

---

## Abstracts and Keywords

---

A.V. Anisimov, O.M. Ovchinnikov, S.V. Nikulov

### **Debatable Issues of Using Mobile Applications in the Formation of a Healthy Lifestyle of Students**

*Key words and phrases:* healthy lifestyle; learning youth; motivation; passion; addiction.

*Abstract:* The purpose of this article is to critically examine the possibilities and consequences of using mobile applications in the field of health and fitness in the lives of students. To achieve this, the following tasks were set: disclosure of the relevance of this topic; analysis of the positive properties of mobile applications; description of the negative consequences of an ill-considered fascination with mobile applications in the field of healthy lifestyle formation. Methods used in the research are analysis and synthesis. The hypothesis is put forward that the use of mobile applications in this area is not a guarantee of the formation of a harmonious and developed personality. It was found that despite the fact that mobile health-saving applications have a huge potential for promoting a healthy lifestyle among students, only a conscious responsible attitude of individuals to their behavioral strategy, developed based on a stable system of pro-social vital values, will allow achieving a harmonious balance between university, sports and personal life.

---

O.Yu. Bogdanova, V.R. Kislov, O.D. Kharchenko

### **Pedagogical Principles of Cadets' Education in Regulated Military Environment**

*Key words and phrases:* principles of education; military university; individualization; binary; tutoring; social partnership.

*Abstract:* The article presents the main pedagogical principles for educating cadets in the military university educational environment. The purpose of the study is to substantiate and characterize the principles of individualization, binarity, tutoring and social partnership, which are fundamental in future officers' training and education process. The hypothesis is as follows: the education of military university cadets will be effective if it is considered as pedagogical support, taking into account the principles of individualization, binary, tutoring and social partnership. The research methods include interdisciplinary analysis of the research problem and subject; comparative analysis. The study resulted in the following conclusions: the education of military university cadets is carried out as a systemic interaction of military educators, course officers and cadets in a strict statutory order.

---

V.N. Zvyagintsev, I.S. Stupko

### **Using Augmented Reality Technologies in the Learning Process**

*Key words and phrases:* digital technologies; virtual reality; augmented reality; education system; training.

*Abstract:* The article discusses the possibilities of using virtual and augmented reality technologies in education. The possibilities and difficulties faced by teachers using additional reality technologies in the learning process are analyzed. The purpose of the study is to determine the importance of additional reality technologies in education. The study uses generally accepted methods, such as analysis and synthesis. The results are as follows: aspects of the use of additional reality technologies have been identified.

---

L.K. Ilyashenko, V.V. Voronin

### **The Impact of Psycho-Traumatic Events of Military Actions on the Psycho-Emotional State of Civil Population**

*Key words and phrases:* post-traumatic stress disorder; adjustment disorder; psycho-emotional state; psychological help; psychiatric help.

*Abstract:* The article analyzes the impact of psycho-traumatic factors on the mental and emotional state of a person during the course of a military conflict. The problems of post-traumatic stress disorder in people living or living in an extreme situation of military operations are revealed. The situations are considered when a person returns from the conflict zone to peaceful conditions and the organization of appropriate measures for psychological and social rehabilitation. The main methods and directions of psychological assistance in Russia are revealed.

---

N.V. Kamenets, R.D. Imanova

### **Features of Time Perception of Elderly People**

*Key words and phrases:* time; time perception; elderly people.

*Abstract:* This article discusses the main reasons for the discrepancy between the time of the mental image and the time. The features of individual perception of time in the minds of older people and the degree of accuracy of their determination with age are also investigated. Elderly people made up the experimental group, and young people made up the control group. In the study, the method of measuring duration was used, which allows the participants to make a subjective count of time with the least errors.

A.V. Kidinov

### **Psychological and Pedagogical Aspects of Research into Work Ethics**

*Key words and phrases:* ethics; work ethics; work; survey; motivation; work motivation; values.

*Abstract:* The purpose of the article is to consider the psychological and pedagogical aspects of work ethics. The objectives of this study: analysis of various scientific views on the formation and development of work ethics, analysis of the survey in the context of work ethics. The result of the study is the analysis of the literature on the research topic; theoretical substantiation of the research problem, consideration of the psychological and pedagogical aspects of work ethics in the context of the uncertainty of social processes.

T.V. Kirillova

### **The Development of the Volunteer Movement in the Penal System: Problems and Prospects**

*Key words and phrases:* penitentiary system; volunteer movement; volunteerism; correctional institution; re-socialization; potential.

*Abstract:* The article analyzes the conducted scientific research in the field of volunteerism development, actualizes the importance of the volunteer movement in the penitentiary system of the Russian Federation in terms of potential in the context of re-socialization of convicts, and proposes new promising areas for researching the phenomenon of volunteering in the penitentiary system.

D.O. Peresadina

### **Civic Education as a Pedagogical Phenomenon: History and Theory of the Issue**

*Key words and phrases:* civic education; citizenship; patriotism; pedagogy; pedagogical ideas.

*Abstract:* The purpose of the study is to examine the development of pedagogical ideas about civic education, citizenship and patriotism in Russian scientific thought. The research objectives are to study objective ideas about citizenship and civic education at a certain historical stage, to identify the leading ideas in this area and to substantiate the relationship of the historical era, its ideology and civic education. The research methods are comparative analysis, and generalization. The results of the study are as follows: the analysis suggests that civic education, as well as ideas about citizenship as a significant quality of a citizen of their country, is conditioned by the concrete historical nature of the development of society, the leading ideology of the country. The tasks of civic education are formulated on the basis of the experience of civic action relevant to the era, the leading values underlying the worldview of civil society.

D.O. Peresadina, V.V. Shanko

### **Social and Pedagogical Activity as a Factor of Civic Education of High School Students**

*Key words and phrases:* civic education; socialization of personality; high school age; socio-pedagogical activity; socio-pedagogical factors.

*Abstract:* The purpose of the study is to study the socio-pedagogical factors of civic education of high school students. The research objectives are to substantiate the interaction of the processes of civic education and socialization of the individual in high school age; to identify socio-pedagogical factors of civic education of high school students. Research methods: analysis, generalization. The results are as follows: the analysis suggests that civic education is a significant aspect of socio-pedagogical activity at school, conditioned by the demands of modern society in the development of citizenship among schoolchildren. The implementation of civic education is carried

out within the framework of socio-pedagogical activities of educational institutions, and its effectiveness depends on a number of factors both at the national level and at the level of interpersonal interaction.

---

L.K. Fortova, V.I. Gorbatov

#### **Spiritual and Moral Values as the Basis of Modern Youth Patriotic Education**

*Key words and phrases:* spiritual and moral values; responsibility; patriotic education; real and virtual space; modern youth; social maturity; digital society.

*Abstract:* The purpose of this article is the argumentation of spiritual and moral values as the basis of the patriotic education of modern youth. The objectives of the article are to reveal the relevance of the problem under study; to present spiritual and moral values as the basis of the patriotic education of modern youth. The hypothesis is as follows: the patriotic education of modern youth will be most successful if spiritual and moral values prevail in Russian society. The research methods are analysis, synthesis, generalization, comparison, observation, conversation, and survey. In the course of the work, the authors conclude that spiritual and moral values are the basis of the patriotic education of modern youth.

---

L.K. Fortova, N.M. Ovsepyan

#### **Etiology and Prevention of Victim Behavior of Adolescents in Modern Society**

*Key words and phrases:* adolescents; modern society; victimization; victimization of personality; victim behavior; models of victim behavior; etiology; prevention.

*Abstract:* The purpose of the article is to reveal the causes, factors, conditions leading to victim behavior of minors, as well as to propose ways to prevent the phenomenon under study. Achieving this goal involves solving the following tasks: to reveal the relevance of the problem under consideration; to clarify the etiology and nature of victim behavior of minors; to substantiate preventive trajectories for the prevention of this phenomenon. The hypothesis of the study is as follows: prevention of victim behavior of minors will be effective when they develop social maturity, responsibility, and social immunity, a decent level of development of general, moral and legal culture. Methods used in the article are: analysis, synthesis, generalization, specification, comparison, and modeling. In the paper, the authors come to the conclusion that the development of social maturity, responsibility, self-criticism, and the ability to spend leisure time rationally will help teenagers avoid victim behavior and successfully realize themselves in society.

---

E.V. Shalomova

#### **Features of Civil and Patriotic Education of the Younger Generation**

*Key words and phrases:* civic and patriotic education; an evohomological approach; ideological guidelines; self-realization of the individual; self-education.

*Abstract:* The purpose of the presented article is to analyze the features of civil and patriotic education of the younger generation. The objectives of the study are to reveal the essence and features of the civil-patriotic education of minors and to determine the main directions of the formation of civil and patriotic qualities of a person in the educational process. The research hypothesis is based on the assumption that effective educational work in the field of civic and patriotic education of the younger generation is determined by the formed ideological guidelines, personal improvement, favorable relations in society and reliance on the evohomological principles of teenagers' pastime. The research methods are theoretical analysis of psychological and pedagogical literature on the problem of research, generalization, observation, comparison, concretization. As a result of the research, the author analyzes the problem of the peculiarities of civil-patriotic education of minors and concludes that only by uniting a single national idea and forming a high level of patriotism and citizenship of minors, it is possible to resist global threats to humanity.

---

L.Yu. Vitruk, E.A. Chigirin, T.Yu. Chigirina

#### **Evaluation of the Efficiency of the Results of Interdisciplinary Student Scientific Projects**

*Key words and phrases:* scientific research work of students; philology; interdisciplinary project; research methods; efficiency.

*Abstract:* This article is devoted to the analysis of the results of research activities within the framework of interdisciplinary projects in a non-linguistic university. The purpose of the study is to describe the main criteria for evaluating the effectiveness of students' research work in the framework of interdisciplinary projects. The authors proceed from the hypothesis that students' research work is most effectively implemented within the framework of interdisciplinary projects. The methods used in the study are statistical data analysis, descriptive method. As a result of the study the authors described the main criteria for evaluating the effectiveness of students' research work within the framework of interdisciplinary projects at a technical university.

T.P. Gordienko, V.I. Chalysheva

**The Model of Formation of Undergraduate Students' Readiness  
in the Field of Technical Security for Future Professional Activity**

*Key words and phrases:* model; readiness; technical safety; bachelor; professional activity.

*Abstract:* The purpose of the article is to substantiate the structure and content of the model of formation of readiness of undergraduate students in the field of technical security for professional activity. The objectives of the study are substantiation of methodological approaches and specific principles; determination of the main components of the model; selection of optimal pedagogical conditions; determination of diagnostic tools to determine the level of readiness of bachelors for professional activity. The hypothesis of the study is based on the fact that the proposed author's model will contribute to the effective formation of the levels of readiness of bachelors in the field of technical security for future professional activity. Research methods are theoretical ones – analysis of literary sources; analysis of the structure and content of educational models; empirical – analysis, comparison, generalization. Research results are as follows: the structure and content of motivational-target, theoretical-methodological, substantive-procedural, evaluative-effective blocks of the model, criteria and indicators of the level of formation of readiness of bachelors in the field of technical security for professional activity are substantiated.

P.N. Kazberov

**The Relevance of Training Penitentiary Psychologists to Work  
in the Field of Conflict Relations with Convicts for Terrorism**

*Key words and phrases:* training; penitentiary psychologists convicted of terrorism; conflicts; contradictions; conflict activity; psychological climate.

*Abstract:* The relevance and importance of the work carried out by penitentiary psychologists to prevent the spread of terrorist ideology in places of deprivation of liberty can hardly be overestimated. The effectiveness of this work directly depends on the readiness of departmental psychologists, in particular, on their competence in the field of conflict relations with those convicted of terrorism. This provision determines the purpose of this article - to reveal the issue of the relevance of training penitentiary psychologists to work in the field of conflict relations with those convicted of terrorism. This goal is realized by resolving the following tasks: researching the state of the issue under consideration in the scientific literature; search for ways (training) to optimize the work of psychologists with those convicted of terrorism. In the course of the study, the method of analysis of scientific literature was used. Based on the results of the work carried out, the issue of determining the relevance of training penitentiary psychologists for work in this direction was resolved.

I.A. Kravchenko, V.V. Soglaev, S.V. Mikhailova

**The Role of an Educational Organization in Shaping the Economic  
Culture of a Citizen: From Theory to Practice**

*Key words and phrases:* economic culture; financial literacy.

*Abstract:* The purpose of the study is to determine a set of practical steps to improve the economic competence of young people in the system of educational institutions through the analysis of theoretical and pedagogical approaches to the problem of the formation and development of economic culture. The research tasks are to analyze educational and educational activities for the formation of economic culture and financial literacy in educational institutions; develop practical recommendations for improving the effectiveness of psychological, pedagogical and scientific and methodological support for the process of forming an economic culture. The research hypothesis is

as follows: a key link in the development of the economic culture of schoolchildren and students can be a system of financial literacy, which requires building up personnel, methodological, psychological, and pedagogical and information technology potential. Research methods: analysis of psychological and pedagogical literature, study of the legal framework, generalization of pedagogical practice. The results are as follows: the practical recommendations of the research work have become the basis for the effective use of the potential of financial literacy in the process of forming the economic culture of students.

---

I.A. Kulazhnikov, A.V. Medvedev, N.A. Goncharova

**Independent Work of Students in the Context of Design and Research Activities When Learning a Foreign Language: the Theoretical Aspect of the Research Problem**

*Key words and phrases:* independent work of students; design and research activities; learning a foreign language; reproducing; semi-creative; creative levels of independent work; requirements of the Federal State Educational Standard; high school students studying in the system of secondary vocational education.

*Abstract:* In the education system that reflects and sensitively responds to the state policy, the importance of increasing the independent work of students in general, and in the process of mastering a foreign language, in particular, is noted. In connection with this fact, the purpose of the study is to substantiate the importance of independent work of students performed in the process of learning a foreign language.

The article emphasizes that within the framework of the modern educational paradigm, a significant and necessary condition for learning is the interest of students in the independent acquisition of new relevant knowledge. An important role in the interest in the acquisition of knowledge by students is assigned to the implementation of design and research activities by students. The article notes that design and research activities imply the creative development of the personality of students, since it fully provides search orientation in the information space and independent activity of students. The paper characterizes the reproducing, semi-creative, creative levels of independent work of students, identifies the features of adolescence that affect the performance of independent work.

The hypothesis of the study is the following assumption: if students actively participate in design and research activities in the process of learning a foreign language, then students get the opportunity to perform independent work taking into account the reproducing, semi-creative, creative levels in order to obtain and form reliable concrete-figurative representations of the surrounding reality of actual knowledge, which are not only the basis for subsequent awareness and enrichment of existing knowledge, but also to reveal the causes and interrelations of phenomena existing in the surrounding world.

Research methods: analysis of scientific literature on the research topic; generalization of scientific data in the field of interpretation of the levels of independent work of students; specification of opinions regarding the definitions of «independent work of students».

---

E.A. Moskovtseva

**The Evolution of the Content of Subject Education in the Context of the Digital Transformation of Education**

*Key words and phrases:* content of education; informatization of the educational process; distance learning; digital technologies; electronic digital teaching aids.

*Abstract:* The article is devoted to the actual problem of the specifics of the evolution of the content of subject education in the context of the digital transformation of education, which was the purpose of the study. The tasks are to characterize the essence and features of the digital transformation of modern education; to determine the main directions of the evolution of the content of subject education in the context of digitalization of general and higher education. In the course of the study, a hypothesis was put forward about the existence of specifics in the evolution of the content of subject education in the context of the digital transformation of education, which is reflected in the quantitative and qualitative indicators of the use of digital technologies and digital teaching aids.

The analysis of the results on the research problem showed that the main directions of the evolution of the content of subject education of subjects of educational activity are reflected in the growth in the volume of digital educational materials, tools and services, in the integration of new forms, methods and pedagogical practices implemented on the basis of digital technologies in a digital educational environment of educational institutions.

---



A.V. Ivanova, S.I. Osipova, V.I. Struchkova

**The Formation of Ethnocultural Competencies in Junior Schoolchildren  
at Integrated Lessons of the Native Language and Mathematics**

*Key words and phrases:* ethnocultural competencies; integrated lesson; mathematics; Evenk language; culture; traditions of the task; national component; patriotism.

*Abstract:* This article discusses the issue of the formation of ethno-cultural competencies in younger students in the integrated lessons of their native language and mathematics. Purpose: to determine the possibilities of integrated lessons in the formation of ethno-cultural competencies in younger students. Tasks: to reveal the essence of the concept of ethnocultural competence; to develop and conduct an integrated lesson of the native language and mathematics for the formation of ethno-cultural competencies of younger students; to determine the effectiveness of experimental and practical work on the formation of ethno-cultural competencies of younger students. The hypothesis of the study is based on the fact that the formation of ethno-cultural competencies in junior schoolchildren will be effective if tasks with Evenki terms related to Evenki culture, as well as physical education minutes in the Evenki language, are used in the integrated lessons of mathematics and the native language. To solve the tasks set, the following research methods were used: theoretical analysis of psychological, pedagogical, cultural literature; organization of purposeful experimental work. Possession of ethnocultural competence is the possession of ethnocultural knowledge - native language, traditions, customs, rituals, way of life, culture of the people. The main means of forming the ethno-cultural competence of students in the lessons of mathematics and the Evenki language are tasks and examples with a national component, as well as physical education sessions in their native language. At the end of the lesson, the children formed ethno-cultural knowledge: acquaintance with new Evenki words and Evenki culture. The totality of ethnocultural knowledge with the quality of a person is ethnocultural competence.

A.V. Podstrakhova

**Reading and Writing as the Basis for Universal Competences in Digital Environment of a University**

*Key words and phrases:* cognitive and communication skills; digital educational environment; foreign language teaching/learning; higher education; types of speech activity; universal competencies.

*Abstract:* The purpose of the study is to generalize domestic and foreign experience studied by the author in the formation of universal competencies of students in the digital educational environment of a university. The subject matter of the study is as follows: cognitive skills formed in foreign language training programs at various levels of higher education – bachelors', masters', and postgraduate courses. The research material is digital and traditional technologies for teaching foreign languages, used in current national and foreign linguodidactics. The research hypothesis is as follows: reading and writing, as the main types of speech activity, are the basis for the formation of universal competencies at the time of digital transformation of higher education. Research objectives are to determine the major advantages of digital technologies, as well as the difficulties and contradictions of their implementation in university language education; substantiation of the expediency and possibility of a more complete use of existing language teaching methods in combination with the latest tools for organizing the educational process, monitoring and evaluating the achieved learning outcomes; generalization of practical experience of teaching law students in forming universal competencies while delivering language courses. The research methods are comparative analysis of domestic and foreign experience in the formation of cognitive and communicative competencies in a digital educational environment; experimental study of the effectiveness of methodological techniques in teaching students to work with authentic foreign texts of professional nature. It is concluded mastering of reading and writing skills as the basis of cognitive and communicative competencies of students when learning foreign languages at a university level is accompanied by significant difficulties, which can be partially overcome by combining the traditional methods of teaching foreign languages and technological innovations of the digital educational environment.

E.M. Solodovnik

**The History of Activities of the All-Union Basketball Section**

*Key words and phrases:* basketball; All-Union Basketball Section; competitions; categories; competitions; championship; qualification.

*Abstract:* In 1930, in the Union of Soviet Socialist Republics (hereinafter referred to as the USSR), the All-Union Basketball Section was created under the All-Union Council of Physical Culture (hereinafter referred to as the Section). At the end of the 1952 Olympic Games in Helsinki, the Basketball Section set new tasks to eliminate major shortcomings in the technical and tactical training of the national team and in the organization of basketball training work in the USSR.

The purpose of the article is to analyze the activities of the Basketball Section of the USSR in various areas in the period in 1952–1953.

The main objective of this work is to study the history of the Basketball Section's changes in the technical and tactical training of the national team and in the organization of basketball training work in the USSR, to pay attention to interesting facts of that time, and in the future to compare with the modern organization of similar activities.

The main research methods are theoretical analysis and generalization of scientific and methodological literature, research of archival materials.

The research results, based on the results of the study of archival data, make it possible to draw the appropriate conclusions that in the 1950s, the All-Union Basketball Section of the USSR conducted its activities professionally and efficiently.

K.E. Shatalova, E.B. Elizarova

#### **The Style of Interpersonal Relations of Teenagers as a Socialization Factor**

*Key words and phrases:* adolescence; interpersonal relationships; socialization; style of interpersonal relationships.

*Abstract:* The article deals with the style of interpersonal relations of adolescents as a factor of socialization. The purpose of the study is to study the styles of interpersonal relationships and the level of socialization in adolescence. The hypothesis of the study is that there are differences in the styles of interpersonal relationships of adolescents with different levels of socialization. The aim of the study is to reveal the relationship between the choice of style of interpersonal relationships and the level of socialization in adolescence. Research methods: testing (method of Rozhkov M.I. "Studying the socialization of the student's personality", T. Leary's questionnaire "Test of interpersonal behavior"), the method of mathematical statistics (Mann-Whitney U criterion). With the help of mathematical statistics, differences were established in the style of "skeptical-distrustful" among the two groups, which are characterized by a high level of social morality and a low one.

A.O. Bagateeva, N.E. Koroleva, A.R. Petunina, I.A. Sokolova

#### **The Use of Digital Technologies in Foreign Language Training of University Students**

*Key words and phrases:* digitalization; information and communication technologies; linguistic competencies; digital literacy; visualization.

*Abstract:* The article deals with the problem of using modern digital technologies in the process of foreign language teaching of university students. The article emphasizes that the process of digitalization has affected all levels of education, including higher education, and has led to organizational changes in the educational environment, changing pedagogical approaches according to the new digital reality. The purpose of this work is to identify the features of digital technologies usage in the process of foreign language training. The article emphasizes that the dynamic development of digital technologies has contributed to the emergence of digital tools, information resources, the content of which is aimed at developing knowledge and skills of communicative activity in a foreign language. The hypothesis of the research is as follows: the use of digital technology tools helps to increase the motivation of students and changes the attitude of teachers to their professional activity. The analysis finds confirmation of the hypothesis.

T.S. Borisova

#### **Forming the Readiness of a Future Teacher for Pedagogical Support of Students in their Professional Self-Determination in the Period of Pedagogical Practice**

*Key words and phrases:* professional orientation; professional self-determination; pedagogical support;

professional training; practice-oriented training; career guidance competence; teaching practice.

*Abstract:* The article is devoted to the current problem of professional self-determination of students of secondary schools. The importance of career guidance work with students and the role of the teacher in their professional self-determination are noted.

The purpose of this article is to identify and substantiate the potential of pedagogical practice in the formation of the future teacher's readiness for pedagogical support of students in their professional self-determination in the process of professional training.

The tasks are analysis of scientific papers on the research problem; theoretical and empirical substantiation of the potential possibilities of pedagogical practice in the formation of the future teacher's readiness for pedagogical support of students in their professional self-determination.

The paper uses theoretical methods (analysis and comparison of scientific literature on the research problem) and empirical (observation, testing, experimental work).

The hypothesis is as follows: the formation of the future teacher's readiness for career guidance support of students in their professional self-determination will be effective if an activity-competence approach is implemented in the process of professional training, according to which practice-oriented education is aimed at acquiring, in addition to knowledge, skills, practical experience, which can be formed in the process of pedagogical practice.

The results of the study confirm the effectiveness of substantiating the potential possibilities of pedagogical practice in the formation of the future teacher's readiness for pedagogical support of students in their professional self-determination.

N.V. Golubeva

#### **The Formation of Research Competencies in Students Enrolled in Specialists' Training Programmes in the Process of Mastering Mathematical Modeling Methodologies**

*Key words and phrases:* engineering activity; mathematical modeling; engineering application; mathematical apparatus; research competencies; dynamic model.

*Abstract:* The purpose of this article is to show the role and significance of the process of mastering the methodology of mathematical modeling for the formation of research competencies of specialty students at a technical university. The task is to consider the mechanisms of formation of students' research competencies laid down in the author's course "Mathematical modeling of systems and processes". The relevance of the work is determined by the Federal State Educational Standards of the FGOS IN 3++ specialty in many technical specialties, in which the most important place in the training of future engineers is given to mathematical modeling.

E.V. Gryaznova, I.A. Lanskaya, Yu.N. Khramova, L.V. Egorova

#### **On the Issue of the Subject Field of Digital Pedagogy**

*Key words and phrases:* digital pedagogy; digital socialization; digital culture; information society; virtual reality.

*Abstract:* Digital pedagogy is increasingly becoming the object of scientific research. The subject of this scientific direction does not yet have a strict definition and is most often interpreted as a branch of pedagogy that uses digital technologies. The absence of the boundaries of the subject field or its unjustified expansion complicates the conditions for compliance with the requirements for scientific research. The main research methods were the method of analytical review, analysis, comparison, and generalization. In the course of the study, the authors come to the conclusion that in order to solve the existing problems in determining the subject field of digital pedagogy, it is necessary to systematize its categorical apparatus within the framework of the theory of digital socialization of personality.

E.V. Gryaznova, I.A. Treushnikov, T.G. Mukhina, A.I. Treushnikov

#### **Problems of Formation of the Axiological Subsystem of Culture of Modern Society**

*Key words and phrases:* axiology; education; digital culture; cultural ideal; information society.

*Abstract:* The axiological subsystem of culture is one of the most important elements of human culture and society. It is responsible for the formation of a system of values and is the result of the process of education.



Researchers studying the axiological problems of modern society note a number of negative trends: the transformation of the cultural ideal, the lack of a unified educational ideology, the formation of a mosaic worldview, the loss of traditional spiritual values. The main research methods were the method of analytical review, analysis, comparison, and generalization. In the course of the study, the authors come to the conclusion that in order to solve the existing problems in the formation of the axiological subsystem of the culture of modern society, it is necessary to develop programs of continuous education based on a single ideology that does not contradict the traditional system of values and implemented at all stages of socialization of the individual and levels of education.

---

E.I. Dudkina, I.D. Chernousova, A.P. Filkova

**Dynamics of Development of Socially Valuable Qualities  
in Cadets' Personalities of Military Higher Education Institutions**

*Key words and phrases:* socially valuable personality traits; departmental educational organizations; cadets.

*Abstract:* The article presents the results of the study of socially valuable personality traits among cadets of departmental universities. The purpose of the work is to identify the course dynamics of the development of socially valuable personality traits in students. The tasks are theoretical analysis of the essence and components of socially valuable personality qualities; empirical study of the course dynamics of the development of socially valuable personality qualities in students of the educational organization of the system of the Ministry of Internal Affairs of Russia. The research hypothesis is as follows: in the process of educational and professional activity, there is a progressive development of socially valuable personality qualities of future specialists of internal affairs bodies. The research methods are theoretical analysis of scientific data on the research problem, empirical (survey), methods of qualitative and quantitative data analysis (descriptive statistics, interpretation of results). As a result of the study, the nonlinear dynamics of the development of socially valuable personality traits among cadets of a departmental university was revealed.

---

E.Yu. Elizarova

**The System of Conditions and Mechanisms for the Formation and Evaluation of General Professional  
Competencies of Future Teachers at the University: Interdisciplinary Methodology**

*Key words and phrases:* future teacher; mechanism; general professional competencies; assessment; conditions; formation.

*Abstract:* The article is devoted to the problem of determining, from the point of view of an interdisciplinary approach, the system of professional and pedagogical conditions that contribute to the formation and assessment of general professional competencies of future teachers at the university. The purpose of the study is to identify, theoretically substantiate the conditions and mechanisms for the formation and evaluation of general professional competencies of future teachers at the university. The main research methods are analysis, synthesis and formalization, pedagogical design, description of approaches to designing the structure and content of conditions and mechanisms for the formation and evaluation of general professional competencies of future teachers at the university based on an interdisciplinary approach. The description of practical experience is based on the use of analysis of sources on the topic under study.

---

O.A. Efits, A.I. Kartavtseva, E.D. Kondrashova, D.D. Burushkin

**The Phenomenon of the GTO Complex as an Element of the Socio-Cultural  
Sphere of Professional Activity of Bachelors of Physical Culture**

*Key words and phrases:* healthy lifestyle; socio-cultural activity; "Ready for Labour and Defense" (GTO) complex; physical education.

*Abstract:* The study presents the analysis of the introduction of the GTO complex as a socio-cultural phenomenon of professional training of bachelors in the direction of physical education. The research tasks are to characterize the socio-cultural aspects of the professional activity of bachelors of physical education as the basic values of the general culture of society and personality; to compare the goals and objectives of the GTO complex with the projected results of mastering the bachelor's professional training program in the direction of "Physical Education" in accordance with the educational standard. The methods of historical analysis were used. The

hypothesis is as follows: the introduction of the GTO complex into the educational process contributes to the professional training of bachelors of physical education in the field of promoting a healthy lifestyle and patriotic education.

---

A.Z. Ibatova, K.S. Sidorov

**Research into Independent Work of First-Year Students of a Technical University**

*Key words and phrases:* independent work of students; higher education; competencies; competence approach.

*Abstract:* The purpose of this article is to assess the readiness of first-year students for independent work; the problems that arise in students during independent work are identified. The issue of competence-based approach to education is considered. The criteria determining the independence of the individual are considered. The research methods are analysis of literature and accompanying documentation, survey of students. The results are as follows: a third of first-year students are not ready for independent work. The most frequent problems are the systematization of knowledge, the search for information and the independent analysis of the results of activities.

---

D.V. Korovin

**Features of Forming the Readiness of Future Officers for Management Work**

*Key words and phrases:* military educational organizations; readiness for managerial activity; formation of the readiness.

*Abstract:* This article discusses the features of the formation of the readiness of cadets of military educational organizations of the Ministry of Defense of the Russian Federation for management work, reveals the requirements for professional knowledge and skills of the military personnel of the Armed Forces of the Russian Federation, military professional competencies formed as part of the educational process. The purpose is to identify the need to improve approaches to the formation of readiness for management activities of future officers in the educational process. The research task is the analysis of scientific journalism on this topic.

---

G.G. Korsakova, L.V. Grosheva, V.Yu. Nikolaicheva

**Implementation of the “Flipped Classroom” Technology in Foreign Language Teaching in the Context of Digital Education**

*Key words and phrases:* “Flipped classroom”; educational resources; digital information environment; individualization of learning; educational tools.

*Abstract:* The purpose of this study is to substantiate the use of the pedagogical technology “Flipped classroom” in teaching students a foreign language in a non-linguistic university. The objectives of the study: consideration of the experience of using and the main provisions of the technology “Flipped classroom” at the university in foreign language classes based on digital tools, analysis of the features of the organization of foreign language teaching within the framework of the technology. Research hypothesis: the use of technology “Flipped classroom” will improve the efficiency and quality of educational activities of university students. The research methods are observation, analysis, and testing.

---

Ya.V. Kudina

**The Innovative Paradigm of Education as the Path to the Formation of an Innovative Economy**

*Key words and phrases:* innovation; innovative personality; innovative culture; development; changes.

*Abstract:* The purpose of the study is to substantiate the need to improve the quality of education by activating innovative processes in the educational process. The objectives of the study are to conceptualize the features of the developing innovative educational system; to determine the risks of deterioration in the quality of education when using the development of an innovative personality in the educational system; to identify the main directions of further study of the problem, using the main approaches to understanding the essence of innovation and the innovative culture of the individual. The research methods are theoretical analysis, synthesis and generalization. The result of the study is as follows: when considering the phenomenology of innovation and the innovative culture of the individual, it is proved that innovative activity expands educational boundaries and conditions for personal development, ensuring the qualitative nature of changes, however, the irreversibility and direction of these changes

can lead to instability of the system (both the individual and the educational system as a whole), which actualizes the systematization of educational initiatives and innovations, and also requires the search for the most effective conditions for the formation of an innovative culture of the individual.

---

I.B. Kuznetsov

**Findings of Research in Efficiency of Pilots' Training in Visual Activity Optimization**

*Key words and phrases:* pedagogical concept; visual activity optimization; division of attention; expert survey; flight experiment; pedagogical experiment.

*Abstract:* The article publishes the findings obtained from theoretical and experimental research of pilots' visual activity. Task: confirming the term "visual activity optimization" in the context of the process for forming the professional responsibility in civil aviation specialists. The hypothesis of the research is as follows: the skill of the specialist's visual activity is being formed within the frames of physiological limitations for his visual channel and is based on a special method of training. The analysis of definitions, the expert survey, the examining, the flight and pedagogical experiment were the main methods of the research. These methods made it possible to develop the training procedure for the pilots to optimize their visual activity and confirming the relevance of the term in the pedagogical concept for forming of professional responsibility in civil aviation specialists.

---

E.L. Kuzmenko, G.S. Palchikova, S.P. Kukhareno

**Features of the Organization of Blended Learning in Engineering and Computer Graphics at a Military University**

*Key words and phrases:* engineering and computer graphics; information technologies; blended learning; independent work of cadets.

*Abstract:* The article discusses the possibilities and features of the organization of blended learning graphic disciplines in the military university. The aim of the study is to create an effective model of blended learning engineering and computer graphics in the military university. The objectives of the study are to identify the main factors and features of the military university that affect the effectiveness of blended learning. The research hypothesis is as follows: the organization of blended learning at the military university will be effective, given the features of a particular discipline and the specifics of a military educational institution. The research methods are: analysis of scientific literature, observation and analysis of the experience of teaching engineering and computer graphics, conversations with cadets and teachers, methods of expert assessments. As a result of the study, a model for the organization of blended learning was created, and the content and instrumental components of blended learning that are acceptable in a military educational institution are proposed and considered.

---

O.A. Morokhova

**Theoretical and Practical Aspects of the Implementation of the Project Method in Teaching a Foreign Language at University**

*Key words and phrases:* higher education; foreign language teaching; project method; intercultural aspects; business communication.

*Abstract:* The purpose of the study is to reveal the pedagogical possibilities and typology of the project method in a non-linguistic university. The research methods are analysis and synthesis of the theory and practice of using the project method in teaching a foreign language. The results of the study are as follows: intercultural aspects of professional business communication are analyzed; the potential of the project method is revealed in the formation of students' ability to carry out intercultural business communication; a typology of projects has been developed on the example of teaching a foreign language to undergraduate students in technical areas of training.

---

T.G. Stul, G.L. Moliboga, E.O. Shevyreva, R.V. Lokteva

**Potential and Problems of Using the "Flipped Classroom" Method at a Medical University**

*Key words and phrases:* methodological support of the educational process; medical university teacher; professional skills; active technologies of teaching; clinical thinking; quality of education; independent work; optimization of the educational process; flipped classroom; modern pedagogical technologies.

*Abstract:* The authors consider the features of using the "Flipped Classroom" model in a medical university. The study aims to analyze the practical experience of organizing classes using the technology of "Flipped Classroom"; the objectives are to describe this pedagogical model in relation to the conditions of teaching medical students. The hypothesis of the study is that "Flipped Classroom" is an effective pedagogical technology that increases interest and motivation, stimulates cognitive activity and independence of students. The methods of theoretical research and observation, analysis, comparison and generalization of the experience of university teachers were used. As a result, ways of implementing the technology are proposed and it is concluded that the main advantage of this training format is flexibility and the disadvantage is technical problems.

---

G.V. Terekhova

**Bilingual Educational Process in the Distance Learning Format (From Work Practice)**

*Key words and phrases:* bilingual education; distance learning; e-learning course; motivation.

*Abstract:* The goal is to study the cognitive potential of e-learning courses in the bilingual educational process with a distance learning format. The objectives are to identify the cognitive potential of the elements of distance learning, to select exercises that are suitable for the bilingual educational process in the distance learning format for students of technical profiles when learning a foreign language. Putting forward the hypothesis of the study, the author suggests that bilingual education can be carried out with a distance format of practical classes, which will influence the formation of students' interest in continuing professional education. The study used a theoretical analysis of methodological and pedagogical literature to identify the features of bilingual distance learning, pedagogical observation of the formation of personal motivation among students of non-linguistic learning profiles in the bilingual educational process during distance teaching of a foreign language. In the course of the study, it is shown that with distance teaching, the bilingual educational process is possible with the use of electronic training courses.

---

E.F. Ulyanova, A.A. Mandzhiev

**The Formation of Cross-Cultural Adaptability of Foreign Students When Studying the Academic Russian Language at Technological University: to the Statement of the Problem**

*Key words and phrases:* cross-cultural adaptability; teaching foreign students; academic Russian.

*Abstract:* The purpose of the article is to consider the formation of cross-cultural adaptability of foreign students in a technological university by teaching them the academic Russian language as the leading means of interaction between students and teachers in the classroom, as well as a means of transmitting information in educational and scientific literature. The study is based on a hypothesis, according to which there is a relationship between the effectiveness of teaching foreign students and their cross-cultural adaptability, from a linguistic point of view, expressed in the knowledge of academic Russian. As a result of the study such a relationship was established. In the course of study, the following tasks were implemented: the definition of cross-cultural adaptability of foreign students was given, the main problems of foreign students associated with the lack of cross-cultural adaptability were characterized, and ways to solve these problems were outlined. The main ways of forming cross-cultural adaptability of foreign students at a technological university through the basic Russian language course, the course of Russian as a foreign language, the course of the Russian language and culture of speech, and special course of academic Russian language have been identified and analyzed. The main pros and cons of each of the methods are established. The methods of pedagogical observation, survey and analysis of scientific and methodological literature on the research problem were used in the work.

---

O.A. Chalova, E.A. Ermakova

**The Possibilities of Mobile Applications in the Process of Learning the Lexical Component of Speech (Based on the Material of the English Language)**

*Key words and phrases:* mobile application; training; "Memrise"; "Drops"; "Lingualeo"; lexical unit; the English language.

*Abstract:* The article discusses the features of mobile applications in the process of teaching the lexical component of speech by the example of the English language. In applications for the study of lexical units, the

initial levels of language proficiency are distinguished, on the basis of which various techniques are proposed. The purpose of the study is to review the applications used to study the lexical units of the English language and analyze the possibilities of using the proposed applications. The research objectives are to consider three mobile applications ("Memrise", "Drops" and "Lingualeo") on a free and paid basis, to highlight the positive aspects of each version. The hypothesis of the study was that there was a connection between the desire to learn foreign languages using mobile devices and the choice of the necessary application for learning lexical units. The obtained results revealed a wide range of possibilities of the presented applications in teaching the lexical component of speech.

---

O.V. Drozhzhina

**Combining the Child Victim and the Child Executioner in John Boyne's "The Boy in the Striped Pajamas"**

*Key words and phrases:* Holocaust; novel; duality; twin myth; executioner; victim.

*Abstract:* The purpose of the study is to analyze the functioning of the image of a child in John Boyne's novel about the Holocaust "The Boy in the Striped Pajamas" through the prism of the twin myth. The material of the study was the novel by J. Boyne "The Boy in the Striped Pajamas". The research methodology is based on several scientific approaches. First of all, this is the traditional method of holistic analysis of a literary text, as well as typological, biographical and comparative approaches. The obtained results showed that the realization of the mythologeme "sacred sacrifice of twins" in the novel is directed against fascism, which constitutes its humanistic idea.

---

A.O. Solonovich

**The Concept of Dance in the Novel "Prince Caspian: The Return to Narnia" by C.S. Lewis**

*Key words and phrases:* C.S. Lewis; "Prince Caspian: The Return to Narnia"; dance in literature; synthesis of Apollonian and Dionysian in culture; literature of the 20th century; intermediality.

*Abstract:* The purpose of the author of the article is to analyze the concept of dance in the novel "Prince Caspian" by C.S. Lewis, which previously did not attract close attention of the scientific community. To do this, the following tasks are implemented. The author of the article draws attention to the significant role of dance as a form of rapprochement in the text of the world of dreams, magic, the kingdom of Aslan and reality, the reign of the Telmarines. The work traces how the image of the dance is gradually revealed: from references from the legendary stories of the past to the full experience of its living by the heroes in the present. Thus, the hypothesis is confirmed: the dance is the embodiment of the gift of life, participation in dances gives freedom to the surrounding space and the spirit of its inhabitants. As a result, in Lewis's work, the dance turns out to be sacred, safe for goodies; participation in ritual dances of mythical creatures creates a new microcosm.

---

O.A. Chebotareva, E.V. Ivanova, E.V. Umarova, M.V. Morozova

**The Use of Rhetoric as a Motive in the Novel "The Man without Qualities" by R. Musil**

*Key words and phrases:* author's idiosyncratic style; anaphora; gradation; parallelism; rhetorical colours; epiphora.

*Abstract:* The aim of the research is to define the significance of rhetorical transformations for a literary text, the author's idiosyncratic style, and the style of an artistic text itself on the example of R. Musil's novel "The Man without Qualities". The main hypothesis consists in the idea that the heroes tend to use specific rhetorical colours in their speech. Special attention is paid to the questions of text perception and the specifics of rhetorical colours used for persuading the audience. The novelty of the research consists in exploring the mechanisms of the impact of rhetoric. It has been found that being skillful in rhetoric helps some characters to get a higher social status and make a good impression on the audience. The most frequently used techniques are those based on repetition and similarity, like epiphora, anaphora, repetition and comparison.

---

A.N. Lavrova

**Artificial Cognition Implementation Vocabulary Organization (Human-Robot Interaction)**

*Key words and phrases:* artificial cognition; implementation; cognitive robotics; cognitive architecture.



*Abstract:* The goal of the paper is concerned with the description of the main components of the specialized & professional engineering vocabulary. The study uses the only running standard to count about 30000 printed signs; math statistical anthropological and cognitive methods are applied there. The task of the investigation is to analyze the complex composition of the vocabulary studied to concern the specialized engineering language to regard robot brain artificial intelligence program. The hypothesis of the analyses done is realized through the results of the experimental investigation. The conclusions support the idea to fix the analyzed vocabulary to be complex and innovative to belong to 21 century.

---

E.S. Salangina

**The Influence of the Information Potential of Transnational Signs of Mediatization on the Relationship with Ethnonational Signs in the Media Worldview**

*Key words and phrases:* cognitive status of transnational signs of mediatization; media worldview; ontologization of knowledge; signs of mediatization; South Korean media worldview.

*Abstract:* The article deals with the problem of the influence of the information potential of transnational signs of mediatization as cognitive units, the source of which is an open global media space, on the correlation with ethnonational signs of mediatization based on the material of the South Korean media space. The problem is related to the study of the dynamic of the formation of the national media worldview and is solved by determining the cognitive status of this type of signs and the type of relations that arise in the processes of their interaction with ethno-national signs of mediatization. The conclusion is made about the influence of the cognitive status of the studied signs on the way of ontologization of actual new knowledge, which is the essence of interaction.

---

Yuan Fansen

**A Brief Introduction to Online News Communication**

*Key words and phrases:* online news; news dissemination.

*Abstract:* The purpose is a brief analysis of modern online news communication. The hypothesis is as follows: with the development of China's economy, the constant improvement of science and technology and the onset of the information age of the Internet, the speed of online news communication is also rapidly developing. Research methodology includes analysis of scientific and online sources on the topic of research. The results of the article formulated proposals for countermeasures in the field of online communication. The value and novelty is due to the lack of scientific research on this topic.

---

A.V. Aleksandrov, D.V. Khodos

**Strategic Planning for the Development of Industrial Enterprises in Modern Conditions**

*Key words and phrases:* enterprise; market; strategy; plan; development; customer.

*Abstract:* The purpose of the article is to consider the features and methodological approaches to the implementation of strategic planning for the development of industrial enterprises in modern conditions. The objectives: to outline the features of strategic planning in industrial enterprises; to highlight the key areas of focus in the process of making a strategic plan; to formalize the algorithm for implementing strategic planning. The hypothesis is based on the assumption that strategic planning allows enterprises to implement a proactive development strategy in the market, to initiate influence, not just react to changes in the environment. It is concluded that in the process of research the importance and designated the role of strategic planning for industrial enterprises in the era of global shocks and market challenges. Specific actions and practical steps for the development of strategic plans in the enterprise have been justified.

---

Sun Lianyang

**Strategy of Russian Foreign Economic Interaction with China: Risks and Advantages of the Sanctions and Post-Sanctions Period**

*Key words and phrases:* international economic relations; "multipolar world"; leadership; science-intensive economy; innovation.

*Abstract:* Many researchers recognize that the modern world is multipolar, having several "centers of power". In this regard, the Chinese experience of political leadership is very interesting for Russia. This is due to some similarity in the historical evolution of political, social and economic systems. Both Russia and China have gone through stages of imperial greatness, decline, attempts to build a new type of society, deep socio-economic reforms. For Russia, as well as for a number of other countries, the "Chinese economic miracle" is an example of how competent planning, a high management culture, coupled with the national mentality and the state concept of leadership, makes it possible to create an innovative economy. Russia as a world leader is perceived much longer. However, the current state of Russia, if compared with China, especially in measurable criteria for socio-economic and innovative-technological development, can be questioned. In the course of the study, particular attention is paid to the heterogeneity of the cultural background of the ideological basis in China. The need to study this topic is to timely identify and clarify the key parameters of successful leadership examples both in the context of applicability and in the context of predicting the impact of these manifestations on the prospects of relations between the PRC and the Russian Federation.

---

A.P. Taburchak, A.A. Dorogovtseva, V.V. Tretyak

#### **The Formation of Human Capital in an Innovative Economy**

*Key words and phrases:* competencies; human factor; knowledge-intensive economy; improving the quality and efficiency of human capital.

*Abstract:* The purpose of the study is to scientifically substantiate the need to form and improve the efficiency of human capital in an innovative economy. To reveal the purpose of the study, the following tasks were set and solved: to consider theoretical approaches to the essence, structure of human capital; reveal the role and importance of human capital in an innovative economy; analyze the level of its development in Russia; to formulate measures aimed at the formation and improvement of the efficiency of the use of human capital in Russian companies. The research hypothesis is as follows: improving the efficiency of human capital makes it possible to increase the competitiveness and level of innovation of the economy at the macro and micro levels. The article substantiates that in the process of forming a knowledge-intensive and innovative economy, the quality of human capital and the adaptability of an educated workforce to new conditions and challenges of civilizational development are of fundamental importance. It is shown that the competence possessed by human capital is the element that is most difficult to copy for competitive companies, and therefore the human factor is considered an important source leading to sustainable competitive advantage. The considerations presented in the article confirm the hypothesis put forward in the introduction, according to which human capital currently plays the greatest role in the development of companies. In the future, it should be expected that the importance of this capital in the development of companies will increase.

---

S.S. Safina, D.D. Loginova

#### **The Main Problems of Tourism Development in Latin America**

*Key words and phrases:* Latin America; outbound tourism; natural disasters; political factor; health factor.

*Abstract:* The objective of the study is to identify the main trends and problems of tourism development in Latin America. In accordance with the set goal, such tasks were solved as: determining the region's share in global outbound tourism, identifying the main problems of tourism development. Among the negative factors are considered: geographical remoteness of the region from the main sources of tourist demand (Europe, Asia), natural disasters, political instability, crime rate, and health factor. The countries of the region were ranked according to the number of factors having a negative impact on tourism development. To achieve this goal, the following research methods were used: statistical, comparison, scoring and rating method. The information base of the study was the data of the World Tourism Organization, the information site «Political Atlas of the Modern» and the statistical portal The Global Economy.

---

S.Yu. Ilyin

#### **The Modern Directions of Development of Industrial Activity of Organizations**

*Key words and phrases:* industrial activity; organizations; modern directions of development; sustainability.

*Abstract:* The purpose of the study is to build tools for assessing the sustainability indicators of the development of production activity, carried out by legal entities engaged in the production of goods and services. Objectives of the study: to formulate and explain the directions of the development of production activity and to form on their basis methods of calculating the corresponding indicators of the activity of organizations, engaged in the relevant material and non-material industries. Hypothesis: to determine the causal relationships between general and specific indicators of the sustainability of the development of the activity of modern industrial organizations. Research methods: the combination of the design method and the elements of chain substitutions involved in the formalization of the production indicators, included in the selected list. Research results: the methods for assessing indicators of sustainability of the development of production activity of organizations currently operating have been developed.

A.A. Kurochkina, O.V. Lukina, E.N. Shumikhina

### **Improvement of the Motivation System for Remote Employees**

*Key words and phrases:* motivation system; motivation of remote employees; remote work; employee efficiency.

*Abstract:* The purpose of this article is to study the types of motivation at the current stage of the development of the domestic economy and to form proposals for the development of a system of motivation for employees of remote work. The set goal is achieved by solving the following problems: studying the modern state of remote work, statistics on it; study of the main advantages and disadvantages of remote work; development of proposals for the formation of a motivation system for remote employees in the modern world. The research hypothesis is as follows: a competently developed motivation system will significantly affect the efficiency of the team and, as a result, the effectiveness of the organization's activities operating in a remote format. Research methods are analysis and synthesis, comparison, generalization, and modeling. The result of this work is the conclusion that it is necessary to use an effective motivation system for remote employees.

E.V. Pirogova, S.N. Yashin

### **Strategic Development of a Higher Educational Institution in a Competitive Educational Services Market**

*Key words and phrases:* higher education institution; university development strategy; educational services market; university competitiveness; competitive advantages of the university; strategic development alternatives.

*Abstract:* The purpose of the study is to identify the features of the functioning and strategic development of a higher educational institution in a competitive educational services market. The objective of the study is to substantiate and characterize the main strategic alternatives for the development of the university. The hypothesis of the study is that the development and implementation of the development strategy of the university contributes to improving the effectiveness of the main directions of its activities, ensures the development of competitive advantages of the educational organization, and is aimed at increasing its competitiveness and sustainability in an unstable competitive environment. The main research methods are methods and techniques of scientific analysis: methods of systematic, complex and comparative analysis and synthesis; analysis of scientific literature; method of logical analysis; methods of induction and deduction. The main result of the research is the characteristic of the content of the strategic management system – goals, objectives and strategic alternatives for the development of higher education institutions in the competitive educational services market.

A.V. Tingaev

### **Russia's Construction Industry under Sanctions: Challenges and New Opportunities**

*Key words and phrases:* construction; transaction costs of construction; digital construction technologies; building materials; innovations.

*Abstract:* Under the sanctions, the development of the Russian construction industry is reaching a new level. The purpose of the study is to analyze the impact of sanctions on the dynamics of the development of the construction industry and identify areas for further development. The following research tasks were solved in the work: to assess the dynamics of the development of the construction industry before and after the sanctions policy; find out how the conditions for the functioning of construction companies in the Russian Federation have changed;

identify the main factors that can stimulate growth in the construction industry under the sanctions regime. The research methods are statistical summary and grouping of data, historical and system analysis, cause-and-effect analysis, strategic analysis. The research hypothesis is as follows: the sanctions policy has a negative impact on the activities of the construction industry in Russia in the short term, but it can indirectly stimulate Russian developers to use their own innovations, increase productivity and competitiveness. The systemic problems of the development of the Russian construction industry caused by sanctions are analyzed. The directions of development of the industry are determined.

---

M.Yu. Tsvetkova

### **Marketing Tools for Promoting Startups**

*Key words and phrases:* startup; marketing tools; promotion; communication channels; SEO tools; event marketing; social networks.

*Abstract:* The article discusses the features of marketing tools for promoting startups. The algorithm of actions is revealed, which is aimed at improving the efficiency of the startup. The authors of the article focus on the use of digital marketing tools. The purpose of the study is to consider the mechanisms of application of startup promotion tools. Based on the purpose of the work, the following tasks were set: to consider digital marketing tools, to determine the mechanism of a marketing strategy for promoting a startup. Research methods: Theoretical research methods were used, including the method of analysis, comparative analysis, and content analysis of informational scientific and journalistic sources. Research results are as follows: marketing tools for promoting a startup were identified.

---