

## Abstracts and Keywords

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A.V. Bartsaykin, A.E. Zemskov

### **The Program of Additional Physical Education and Sports Orientation "Educate Yourself!" as a Pedagogical Condition for the Formation of Readiness for Self-Education of High School Students**

*Key words and phrases:* self-education; readiness for self-education; high school students; additional education program; physical culture and sports orientation; pedagogical condition.

*Abstract:* The purpose of the study is to consider the program of additional physical education and sports orientation "Educate yourself!" as a pedagogical condition for the formation of readiness for self-education of high school students. The research objectives are to define the concept of "readiness for self-education of high school students"; to identify the components of readiness for self-education of high school students; to analyze existing programs of additional education for high school students; to characterize the content of modules of the program of additional education of physical culture and sports orientation "Educate yourself!". The hypothesis of the study: the program of additional education of physical culture and sports orientation "Educate yourself!" is an important pedagogical condition that contributes to the formation of readiness for self-education of high school students. The following methods were used to solve the tasks: analytical review; analysis; comparison; generalization; observation. The study allowed to raise issues related to the study of the problem of formation of readiness for self-education of high school students in additional physical education and sports orientation. The article shows the need to include a program of additional physical culture and sports education in the educational process of high school students. A meaningful description of the modules of the program of additional education of physical culture and sports orientation "Educate yourself!" is given.

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S.I. Doroshenko, D.Yu. Levshchanova

### **Provincial Gymnasium of the 19th Century as the Center of the City Cultural and Educational Space**

*Key words and phrases:* cultural and educational space; gymnasium; 19th century.

*Abstract:* The purpose of the article is to prove that the domestic gymnasium of the first half of the 19th century was the center of the urban cultural and educational space. The objectives are to analyze the essence of the concept of "Cultural and educational space" in relation to the life of the provincial center of the 19th century; to identify the role of the gymnasium in the formation of the cultural and educational space of the city; to identify forms of organization of cultural and educational events in which the gymnasium played a significant role. The research hypothesis is based on the assumption that from the standpoint of dialogue between the cultures of the capital and the province, the provincial (provincial) gymnasium can be considered as the center of the urban cultural and educational space. Methods: analysis, synthesis, comparison, modeling. The research results are as follows: the significant role of gymnasium events in the cultural life of the city, the leading role of the gymnasium among educational institutions; the variety of forms of organizing cultural and educational events allows us to assert that the gymnasium of the 19th century is the center of the urban cultural and educational space.

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N.N. Dubrovina

### **Strategies for Modeling Individual Educational Routes in the Context of Distance Learning**

*Key words and phrases:* individual educational route; digital educational environment; distance learning system; orientation strategy; selection strategy; repetition strategy.

*Abstract:* The purpose of writing this article is to consider strategies for modeling individual educational routes in distance learning conditions, which contribute to flexible learning, development of abilities, and formation of independent and team work skills. The objective of this article is to provide a theoretical justification for modeling strategies: orientation strategy, selection strategy, repetition strategy. The research hypothesis is that modeling individual educational routes in distance learning conditions will be effective if modeling strategies are interconnected and interact with each other, forming a holistic and effective learning process. When conducting the study, theoretical methods were used – generalization, analysis, comparison and contrast. The result of the study is the selected strategies for modeling individual educational routes and their justification.

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V.A. Zobkov, O.M. Ovchinnikov, Lu Chan

**The Formation of Value Orientations of Chinese Teenagers: Problems and Prospects**

*Key words and phrases:* teenagers; value orientations; China; institutions of education and socialization.

*Abstract:* The purpose of the article is an in-depth analysis of problematic issues that hinder the formation of value orientations among Chinese adolescents and the development of measures to improve social policy. The objectives of the article include demonstration of the relevance of the problem; clarification of a number of social spheres of particular importance for the formation of value orientations of teenagers in China. The hypothesis is as follows: reliance on the value orientations of Chinese adolescents will contribute to the formation of their social maturity, responsibility, and pro-social vital position. The research methods are analysis, synthesis, and comparison. The research results are as follows: in the course of the work, the authors come to the conclusion that the formation of value orientations among Chinese adolescents is a complex interaction of cultural heritage, social transformations and global influences. Taking into account these interrelated factors will make it possible to increase the effectiveness of the upbringing of Chinese teenagers, to develop an independent and responsible behavioral strategy for them.

E.I. Kalinin

**Business Social Responsibility and Legal Education:  
The Formation of Ethical Values among Future Entrepreneurs**

*Key words and phrases:* social responsibility of business; education; ethics; legal education; future entrepreneurs.

*Abstract:* The relevance of the study of this problem is due to the need to form ethical values among future entrepreneurs within the framework of the development of social responsibility. In modern market conditions of management, a socially responsible business policy is a necessary condition for the formation of long-term competitiveness of the enterprise. In this regard, this article is aimed at identifying methodological approaches to the development of social responsibility of business. The methods are as follows: the research is based on a systematic approach to solving the problems of social responsibility of business. The purpose of the article is to study the existing methodological approaches to the formation of ethical values of social responsibility of business and the formation of their combined groups. The article identifies the elements of social responsibility, proves the need to teach students in the specialty entrepreneurship the basics of social responsibility of business. The materials presented in the article allow us to form an approach to teaching the basics of social responsibility.

V.L. Kalmanovich, Sh.R. Yusupov, R.I. Abdrashitov

**The Relationship of the Value-Semantic Sphere of Personality, Health  
and Quality of Life of Students of a Technical University**

*Key words and phrases:* value-semantic sphere of personality; spiritual and moral guidelines; quality of life.

*Abstract:* Modern young people do not pay enough attention to the awareness of the whole problem of creating a comfortable, high-quality personal life, as well as the structural content of the very concept of "Quality of life". In the course of our work, we set ourselves the following tasks: to study the objective characteristics inherent in human life; to investigate a person's desire and desire for self-realization, for life activity; to identify the main indicators revealing the concept of quality of life of students.

The survey conducted by us at the stage of the ascertaining experiment included the study of relevant professional literature, a series of questionnaires, interviews and conversations.

As a result of the analysis of the data of the study of students of three universities, it can be concluded that modern students of technical universities are responsible for their health, but not many realize the relationship between the state of physical health and the quality of their lives.

Е.С. Королева, Е.В. Муравьева, Л.Н. Горина, А.И. Шакирова

**Методика формирования рискологической компетенции активными методами  
у студентов профиля подготовки «Защита в чрезвычайных ситуациях»**

*Ключевые слова:* рискологическая компетентность; учебные программы; учебный процесс; безопасность.

*Аннотация:* Актуальность исследуемой проблемы обусловлена потребностью в высококвалифицированных специалистах по обеспечению безопасности. В связи с этим данная статья направлена на разработку методики формирования рискологической компетенции у будущих специалистов по безопасности. Ведущим методом в исследовании данной проблемы является эксперимент по внедрению разработанной активной тренинг-программы в ходе изучения дисциплины «Безопасность жизнедеятельности», позволяющий выявить уровень сформированности общекультурных и профессиональных компетенций, которыми должен обладать дипломированный специалист по профилю подготовки «Защита в чрезвычайных ситуациях». В исследовании будут принимать участие 25 студентов. Проведенное исследование позволяет сделать вывод о необходимости введения новой интерактивной среды в обучающий процесс. Результатом статьи является наглядное сравнение сформированности компетенций в двух исследуемых группах: контрольной, в которой изучение дисциплины «Безопасность жизнедеятельности» в течение семестра проходило по стандартной рабочей программе, и экспериментальной, где было организовано введение активного тренинг-курса. Разрабатываемая методика направлена на практическое, опытно-ориентированное формирование рискологической компетенции у дипломированных специалистов по профилю подготовки «Защита в чрезвычайных ситуациях» и может быть полезна для преподавателей безопасности жизнедеятельности в высших учебных заведениях. Результаты исследования могут быть использованы при разработке учебных планов, рабочих программ практик, реализуемых в рамках высшего образования.

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A.D. Krivonogov, I.A. Mindubaeva, A.R. Galiullin

**Civic and Patriotic Education of Students in Universities of Culture  
in Conditions of Physical Culture and Sports Activities**

*Key words and phrases:* civic and patriotic education; students of universities of culture; physical culture and sports activities; civic and patriotic identity; educational environment.

*Abstract:* This article examines the impact of physical activity on the civic and patriotic education of students in higher education institutions of culture, offering recommendations on the integration of effective methods into curricula, taking into account modern social challenges and the needs of students. The main purpose of the article is to study and substantiate effective methods of civic and patriotic education of students in universities of culture, in the context of physical culture and sports activities and the use of modern technologies. As a result of the study, the direct influence of physical culture and sports activity on the formation of civil and patriotic identity of students in cultural universities was revealed. In particular, methods have been developed for integrating civil-patriotic provisions into the educational process.

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O.B. Kuznetsova

**Features of Introducing Health-Saving Educational Technologies in the Digital Space of the University**

*Key words and phrases:* health saving; health-saving technologies; health saving educational environment; healthy lifestyle; digital space.

*Abstract:* The purpose of the article is to consider the features of the introduction of health-saving educational technologies in the digital space of the university. The tasks include consideration of the essential characteristics of the concept of "health-saving educational technologies"; substantiation of the features of their implementation in the digital space of the university. The research methods are analysis, synthesis, and generalization. The results are as follows: the essential characteristics of the concept of "health-saving educational technologies" are considered; the features of their implementation in the digital space of the university are substantiated.

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Sh.Yu. Abitova, G.Sh. Nimetulaeva

**Problem-Based Learning as a Factor for Forming Professional Competencies  
of Bachelor Students in the Field of Occupational Safety**

*Key words and phrases:* bachelor; labor protection; problem-based learning; problem situation; educational process.

*Abstract:* The article discusses issues related to solving problem situations in the interaction of subjects of the educational process in the professional training of future specialists in the field of labor protection. The purpose of

the article is the formation of professional competencies of bachelors in the field of labor protection based on the use of problem-based learning technology in the educational process.

The hypothesis of the analysis is that problem-based learning, as a factor in the formation of professional competencies, will allow future specialists in the field of labor protection to increase the level of their competence in professional activities. The analysis of the studies finds confirmation of the hypothesis put forward. The main research methods were the method of analytical review, analysis, and generalization. An analysis of the main concepts of the study was carried out: “problem-based learning”, “problem situation”, “problem task”. The ways of creating problematic situations and tasks, as well as ways of developing professional competencies aimed at solving them, are substantiated. It has been revealed that problem situations form students’ interest in scientific knowledge, develop independence and initiative, and also contribute to the development of creative and critical thinking. The main methods of action for students during reproductive, algorithmic and creative activities have been identified. The forms of presentation of problem tasks and situations are considered. An analysis of the stages of modeling the problem-search activity of students during lectures and practical classes was carried out. The use of case technologies when performing practical research-type tasks is justified. It is concluded that problem-based learning is focused on the analytical and research activities of students.

N.A. Baklanova

### **Research Tasks in Geometry Lessons**

*Key words and phrases:* research activity; research tasks; methodology of teaching geometry; geometry lesson.

*Abstract:* The aim of the work is to consider the possibilities of using research tasks in the process of teaching geometry. The objectives are to identify the features of the organization of research activity; to give examples of research tasks that can be used in geometry lessons. The research methods include analysis of educational and methodological literature, generalization. The result of the research is the development of research tasks in geometry.

O.A. Biryukova

### **The Formation of Students’ Pronunciation Skills through English Tongue Twisters**

*Key words and phrases:* English language; pronunciation skill; tongue twister; phonetics; phonetic competence; phonetic mistakes.

*Abstract:* The purpose of the article is to describe the principles of working on tongue twisters in English phonetics classes at a university. In conditions of the lack of a natural language environment the problem of developing phonetic competence becomes especially relevant, since students experience the strongest influence of their native language both in terms of the sounds articulation and in relation to the use of adequate intonation patterns in speech. The study was aimed at solving the following tasks: to summarize the types of pronunciation mistakes made by students and to substantiate the importance of developing students’ pronunciation skills, including through tongue twisters. As a result of the study an algorithm for working on tongue twisters during phonetic warm-up was proposed and a strategy was presented to develop one’s own tongue twisters which should meet the needs of a target audience. The research was carried out using the method of analyzing scientific and methodological literature and the method of generalizing teaching experience.

O.P. Burkanova, E.A. Levina

### **Remote Support of the Process of Teaching Foreign Languages to Students of the Language Faculty**

*Key words and phrases:* methods of teaching a foreign language; development of language and speech skills; digital resources; remote support of the learning process.

*Abstract:* The purpose of the study is to reveal the potential and role of digital resources in remote support of the process of teaching foreign languages at a pedagogical university. The research objectives are to study the functionality of digital educational resources for the organization of remote support of the process of teaching foreign languages and to describe the features of their use in the process of learning a foreign language for more effective development of language skills and speech skills of students. The research hypothesis is based on the assumption that the process of teaching foreign languages can be optimized through the use of digital resources with

appropriate functionality. In the course of the study, methods of theoretical analysis and synthesis, observation of the learning process were applied. The result of the study is a description of tasks when working with the TED Ed LingoClip resource.

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A.G. Vasin, Yu.M. Vasina

**Studying the Features of Memory Impairments in Adolescent Children with Mental Retardation**

*Key words and phrases:* mechanical memory; voluntary memory; adolescents; mental retardation; reference events sheets.

*Abstract:* The article presents the results of an experimental study, the purpose of which is to study the characteristics of memory in adolescents with intellectual disabilities. The objectives of the study are to identify the characteristics of memory development in adolescents with mental retardation, as well as the selection and implementation of diagnostic tools to identify the level of development of semantic and mechanical memory in children of this category. The hypothesis of the study was that the development of voluntary memory in adolescents with intellectual disabilities will be more effective if sheets of reference events are included in the correctional work, which will increase the effectiveness of the memorized material, as well as motivate children to succeed in learning. The research methods were: formative experiment and qualitative analysis of the research results. The materials, main provisions and conclusions of the study can be used in the practice of an educational psychologist.

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O.A. Eliseeva, N.V. Kulzhanova

**The Formation of Mathematical Abilities in Children with General Underdevelopment of Speech in Preschool Age**

*Key words and phrases:* general underdevelopment of speech (ODS); preschool age; formation of mathematical abilities.

*Abstract:* This article is aimed at the formation of elementary mathematical abilities in children of 4–6 years old with general underdevelopment of speech. The objectives are to give an idea of mathematical actions, basics and techniques for further learning in general education schools, not in special correctional institutions to children with general underdevelopment of speech. The tasks are to develop the abilities of mental activity, logical thinking, memory, spatial orientation in children with general underdevelopment of speech. The hypothesis of the study is as follows: children with general underdevelopment of speech are more easily amenable to learning mathematics in a playful form of activity during the developmental period from 4 to 6 years of age. The research methods are as follows: teaching mathematical basics takes place in a game form with the use of bright didactic materials and aids (colored sets of geometric figures, counting sticks, and rulers), children's toys. Contests, relay races, quizzes with musical accompaniment (for the development of the auditory analyzer) are regularly held with children to consolidate the knowledge gained. The results are as follows: when using this technique, positive results are observed in children with autism (manifestation of mathematical ability, quick decision making); children with mental retardation (MRD) show emancipation, desire to participate in collective activities. The research is based on instructional and organizational work with middle and high school preschoolers between March 2021 and October 2023.

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S.O. Zhuikov

**The Attitude of Modern Schoolchildren to Patriotic Events**

*Key words and phrases:* patriotism; schoolchildren; value; Fatherland; orientation; patriotic education.

*Abstract:* The purpose of the article is to study the orientation of schoolchildren to the Fatherland as a value. The tasks are to identify value orientations, to determine the characteristics of students' ideas about patriotism, as well as to study the attitude of schoolchildren to patriotic events in modern conditions. The research methods are theoretical analysis of scientific literature, questionnaires, analysis and generalization of survey results. The article substantiates the need to strengthen educational work on the development of value orientation to the Fatherland by means of creative practices. As a result of the study, significant value orientations of schoolchildren, features of the value attitude to the Fatherland were determined.



A.N. Ikonnikova, T.A. Timofeev

**The Electronic Educational Environment as a Means  
of Individualization and Differentiation of the Learning Process**

*Key words and phrases:* electronic educational environment; educational process; motivation; foreign language.

*Abstract:* In traditional teaching, an approach to teaching is often used, as a result of which students' motivation for learning decreases and insufficient mastery of the material is observed. One of the key features of electronic learning tools is the ability to adapt them to achieve various educational goals. In this article, the authors consider the electronic educational environment, which is formed as a result of the systemic implementation of hybrid learning and the possibility of its use for the purpose of individualizing and differentiating the learning process of students at a university. The virtual language environment, formed through various types of exercises aimed at activating language skills, provides opportunities for individualization and differentiation of the educational process, which contributes to the language development of students and increases the motivation of students. The article provides examples of the use of electronic educational technologies to achieve set goals. The authors come to the conclusion that improving the electronic environment opens up new opportunities for personalizing learning; however, to achieve high results in the development and use of the electronic educational environment requires careful organization and systematic support from teachers.

The relevance of this study is determined by the need to update the forms and tools of the electronic educational environment in modern language education. The electronic educational environment provides new tools and technologies that allow you to adapt training to the individual needs of students, create exercises of various levels of complexity, use interactive and multimedia learning tools, and ensure group work and collaboration using electronic platforms.

The purpose of the research is to analyze the possibilities of creating an electronic educational environment in the conditions of language education at a university.

The research objectives include the study of the scientific literature on the problem of developing motivation in the process of using an electronic educational environment; generalization of tools used in the electronic educational environment; development of a set of exercises that help increase motivation when teaching a foreign language in the electronic educational environment of a language university.

The research hypothesis is the assumption that individualization and differentiation of learning will be effective if the capabilities of the electronic educational environment are used in the learning process, taking into account the characteristics and needs of each student.

The research methods are analysis of educational, methodological and pedagogical literature, empirical observation.

The achieved results of the work may be of interest to researchers studying modern problems of student motivation in the context of the actualization and development of the electronic educational environment with the aim of individualizing and differentiating the educational process.

P.N. Kazberov

**Competence of Penitentiary Workers in the Field of Causes  
of Conflicts Involving Convicts Representing Small Ethnic Groups**

*Key words and phrases:* penitentiary workers; competence; causes of conflicts; convicts; small ethnic groups; motives of behavior; destructive behavior; family values; traditional education.

*Abstract:* The problematic nature of the issue discussed in the publication of the competence of penitentiary workers of various services in the field of causes of conflicts involving convicts representing small ethnic groups is due to a certain latency of the causes under consideration. The material of the article helps to remove the causes of conflicts involving convicts representing small ethnic groups from the latent, hidden sphere into the sphere of clear and objective understanding by employees of the penitentiary system. Thus, a significant portion of the understanding of these reasons is determined by a number of factors. Firstly, convicts belonging to small ethnic groups often simply do not understand the basic requirements placed on them by representatives of the administration of correctional institutions. Secondly, there is a reluctance of penitentiary workers to understand the reasons for the behavior of the category of convicts in question. Thirdly, the features of traditional children's

upbringing appear, which leave an imprint on the mentality of convicts representing small ethnic groups.

Accordingly, the purpose of the study is determined – to study the above factors that determine the causes of conflicts of the convicts in question. This goal is achieved by solving problems to disclose each of these factors. In turn, the tasks are implemented by methods of studying theoretical and methodological sources and participant observation. Based on the results of the study, the problem of identifying a number of causes of conflicts involving convicts representing small ethnic groups was solved.

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T.V. Kirillova, A.A. Rozhkov

**Raising the Consciousness of Cadets as a Factor in Preventing Conflicts  
in Educational Organizations of the Federal Penitentiary Service of Russia**

*Key words and phrases:* conflicts; prevention; conscious attitude; education; cadets; educational organizations of higher education.

*Abstract:* The purpose of this article is to analyze factors for preventing conflicts among cadets in educational organizations of the Federal Penitentiary Service of Russia. The solution to the problem is carried out on the basis of general scientific methods of analysis and generalization. The article highlights individual factors and identifies the education of consciousness, the formation of ideological positions, the readiness and ability of students to answer for socially necessary requirements as significant. A typology of conflicts is given; the distinctive features of conflict in educational organizations of the Federal Penitentiary Service of Russia, the specifics are highlighted and characterized.

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T.N. Kochetkova

**The Price of Parental Failures**

*Key words and phrases:* family; parental role; psychological climate; aggression; parenting styles.

*Abstract:* The purpose of the study is to identify the connection between parents' educational mistakes and their impact on the child's life. Theoretical analysis of the literature and empirical research conducted under our leadership led to the following conclusions: a negative psychological family climate, inharmonious parenting styles, psychological rejection by adults of the parent's role, his traumatic experience in the past, transferred to relationships with a partner and his own child, distort children's ideas about other people and oneself are fraught with the development of psychosomatic diseases and socio-psychological disadaptation.

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L.V. Bortnikova, A.A. Bolotnikov, S.O. Smirnova

**The Role of Physical Education in Foreign Students' Adaptation**

*Key words and phrases:* adaptation; foreign student; physical education; education; sports.

*Abstract:* This paper examines the main aspects of adaptation of foreign students to the new existing conditions of physical education and development. This work was relevant, since every year in Russia the number of newly arrived foreign students experiencing adaptation problems in new conditions is growing.

The purpose of this study was to determine physical activity as a factor in the sociocultural adaptation of foreign students.

Based on the goals, tasks were also identified: studying the experience of other countries in the field of adaptation of foreign students through physical education; analysis of literary sources and generalization of theoretical information on this topic. Among the research methods, the survey method was used. The surveys took place on the basis of the Kazan State Energy University, the Kazan State Chemical-Technological University and the Kazan State University of Culture and Arts.

According to the results of the study, it was revealed that for the majority of students surveyed, physical education classes contribute to better sociocultural adaptation.

One of the main problems of a foreign student is adaptation to a new way of life, to a new culture. This process is greatly facilitated by physical education and sports classes.

L.V. Bortnikova, A.A. Bolotnikov, S.O. Smirnova

**Physical Education as a Method of Combating Anxiety  
in Foreign University Students during The Adaptation Period**

*Key words and phrases:* global population mobility; labor migrants; prestigious higher education; global labor market; Russian government; foreign students; sports.

*Abstract:* This paper examines the problems that foreign students face when adapting to educational activities at Russian universities. The relationship between their adaptation and the level of physical activity is studied. The purpose of the study is to establish a connection between the adaptation of first-year foreign students and their level of physical activity. The results of the study show that a significant percentage of foreign students experience high levels of anxiety, and their health, mood and activity indicators are lower compared to Russian students. The study also examines the impact of physical activity on students' adaptation depending on their involvement in physical education classes, sports clubs and competitions.

V.V. Dugina, E.A. Yakimova, T.S. Yufkina

**Methods of Developing Physical Qualities of Middle School Students through Elements of Sports and Dance**

*Key words and phrases:* lesson; physical education; exercise; sports; dance; school; technique; physical qualities; motor activity.

*Abstract:* The article presents the research work, the purpose of which was to improve the physical fitness of children in a secondary school based on the use of sports dances. The main objective of the work was to develop and test a methodology for developing the physical qualities of middle school children through elements of sports dance. We assumed that their use in a physical education lesson would help improve the level of physical fitness and increase motivation for physical education and sports activities in schoolchildren. As a result of the study, we determined the theoretical aspects of the methodology for developing the physical qualities of middle school students through elements of sports dance, and developed methodological recommendations for improving physical fitness based on elements of sports dance. Based on the results of the study, we came to the conclusion that structured dance classes contribute to the development of not only physical qualities, they have a positive effect on the development of communication abilities, increase the efficiency of the process of joint sports activities of schoolchildren, thanks to the dance basis and musical accompaniment they create a high emotional background and allows them to maintain interest in physical education lessons.

K.S. Ezhov, I.S. Kozlovskikh

**Motivation in the Field of Motor Activity of Adolescents**

*Key words and phrases:* motor activity; motivation; optimal level; strength characteristics; training; physical culture; physical exercises.

*Abstract:* This article describes the problems of motivation in the field of human motor activity; shows what is meant by the optimization of motor load; presents the main elements of optimization of motor activity; the principles of the application of loads; indicates that in order to control and correct the optimization of motor load in people with physical activity and health problems, it is necessary to take them into account differentially features.

R.R. Abzalov, N.I. Abzalov, A.M. Valeev, R.I. Khusnetdinova

**Indicators of Physical Performance of Athletes in Different Periods of Training Activity**

*Key words and phrases:* physical performance; test PWC170; athletes-skiers; athletes-athletes; students; sports training.

*Abstract:* It was found that the value of physical performance according to the test PWC170 and especially performance relative to the athlete's body weight serves as a basis to judge the high level of athletic fitness of the athlete at a given time. Skiers have these indicators higher than athletes in the preparatory and competitive periods of sports training.



N.N. Bumarskova, A.A. Moiseeva, A.S. Rumyantseva, R.R. Umrilov

### **The Influence of a Sports Psychologist in Athletes' Training**

*Key words and phrases:* psychological training of athlete; role; psychologist; athlete; sport.

*Abstract:* This article examines the role of a psychologist in the professional career of an athlete. One of the important aspects in preparation for competitions is psychological and emotional attitude. Psychological preparation of an athlete plays an important role in achieving high sports results.

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V.A. Goncharov

### **Visualization as an Effective Mental Skill Implemented in the Process of Autogenic Training of Sportsmen-Shooters**

*Key words and phrases:* autogenic training; shooting from combat hand-held small arms; psychology; visualization; neurophysiology; psychological training of a shooter; training camp; national team; educational organization of the system of the Ministry of Internal Affairs of Russia.

*Abstract:* The purpose of this paper is to consider the process of introduction of autogenic training methods into the process of psychological training of sportsmen-shooters, detailed consideration of the process of visualization of the shot and highlighting the criteria of success. To achieve the set goal, scientific and methodological literature and normative-legal acts were analyzed. The obtained results were subjected to quantitative and qualitative analysis and are presented in this article. Universal scientific principles of dialectical methodology of cognition served as the theoretical and methodological basis of the article. The following conclusions were made: visualization is a mental skill used to focus on any element of shooting technique in pre-competition, competition and recovery periods of sports psychological training, characterized by the athlete's ability to independently induce feelings of relaxation and déjà vu during performance (including under conditions of psychological tension).

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N.N. Bumarskova, A.A. Moiseeva, A.S. Rumyantseva, R.R. Umrilov

### **The Effect of Myofascial Release on the Level of Physical and Emotional State**

*Key words and phrases:* myofascial release; physical and emotional well-being; increased facial tissue elasticity; MFR effectiveness.

*Abstract:* The article is devoted to the study of the influence of myofascial release (MFR) on university students. The authors consider the possibility of introducing MFR into the educational process as one of the means of recovery. Throughout the study, sociological research methods were used (questionnaires, surveys of female students) to determine their general well-being, pain, and emotional component. It was determined that MFR is effective for reducing pain (lactic acid withdrawal) in the area of developed muscles after physical exertion, as well as for the general physical and emotional state. The assessment of flexibility showed an increase in joint mobility, which indicates a positive effect of the use of MFR and an increase in the elasticity of facial tissues.

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T.A. Grunina, A.E. Ponomarev

### **Features of the Methodology for Increasing the Level of Functional Capabilities of the Body of Younger Schoolchildren in the Process of Recreational Swimming**

*Key words and phrases:* recreational swimming; junior schoolchildren; functional capabilities; kinesitherapeutic approach.

*Abstract:* Recreational swimming classes for children are becoming increasingly popular. However, a positive effect, accompanied by an increase in the reserves of the child's body, is possible only with a reasonable approach to the selection of exercises and the dosing of loads. The purpose of the study was to determine the features of the methodology for increasing the level of functional capabilities of the body of younger schoolchildren in the process of recreational swimming. Research methods were used: pedagogical observation & experiment, modeling, physiometric testing, questionnaires, mathematical statistics. It is established that the features of the construction of the educational and training process are an individual approach, dosing of applied loads considering the systems of energy supply of muscular activity, the use of the game method, considering the principle of meaningful

assimilation, safety control, and encouragement. For solving the health problem, the kinesisenergonomic approach is determined to be the most reasonable, based on an increase in the energy potential of students and contributing, along with the development of special skills and physical qualities, to an increase in the level of the functional state of the body of younger schoolchildren.

A.D. Krivonogov

### **Modern (Digital) Technologies in Physical Education and Life Safety**

*Key words and phrases:* physical education; digital technologies; healthy lifestyle; health monitoring; sports applications.

*Abstract:* This paper explores the exciting journey of digital technologies in the field of physical fitness, starting from the era of electronic fitness equipment and reaching the virtual applications of today. The main objective of this study is to identify the evolution and impact of these technologies on controlling and improving physical fitness. The hypothesis is that current innovations in fitness will significantly change the ways in which we track our activity, training, nutrition and motivation. The methodology of the paper involves analyzing multiple technologies, examining their impact on the fitness industry, and evaluating user feedback. The findings confirm that the mobile app era has revolutionized physical activity by providing personalized and versatile functionality to improve health and fitness.

Al-Murshedi Ahmed Waheed Hamza

### **The Essence of Professional Competencies of Future Graphic Artists**

*Key words and phrases:* competencies; professional competencies; graphic artists; competence approach; professional training.

*Abstract:* This article examines the concepts of "professional training", "readiness", "competence", and "professional competence" in the context of training future graphic artists. The author highlights the relevance of the profession of graphic artist, especially in the field of training "Stationary Graphics", and deduces the necessary competencies that students of this specialty should develop. The aim of the research was to study the professional competencies of future graphic artists and their importance for successful professional activity. To achieve this goal, tasks were set in the form of determining the key components of readiness of future graphic artists, analyzing the methods of developing professional competencies and studying the impact of training on the professional realization of graphic artists. The hypothesis of the study is as follows: the development of professional competencies in the process of training will contribute to more successful professional realization of future graphic artists. The research used methods of literature analysis, student surveys and analysis of professional activities of graphic artists. The study confirmed the importance of the development of professional competencies in future graphic artists for successful professional realization, which allowed us to identify the key aspects of readiness and competencies that should be taken into account when training students in the field of easel graphics.

N.V. Antonov

### **The Formation of Competencies for Organizing Education in Conditions of Interaction with Social Partners among Teaching Staff in Moscow**

*Key words and phrases:* education; social partners; cultural code in educational activities; diagnostics of competencies.

*Abstract:* The purpose of the article is to present the results of testing a diagnostic complex aimed at studying the instrumental competencies of teaching staff in Moscow, who were trained as heads of educational departments of schools and institutions of additional education. The objectives of the study, the results of which are presented in the article, are: assessment of the representativeness of the sample and distribution parameters, theoretical justification of the methodological basis for the formation of rating scales, identification of the level of formation of parameters characterizing the competence being studied. The main hypothesis of the study is the assumption that the degree of mastery of methods. The main result of the study should be considered the positive results of testing the diagnostic complex based on the results of assessing the distribution parameters, as well as data that characterize the identified level of practical components of competencies in the field of organizing education in conditions of interaction with

social partners. The data shows the relationship between the internal elements of this competence: skills: to identify potential social partners of the school, the ability to identify opportunities for improving the educational work of the school that can be implemented with the participation of social partners, the ability to establish interaction between various social partners during the implementation of projects in the field of education at school.

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A. Akhmetov, T.A. Kozlova, E.V. Ryzhakova

#### **Ways of Forming Political Identity in the Modern Socio-Cultural Space**

*Key words and phrases:* identity; political man; intercultural interaction; postmodern era; problem of choice.

*Abstract:* The purpose of this article is to consider the ways of forming political identity in the modern world. A number of tasks follow from this goal: the analysis of factors that complicate the choice of political identity, identification of trends influencing the formation of political culture. Basic research methods are theoretical analysis and synthesis, scientific analogy, and generalization. The research hypothesis is the assumption that organized dialogue of cultures and critical use of technology can build a harmonious path to the formation of political identity. The research results are as follows: the political identity of citizens in modern society contributes to the activation of an individual in the public space, awareness of the significance of the interests and needs of others, and the desire to resolve society's problems.

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E.E. Valeeva

#### **Invariant Content for Professionally Focused Foreign Language Course**

*Key words and phrases:* higher education; engineering education; professionally focused English language; chemical engineering.

*Abstract:* The article presents the content for the module of Professionally Focused Foreign Language course for Master's degree students majoring in Chemical Engineering. The module content was developed based on the analysis of general educational courses from the Bachelor's degree program in the same direction. The proposed module allows Master's degree students from various specializations in the field of chemical engineering to obtain a unified set of knowledge in English that meets their professional needs.

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D.R. Gilyazova

#### **Digital Technologies in Foreign Language Learning**

*Key words and phrases:* digitalization; digital tools and applications; teaching foreign languages.

*Abstract:* Digital technologies have revolutionized every sphere of our lives. Education and the process of learning are not exceptions. Using digital technologies in foreign language learning has significantly enhanced the process. Both educators and students at all levels of education process can use these technologies to make the studies more creative, fascinating and fun.

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E.Yu. Girfanova

#### **Monitoring the Results of Mastering the Basic Educational Program "Financial Management"**

*Key words and phrases:* main educational program; work program of the discipline (practice); fund of assessment tools; point-rating system; students.

*Abstract:* The purpose of the article is to demonstrate the experience of monitoring the results of mastering the main educational program "Financial Management", to characterize the main local regulatory documents regulating the internal assessment of the quality of education at a university. Types of quality control for assessing the formation of universal, general professional and professional competencies of students are presented. The article outlines the principles of constructing an internal system for assessing the quality of education and shows the methodology of its formation at the level of an educational organization. Methods for monitoring the results of mastering the basic educational model by students – financial managers through a competency-based approach are described. The regulatory and legal framework for ensuring the implementation of OEP at the university has been determined.

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L.P. Dulalaeva

### **Volunteering as a Way to Develop Students' Social Skills**

*Key words and phrases:* volunteer activity; social skills; student; volunteering.

*Abstract:* The relevance of the topic under study is conditioned by the problem of students' social skills development by involving them in new types of public volunteer activities. The aim of the article is to show our own experience of organizing and conducting volunteer activities in order to develop students' social skills for successful employment and competitiveness in the labor market. The author describes social skills in the context of volunteering, considering different types of volunteer activities. In the process of volunteering students have the opportunity to develop such social skills as: teamwork, creativity, people management skills, critical thinking skills, leadership and so on.

O.G. Evgrafova, F.Kh. Sakhapova

### **On the Issue of the Formation of Civil Identity among Students by Means of a Foreign Language (from Work Experience)**

*Key words and phrases:* education; civic identity; foreign language; patriotism; education; student; English-language Internet resource.

*Abstract:* The purpose of our research is to search for optimal means of a foreign language in order to form civic identity among modern students. The research hypothesis is as follows: if in the educational process of a university, along with traditional textbooks, current English-language Internet resources about the native country are used, then the formation of civic identity can move to a qualitatively new level. The following tasks were solved: to define the concept of "civic identity", to analyze modern pedagogical research on the problem of educating civic identity; to test various sources and techniques, in particular, the English-language channel Russia Beyond, to solve this educational problem for students of language areas of training. The research methods include analysis, comparison, observation, experiment, questioning, etc. The research results are as follows: definition of the concept is given and the need to develop civic identity among students is substantiated; it is concluded that the process of forming civic identity can be successfully implemented in the educational space of a university, in particular when teaching a foreign language.

M.V. Korotkova, I.S. Safonov

### **Pedagogical Conditions for Professional Training of Students: Regional Aspect and Management Decisions**

*Key words and phrases:* pedagogical conditions; educational organizations of secondary vocational education; higher education; circumstances; motivational; personnel; material and technical; scientific and methodological; financial; organizational; regulatory and informational conditions; demographic indicators.

*Abstract:* The article discusses the main approaches to the definition of the concept of "pedagogical conditions", procedural components of activity, analyzes demographic indicators in the context of human resources and the number of students, offers solutions to economic, socio-practical and scientific-pedagogical problems. The purpose of this publication is to study pedagogical conditions as an opportunity to identify areas that contribute to solving economic, socio-practical, scientific and pedagogical problems of training, students and the shortage of teaching staff in the region. The hypothesis is as follows: changes in pedagogical conditions will help solve issues related to the outflow of personnel from the region, and will contribute to improving the efficiency of the educational process in educational institutions of higher and secondary vocational education. The research methods are analysis and synthesis, the comparative methods, and the statistical method. The results are as follows: identification of areas that contribute to the change of pedagogical conditions through the solution of economic, socio-practical and scientific-pedagogical problems.

A.G. Krivoschapkina, U.V. Pavlova

### **Onomastic Field of Characters in Yakut Fairy Tales**

*Key words and phrases:* onomastic field; Yakut fairy tales; proper names; semantics.

*Abstract:* The article examines proper names in Yakut fairy tales. The purpose of the study is to consider the structure of proper names in Yakut fairy tales. The objectives are to study the criteria for determining proper names.

The hypothesis is as follows: when studying proper names in Yakut fairy tales, the most effective is the cultural approach, in which a proper name is considered as a product of a certain culture. The research methods are analysis, synthesis, generalization, and systematization. The results are as follows: proper names of the characters in Yakut fairy tales are expressed by vivid national-cultural semantics, closely related to the history and culture of peoples.

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O.V. Ladisova, Liu Yang

**Research on Proverbs about Summer in the Russian Language (Using the Method of Associative Experiment)**

*Key words and phrases:* paremiological picture of the world; proverbs in Russian; proverbs about summer; free associative experiment.

*Abstract:* This article presents a study of the Russian paremiological picture of the world through the prism of proverbs about summer using the methods of associative and receptive experiments. Proverbs occupy an important place in the national identity of the Russian people, broadcasting the experience and knowledge accumulated by generations, first in oral, and then in handwritten and printed formats. Russian proverbs were interpreted in the reflection of the national identity of the Russian people, the study of the dictionary-paremiological fund about summer in the Russian language, as well as the analysis of a sample of proverbs about summer in the minds of the Russian people by the method of associative experiment. To write the article, we used: descriptive method; questionnaire, free associative and receptive experiments; comparative and statistical methods. The results of the survey by associative and receptive experiments allowed us to conclude that the selected proverbs about summer are not used enough in the everyday life of the Russian people, although the understanding of the semantic part is quite high. Perhaps this result is associated with the need to update the paremiological picture taking into account the modern component. The data obtained lead to an understanding of the need to improve training programs that will allow a better understanding of the modern national specifics of the Russian people, their current values and culture.

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Е.В. Волкова, А.П. Абрашкина, А.М. Виссарионова

**К-рор феномен: семантический и жанровый анализ**

*Ключевые слова:* корейская культура; жанровый и семантический анализ; межкультурная коммуникация; толерантная ориентация и интегративность; грамотное сочетание значений слов с модными музыкальными жанрами; смысловая и идеологическая нагрузка.

*Аннотация:* Эта статья сфокусирована на изучении тематики К-рор феномена в корейской музыке, а также стилистическом оформлении текста и музыкальном сопровождении. Актуальность исследования продиктована популяризацией азиатской культуры в России. Показано, что К-рор феномен – это точный музыкальный жанр, который несет смысловую нагрузку, обнаруживая все внутренние проблемы молодых людей. Новизна исследования заключается в том, что проведенный опрос среди молодежи выявил тематику поднимаемых проблем в авторских текстах корейской поп-музыки, а именно: вопросы социальной несправедливости и материального распределения, психологические проблемы личных взаимоотношений, эмоциональная жизненная составляющая. Семантический и жанровый анализ песен показал, что грамотное сочетание значений слов с модными музыкальными жанрами способно воздействовать на молодую аудиторию слушателей и нести определенную смысловую и идеологическую нагрузку.

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Е.В. Волкова, У.Е. Пинаева

**Почему мы смотрим аниме?**

*Ключевые слова:* фантастический сюжет; высокотехнологичная графика; особый художественный стиль; движение в изображении; захватывающее начало и неожиданный финал; скрытые черты характера героев.

*Аннотация:* Эта статья сфокусирована на анализе составляющих аниме, которые являются как раз причиной, которая заставляет зрителей возвращаться к этому жанру снова и снова. Актуальность исследования продиктована популяризацией азиатской культуры и привлечением целевой молодежной аудитории к просмотру аниме-фильмов. Доказано, что информационная составляющая аниме основана на визуализации вопросов и их решений, которые волнуют подростков и молодежь. Новизна исследования заключается в том, что был выполнен анализ всех составляющих характеристик, которые входят в общую структуру художе-



ственного построения аниме. В статье решены задачи по изучению влияния аниме на сознание молодежи и популяризации японской культуры в мировом сообществе. И сегодня этот стиль анимации прочно переплетается с искусством манги, кинематографии, настроением общественности, истории и философии.

Ch.R. Ziganshina, T.V. Mazaeva, A.M. Aidarova, T.D. Gazizov

### **Theatrical Metaphors as a Way to Replenish the Vocabulary of English Political Discourse**

*Key words and phrases:* metaphor; cognitive metaphor; political discourse; political speech; English language.

*Abstract:* The presented article is devoted to the study of the role of metaphor in English-language political discourse. The work is based on the study of speeches of political figures in which metaphor is actively used to form vivid and figurative utterances. The authors used the method of search, continuous sampling and the method of systematization of the received information. As part of the study, a hypothesis can be put forward that metaphor is of a cognitive nature, its role in the conceptualization of a variety of phenomena of political discourse. The research hypothesis is confirmed in the process of work analysis, considering all stylistic means and techniques. The results may be useful for researchers and teachers in the field of philology.

E.S. Adzieva

### **Lexical-Thematic Classification of Arabisms in British and American English Languages**

*Key words and phrases:* Arabisms; English; vocabulary; comparative analysis; classification; thematic areas; language units.

*Abstract:* The purpose of the article is a lexical-thematic classification of Arabisms in British and American English. The research hypothesis is based on the analysis of lexical units related to various thematic areas and identifying the features of their use in both versions of the language. The research methods are a comparative analysis of the vocabulary of British and American English, methods of historical and cultural analysis to identify the influence of sociocultural factors on the formation of lexical differences. The results of the study may be useful for linguists, English teachers and anyone interested in the differences between British and American English.

Wang Gang, He Mingqi

### **Translation Strategies of the “Catalogue of Mountains and Seas” in E.M. Yanshina’s Translation**

*Key words and phrases:* “Catalogue of Mountains and Seas”; translation strategies; translation by E.M. Yanshina; pre-translation and post-translation analysis of the text.

*Abstract:* The article is devoted to the analysis of the translation of the “Catalogue of Mountains and Seas” by the sinologist philosopher E.M. Yanshina. The purpose of the paper is to consider the translation strategies of the “Catalog of Mountains and Seas” by E.M. Yanshina. The practical significance of the work lies in the fact that the materials of the article can be used in studying the history of Chinese cultural monuments. The author comes to the conclusion that the translation of E.M. Yanshina was created taking into account the comments of earlier translations, analyzing the ancient names of objects of geographical names (rivers, lakes, mountains). In translation, homonyms and synonyms are often used when considering geographical objects, and the author of the book turns to ancient texts and original names for the best options.

E.V. Egorova, T.B. Asten

### **Features of Modern English-Language Scientific and Educational Discourse**

*Key words and phrases:* text linguistics; professional discourse; academic text; terminology; corpus linguistics.

*Abstract:* The purpose of this study is to consider the theoretical and practical aspects of modern English language scientific and educational discourse. In this study, the analysis of scientific articles and books in professional educational discourse is carried out; a comparative analysis of various stylistic, semantic and grammatical categories of English-language scientific and educational discourse is carried out. As a result, the features of the modern English-language scientific and educational discourse were listed and characterized.

S.Yu. Abramov

### **Fundamentals of Quality Management for the Implementation of Sustainable Urban Development Projects**

*Key words and phrases:* quality; projects; smart city; public sector; public administration; digitalization.

*Abstract:* The purpose of this article is to formulate an organizational and methodological basis of quality management of sustainable urban development projects. The objectives are to clarify the concept of “quality of implementation of sustainable urban development projects”, build a model of a quality management system for the implementation of sustainable urban development projects, formulate a list of quality indicators for the implementation of sustainable urban development projects in the Russian Federation. The author confirmed the hypothesis about the possibility of applying the requirements of national and international standards requirements to form a methodological basis for managing the quality of the implementation of sustainable urban development projects. The research was based on general scientific and special methods of cognition. As a result, the author has formed the organizational and methodological foundations of quality management of implementation of sustainable urban development projects.

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T.V. Bikezina, Yu.E. Semenova, O.V. Voronkova

### **Strategic Planning in Project Management under Uncertainty**

*Key words and phrases:* strategic planning; project management; flexible management technologies; product-oriented strategic planning methodologies.

*Abstract:* Currently, Russian business is in conditions of constant changes, uncertainty and risks that are dynamically changing and reinforcing each other. Therefore, the methodology of strategic planning of project management is more in demand than ever in the current conditions. The purpose of the article is to consider modern methodologies of strategic planning in project management. The hypothesis of the study is based on the assumption that flexible and hybrid methodologies are the most effective. The main research methods in the article are the analysis of scientific and business literature, statistical data. According to the results of the study, the authors identified the main trends in strategic planning of project management.

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V.N. Vasilenko

### **Using Numbers of Teaching Staff of Organizations as a Component of the Coefficient of Realization of the Intellectual Potential of the Region**

*Key words and phrases:* dynamics; intellectual potential of the region; coefficient; teaching staff; realization of intellectual potential; regional entity; rating.

*Abstract:* The purpose of this article is to study the possibility of taking into account the number of teaching staff of organizations when calculating the coefficient of realization of the intellectual potential of the region. To achieve this goal, the following tasks are set and completed in the article: the formation of a statistical sample of regional subjects; its ranking and grouping; the construction of dynamic series for each of the grouped data sets; the identification of common trends. When implementing the tasks, such general scientific methods as the statistical methods, induction, deduction, analogy, and modeling were used. As a result of the study, it was revealed that the expediency of taking this indicator into account as part of the coefficient of realization of the intellectual potential of the region lies not in its dynamic features, but in its relatively static position in the rating of regional subjects of the Russian Federation.

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Yu.M. Volov

### **Food Inflation and Price Proportions in the Agro-Industrial Complex of Russia**

*Key words and phrases:* agro-industrial complex of Russia; price proportions; food inflation; trends.

*Abstract:* The purpose of the study is to identify the main trends in the formation of food inflation, price proportions in the agro-industrial complex of Russia. The objectives of the study are to determine the main elements of food inflation, to assess the main price proportions in the agro-industrial complex of Russia, to analyze the price dynamics of the domestic agrifood market in 2021–2023, to study the reasons for the increase in food inflation and the main factors of price growth for agricultural products, the reasons for the prevailing price proportions in the domestic agro-industrial complex. The hypothesis is based on the assumption that the phenomenon of food

inflation and price proportions in the agro-industrial complex of Russia has significant differences from the nature of inflationary processes in other sectors of the economy. The results are as follows: during the study, the main elements of food inflation were identified, the main price proportions in the agro-industrial complex of Russia were assessed, the price dynamics of the domestic agro-food market in 2021–2023 was analyzed, the reasons for the increase in food inflation and the main factors of price growth for agricultural products, the reasons for the prevailing price proportions in the domestic agro-industrial complex were identified. Research methods: analysis and synthesis, index method, graphical and tabular method, monographic method.

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G.I. Garafieva

**Assessing Human Capital and Its Impact on Enterprise Profit**

*Key words and phrases:* added value; human capital; labor abilities of workers; sales profit; wages.

*Abstract:* The article is devoted to the issues of assessing the human capital of enterprises. The study set the following goal: based on a quantitative assessment of the human capital of enterprises and organizations of the Russian Federation, grouped by type of economic activity, to determine the impact of this type of capital on the amount of profit. The author substantiates a methodology that allows assessing human capital by calculating its added value. Based on the presented methodology, a comparative assessment of the human capital of enterprises and organizations of the Russian Federation was carried out in the context of types of economic activity and its impact on the amount of profit from sales was determined.

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M.P. Dekina, M.P. Dekin

**Problems of Modeling the Wage Dynamics in Russia in Modern Conditions**

*Key words and phrases:* wages; wage differentiation; trend equation; statistics.

*Abstract:* The purpose of the article is to conduct a statistical analysis of wage dynamics in the Russian Federation. Data from the Federal State Statistics Service were used as a base. A periodization of nominal and real wage indicators has been carried out. Real wage modeling was carried out using a trend equation based on annual data. Seasonal components were identified when analyzing quarterly data on nominal wages. The results obtained can be used to forecast wage indicators as part of monitoring socio-economic indicators.

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M.P. Dekina

**Analysis of Wage Variations Based on Microdata**

*Key words and phrases:* wages; wage variation; sample observation; multilevel modeling.

*Abstract:* The article examines the features of wage differentiation for groups of workers with different characteristics. The purpose of the work is to compare the level of wage variation while identifying the grounds for differentiation. The analysis was performed by constructing null models within the framework of multilevel modeling. The calculations were made on the basis of data from a sample observation of population income and participation in social programs in 2021. The results obtained confirm the significant contribution to the variation in wages of the employee's level of education, position and territorial factor. The results of the analysis can be used to assess the situation on the labor market.

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P.D. Ivanov

**A Conceptual Model for Ensuring Balanced Development of the Economic Potential of a Regional Consumer Cooperation Organization**

*Key words and phrases:* concept; conceptual model; balance; flowchart; economic potential; mechanism; cluster theory.

*Abstract:* The article proposes the implementation of the concept of ensuring balanced development of the economic potential of the regional organization of consumer cooperation, formalized in the form of a conceptual model, which is a flowchart. The purpose of the article is to develop a conceptual model for ensuring balanced development of the economic potential of a regional consumer cooperation organization. The objectives of the article are to build a model in the form of a flowchart, identify the causal relationship between blocks and indicators of an organization's economic potential, and develop a mechanism to ensure balanced development of

an organization from the perspective of cluster theory. The hypothesis is based on the assumption that the author's conceptual model is a mechanism for ensuring balanced development of the economic potential of a regional consumer cooperation organization from the perspective of cluster theory. The methods used are statistical analysis, publication analysis, and flowchart construction. The results are as follows: a model for ensuring the balanced development of the economic potential of a regional consumer cooperation organization from the perspective of cluster theory has been built and substantiated.

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F.E. Karaeva, V.V. Kalitskaya, L.A. Stepanova

**Assessment of the Balance of Socio-Economic Development of Municipalities of the Region**

*Key words and phrases:* social and economic development; weight ratio; balance; rating; municipalities.

*Abstract:* The article discusses the socio-economic development of municipalities. The balance of economic indicators is assessed for 10 municipalities with the determination of the weight of each parameter and their subsequent standardization to identify the overall rating. This methodology makes it possible to determine the main priorities, weak and strong aspects of socio-economic development for the formation of development trends.

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K.S. Koroleva

**An Approach to Assessing the Fishery Complex as a Sustainable Ecological-Socio-Economic System**

*Key words and phrases:* fishery complex; sustainable development; ecological-socio-economic system.

*Abstract:* The purpose of this article is to study the fishing industry as a system considered in the context of the triad of sustainable development. The hypothesis is based on the assumption that environmental, social and economic factors influence the efficiency of development of the fishery complex. Research methods include analysis of educational and methodological literature, generalization, synthesis. Within the framework of the study, it can be stated that the environmental, socio-economic development of the RCC is based on taking into account the interaction of social, environmental and economic factors, which will make it possible to study in detail a sustainable environment to ensure the country's food security.

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A.A. Kurochkina, A.A. Bylkina

**Approaches to Solid Municipal Waste Management: World and Russian Practice**

*Key words and phrases:* municipal solid waste; environmental problems; management; disposal.

*Abstract:* A big environmental problem in the world is the accumulation of waste. The amount of waste increases every year; landfills adversely affect the environment, which affects the deterioration of the environment and human health. To improve the quality of life of the population, it is necessary to optimize the processes of formation, collection, transportation, sorting and disposal of municipal solid waste (hereinafter referred to as MSW). First of all, for the safety of the environment in cities, it is necessary to create a concept for the disposal of garbage and follow it. The purpose of the paper is to study the foreign practice of processing municipal solid waste (MSW) and proposals for MSW management in the Russian Federation. The achievement of this goal is accompanied by the solution of a number of tasks: to analyze the methods of MSW disposal in the world; identify waste disposal problems in Russia; develop proposals for MSW management to improve the environmental situation in the Russian Federation. Research methods: collection and analysis of information, analogy, classification and generalization of the data obtained. The result of the study is proposals for improving the management of municipal solid waste in the Russian Federation.

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A.A. Kurochkina, P.N. Golovkin

**Positive Dynamics of the Russian Cloud Infocommunication Services Market as a Factor in Ensuring Technological Sovereignty**

*Key words and phrases:* revenue dynamics; market concentration; cloud infocommunication services; technological sovereignty.

*Abstract:* The study aims to assess the dynamics and concentration of the market for cloud information and communication services in the interests of further developing directions for its government support. Hypothesis: the dynamics and concentration of the market for technological services, which may include cloud-based

infocommunication services, can serve as indirect indicators of technology development. Resources for providing cloud infrastructure services can be classified as non-shared resources. Materials: data from the annual analytical reviews “Cloud Services” of the CNews Analytics Agency (CNA) on the revenue of the largest cloud service providers in Russia. The research methods are descriptive statistical analysis of revenue in Russia from the largest suppliers from offering cloud infocommunication services in the IaaS segment (infrastructure provision services), assessment of market concentration using the Herfindahl–Hirschman index. Results: positive dynamics of indicators of the Russian market for services for the provision of cloud infrastructure (revenue, number of players) and low market concentration were revealed, which are prerequisites for ensuring technological sovereignty in this area. The main directions for further development of the market are increasing the security of cloud services; reorientation of equipment suppliers to new markets and localization of production of some equipment; training specialists in the field of cloud technologies. In the context of an intensive search for options for import substitution of equipment for cloud infrastructure and cloud services, Russian market players need government support and improved regulatory regulation.

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I.V. Agafonova, E.G. Korniltseva

#### **Trends and Factors of Transformation of the Modern Russian Retail Landscape**

*Key words and phrases:* FMCG market; retail landscape; import substitution; business ecosystems.

*Abstract:* The article discusses the trends and factors of optimization of the basic structures of Russian retail that have developed in the new economic realities. The key marketing trends that form the features of retail trade and vectors of further development of the domestic consumer market are outlined. Attention is drawn to the role of business ecosystems, as well as to changes in the marketing tools of market players. The article uses the method of studying statistics obtained as a result of marketing and sociological research.

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I.O. Antipina

#### **Features of Building a Professional Career in Different Fields of Activity**

*Key words and phrases:* career management; young professionals; higher education; state and municipal service; advertising.

*Abstract:* Using the example of state and municipal authorities, a university and an advertising agency, the article examines the features of building a career in different fields of activity. Such features largely determine the career scenarios of employees. A number of general factors have been identified that have a significant impact on the opportunities and prospects for career development in any organization at the present time, regardless of its field of activity. Such common factors include the participation of the immediate supervisor in the employee’s career development. We are also talking about the need to currently orient an employee towards the concept of a portfolio career, which is built in several areas of activity and is highly sustainable. In addition, in a modern organization it is necessary to develop a career management system, build a flexible system of development and internal promotion.

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