raise the level of its brand recognition in Russia and abroad. Suggestions developed on the basis of the regional flagship Omsk State Technical University experience are of a universal nature and can be used in higher educational institutions that carry out training in engineering specialties.

**Keywords:** the Omsk region, regional economy, high-tech industry, competitive specialists, higher education, graduate employment, professional trainings, students' portfolio.

**E. V. Yakovleva**

Transformation processes in economy and their value: from the past in the digital future

From a position of megatrend of the present essence and post-industrial content of the transformation processes in economy having objective character, having evolutionary and technological origin and, penetrating all fields of economy, including agriculture, the industry, research activity, education reveal, causing thereby profound social and economic changes and conceptual reconsideration of a role of material and intellectual resources in the conditions of formation and development of digitalization. The research objective assuming realization of the corresponding tasks is the analysis and identification of regularities of the current trends of economic development allowing to create strategic vision of prospects of dynamics of social and economic systems of various level in this context. Results of a research are presented in article in the form of the state-of-the-art review.

**Keywords:** innovative development of economy, post-industrialization, digital economy, agriculture, industry, education, intellectual products.

**T. I. Gordiyevich, P. V. Ruzanov**

Factors for slowing inflation in economy

The article continues the multi-factor analysis of inflation processes, which was started in the article «evolution of inflation factors in the conditions of economic sanctions». The article focuses on the analysis of the prevailing factors in 2017. Inflation in 2017 had an unprecedented low growth rate.

The main reasons for the slowdown in inflation are the decline in consumer and investment demand.

The purpose of the article is to understand the mechanism of influence of various factors on inflation in 2017. The decline in inflation is explained by the tightening of monetary policy. Structural and technological changes that lead to a significant reduction in the cost of new goods and services are also the basis of price reduction. The rapid decline in inflation is due to the fall in real incomes and the effective demand of the population.

**Keywords:** disinflation, key rate, money supply, real wages, state budget revenues and expenditures.