

## Abstracts and Keywords

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V.S. Burova

### **Formation Stages of Interaction between Teachers and Parents in the Educational Environment Abroad**

*Key words and phrases:* school; family; family education; school education; interaction between teachers and parents.

*Abstract:* The purpose of this article is to study the stages of formation of interaction between teachers and parents in the educational environment abroad. The task of the study was to reveal the relevance of the problem under study, to identify the features of the development of relations between the school and the family, characteristic of different historical periods, to theoretically substantiate the existing relations between the subjects of the educational environment. The hypothesis of the study is that the process of formation of interaction at its different stages underwent significant changes, but ultimately led to the need for closely interconnected family and school education of a harmoniously developed personality of the child. The research methods include review and analysis of scientific literature, generalization and systematization of approaches to the organization of interaction between teachers and parents. The result of the study was the identification of key stages and directions for the formation of interaction between the school and the family in foreign pedagogy, the scientific justification for the need for its development and optimization today.

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N.V. Eremina, V.V. Tomin

### **Interaction Technologies as Facilitation Factor of Students' Independent Work**

*Key words and phrases:* interaction technologies; independent work; speech activity; active learning methods.

*Abstract:* The purpose of the article is to generalize the author's experience of using interaction technologies in teaching the discipline "Foreign Language" for students of non-linguistic specialties. The possibilities of using interaction technologies are demonstrated not only in classroom work, but also for facilitation and increasing the motivation of students' independent work in preparation for practical classes. The objectives of the study are to determine ways to improve the quality of university education and the level of the speech activity among the participants of the pedagogical process. Based on statistical processing of the obtained empirical data (observation, questioning, testing (n = 210)) effective indicators of the use of interaction technologies in individual and group plans are analyzed. The findings confirm the hypothesis that the use of interaction technologies contributes to the development of verbal communication skills, increases the speech activity and involvement of students in communication in a foreign language, being a facilitation factor for motivated, conscious self-development of the student's personality.

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S.O. Zhuikov

### **Patriotism in the Value Consciousness of Modern Schoolchildren**

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

*Abstract:* The purpose of the article is to study the value orientations of schoolchildren to the Fatherland. The tasks are to identify value orientations, to determine the characteristics of students' ideas about patriotism. The research methods include 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 orientation to the Fatherland as a value for schoolchildren. As a result of the study, the key value orientations of schoolchildren, the features of the value attitude to the Fatherland were identified.

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D.N. Loginova, E.Yu. Rogacheva

### **Peculiarities of Gymnasium Education in Germany**

*Key words and phrases:* gymnasium; education system in Germany; educational process.

*Abstract:* The peculiarities of the organization of the educational process in the gymnasium are considered in the article. The purpose of the study is to reveal the essence of gymnasium education in Germany through the study

of psychological, pedagogical and methodological literature. Based on the goal, the following tasks were set: to reveal the essence of the concept “gymnasium”; to identify the place of the gymnasium in the education system in Germany; to describe the educational process in the gymnasium. The hypothesis is based on the assumption that if we compare the national and foreign experience of gymnasium education in terms of the content and teaching methods, we can enrich the philosophical and pedagogical discourse regarding the ways of reforming gymnasium education in today's dynamically changing world. The research methods include historical and retrospective methods; historical and comparative analysis of sources on the research topic; the comparative analysis; methods of actualization, generalization and systematization of facts. The results of the work are as follows: the analysis of the literature on the research topic; the study of the theoretical provisions that exist in the pedagogy of scientific areas based on modern methodological approaches and on the conceptual provisions of national and foreign pedagogy.

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O.S. Matyukhina

### **Conceptual Framework for Preventing Addictive Behavior in Adolescents**

*Key words and phrases:* adolescent; addictive behavior; prevention; conceptual foundations; institutions of education and socialization.

*Abstract:* The purpose of the article is to reveal the conceptual foundations for preventing addictive behavior in adolescents. The tasks are to argue the relevance of the problem under study; to identify forms, methods and means that provide a methodology for the prevention of addictive behavior of adolescents, which underlies the preventive concept. The hypothesis of the study is that effective prevention of addictive behavior of adolescents will be possible under the following pedagogical conditions: coordinated work of the institutions of education and socialization; application of a complex of innovative and traditional technologies; development of moral legal and evohomological culture of minors. The research methods include analysis, synthesis, comparison, conversation. The results are as follows: when implementing the conceptual foundations for preventing addictive behavior of adolescents, their tendency to depend on psychoactive substances (PS) has significantly decreased.

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A.R. Mustafina

### **The Possibilities of Forming the Readiness of Future Educators for the Communicative Development of Children (at the Stage of Studying at a University)**

*Key words and phrases:* communicative development of children; a teacher of a preschool educational organization; preparation for working with children; readiness for communicative development.

*Abstract:* The article describes the main tasks of the communicative development of preschoolers, reveals the content of the educational process at the university, aimed at forming the readiness of future teachers of the preschool education system to solve the problems of the communicative development of children. The purpose of the study is to determine the content and ways of forming readiness for the communicative development of children among students – future educators at the stage of study at the university. The tasks are to analyze scientific materials on the topic, to reveal the importance of organizing work to prepare students for the communicative development of preschool children; to determine the possibilities of preparing future teachers to solve the problems of the communicative development of preschoolers at the stage of study at the university. The hypothesis of the study is based on the assumption that the effectiveness of training future teachers to implement the tasks of communicative development of preschoolers will depend on a number of psychological and pedagogical conditions. The research methods are theoretical analysis of scientific, educational and methodical literature, systematization and generalization of scientific data on the problem of research, study of normative and legal documentation, pedagogical design, and analysis of the activities of university students. The results of the study are as follows: the requirements for a teacher working on the communicative development of children are determined, the content and methods of work on preparing future teachers at the stage of studying at the university to solve the tasks of the communicative development of preschoolers are analyzed.

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E.Yu. Rogacheva, N.V. Dolganova

### **The Pedagogical Concept of K.N. Ventzel: History and Modernity**

*Key words and phrases:* freedom; upbringing; creation; education; educational process; individual

development; self-education; personality; activity.

*Abstract:* The purpose of the article is to study the pedagogical concept of a supporter of free education K.N. Ventzel. The objective of the study is to analyze the practical application of the ideas of a well-known Russian teacher in modern educational programs. The hypothesis of the study is based on the assumption that the involvement of theorists and practitioners of free education in the research field of modern pedagogy of educational ideas contributes to the expansion of the empirical potential of historical and pedagogical knowledge and the search for innovative ways to optimize the modern education system. The authors studied the ideas of K.N. Ventzel, aimed at self-development and self-realization of the individual, which today are used in a number of educational institutions. The research methods are analysis of psychological and pedagogical literature, and synthesis.

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E.N. Seliverstova

#### **Updating the Characteristics of Modern School Education in the Context of Its Innovative Changes**

*Key words and phrases:* innovative education; schoolchildren's research activity; schoolchildren's project activity; schoolchildren's play activity; educational and cognitive activity.

*Abstract:* The main purpose of the study is to identify the directions of changing the properties of modern education in the conditions of innovative processes characteristic of today's education. The objectives of the study are related to the substantiation of the relevance of the problem under study; to the disclosure of the specifics of various formats of schoolchildren's cognitive activity in modern innovative education; to the characteristics of the pedagogical capabilities of the identified formats. The research hypothesis is based on the assumption that in the conditions of modern innovative education, the schoolchildren's cognitive activity acquires additional properties due to the focus of training on achieving not only subject, but also meta-subject and personal results. The research methods include analysis, synthesis, generalization, comparison, and observation. The conducted research allows us to conclude that the trends observed today in the schoolchildren's cognitive activity are related to the fact that it is increasingly beginning to obey the goals of not so much educational as research, project and game activities, which forms an empirical basis for updating scientific ideas about the specifics of modern school education.

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G.V. Terekhova

#### **The Formation of Cross-Cultural Communicative Creativity of University Students**

*Key words and phrases:* cross-cultural communicative creativity; continuing professional education; multicultural personality.

*Abstract:* The author of this article aimed to study the conditions for the formation of cross-cultural communicative creativity of university students when learning a foreign language. The research tasks are to identify the conditions under which a student's cross-cultural communicative creativity is formed; to study the influence of the material studied in foreign language classes on the possibility of forming cross-cultural communicative creativity. Putting forward the hypothesis of the study, the author suggests that learning a foreign language contributes to the emergence of students' interest in continuing professional education through the formation of cross-cultural communicative creativity. The study used a theoretical analysis of methodological and pedagogical literature to identify the conditions under which a student's cross-cultural communicative creativity is formed, pedagogical observation of the course of influence of cross-cultural communicative creativity in students of non-linguistic learning profiles on interest in continuing professional education. The study shows that when learning a foreign language, conditions are created for the formation of cross-cultural communicative creativity of university students.

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E.V. Usenkova

#### **Socialization of Adolescents with Disabilities**

*Key words and phrases:* adolescents with disabilities; socialization; society; educational institutions; social structures.

*Abstract:* The purpose of the article is to argue for the successful socialization of adolescents with disabilities under certain conditions, constructed in an educational organization and family. The demonstration of the relevance of the issues, the specification of conditions in educational institutions, contributes to the successful socialization of

adolescents with disabilities. It is the successful socialization of adolescents with disabilities that will be realized if the following conditions are met – the presence of a close emotional connection of adolescents with disabilities in the family and school, orientation to a pro-social life strategy, the development of social immunity and social maturity. The methods used in the article include analysis, synthesis, comparison, generalization, concretization, sociometry, questioning, interviewing, conversation, and observation. The research results are as follows: the author comes to the conclusion that the development of conditions in the family and school will contribute to the successful socialization of adolescents with disabilities.

Н.Л. Шеховская, Г.В. Макотрова, В.Н. Кормакова, Н.А. Дельвиц

### **Педагогическая аксиология христианской антропологии**

*Ключевые слова:* христианская антропология; педагогическая аксиология; нравственные и духовные ценности; философия и педагогические традиции; христианские доминанты.

*Аннотация:* В статье рассматривается христианская антропология как религиозно-философская основа нравственного воспитания личности. Применяя методы сравнительно-исторического анализа и логического синтеза, авторы идентифицируют совпадения и параллелизм в понимании этого феномена такими русскими мыслителями, как Н.А. Бердяев, И.А. Ильин, В.В. Зеньковский. Отмечается, что их взгляды напрямую влияют на развитие философско-педагогической традиции, заложенной выдающимся русским педагогом К.Д. Ушинским. Авторы утверждают, что христианская антропология учит духовному единству человека и Бога, что предполагает высокую ответственность личности, нравственную чистоту поведения, единство слова и дела, толерантность и истинный гуманизм. Подчеркивая значение христианской антропологии для современной российской педагогики, авторы констатируют, что соблюдение ее принципов будет способствовать духовному воспитанию личности, что наполнит весь процесс воспитания духовным смыслом, уберезет от проявлений эгоизма и индивидуализма, которые являются реальными угрозами отчуждения и разобщения в современном обществе. Христианская антропология поддерживает педагогический идеал личности, основными качествами которой являются Вера, Истина, Любовь, Честность и Совесть.

А.М. Yudina

### **Prevention of Social Pathology of Students**

*Key words and phrases:* students; educational institutions; socialization institutions; social pathology; prevention.

*Abstract:* The purpose of the article is to reveal the prevention of social pathology of students. The tasks are to argue the relevance of the problem under study; substantiate a set of preventive measures that ensure the prevention of social pathology of minors. The research hypothesis is as follows: we assume that effective prevention of students' social pathology is possible when the following pedagogical conditions are implemented: development of social immunity and social maturity of an individual; formation of moral and legal culture, legal consciousness; development of readiness for socially useful activities and rational leisure activities. The research methods include analysis, synthesis, analogy, generalization, comparison, comparison, and conversation. The results are as follows: in the implementation of these pedagogical conditions, minors demonstrated a legitimate behavioral strategy, constructive interaction and pro-social attitudes.

Zh.V. Demyanova

### **English Language Teaching in the Aspect of Polysemy (on the Example of English for Technical Universities)**

*Key words and phrases:* English language teaching; technical university; polysemy; polyonymy; terminological systems; methodological recommendations.

*Abstract:* The article is dedicated to the issue of English language teaching in the aspect of polysemy. The aim of the work is to analyze the necessity of taking into account polysemy in the process of English language teaching in a technical university. The classification of polysemy is presented, examples of homonymy, polyonymy and metaphorical polysemy are given, and the stages of researching polysemy in technical literature in English are

described. An analysis of the word "core" as an example of polyonymy is conducted using the Multitran online dictionary. Methodological recommendations for teaching English language with regard to polysemy and practical tasks for developing skills in working with polysemous words and expressions are proposed.

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V.I. Litovchenko, S.G. Efa

**The Formation of Professional Competences of Future Specialists in the Direction  
"Applied Informatics" in the Process of Teaching Foreign Languages**

*Key words and phrases:* BANI-world; soft skills; professional competencies; machine learning; artificial intelligence.

*Abstract:* We currently live in a fragile, disturbing, non-linear and incomprehensible world. As a result, today's reality puts forward new requirements for future specialists: flexibility, systems thinking, work in conditions of uncertainty, and the development of intuition, multilingualism. In the modern world, specialties related to information technology come to the fore, as enterprises need to remain competitive, adapt to constant changes, and the emergence of new technologies. The purpose of this article is to present the results of a study conducted by the authors in the process of forming the professional competencies of future specialists in the process of teaching foreign languages. To achieve this goal, various methods of work were used: analysis of scientific literature on the research problem, modern teaching technologies and methods of forming professional competencies. The hypothesis is that in the formation of competencies in the study of a foreign language, it contributes to the formation of professional competencies of future specialists. The results of the study were analyzed and presented in the form and examples of the use of modern technologies in the process of teaching foreign languages and developing professional competencies.

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T.N. Deikova, M.V. Sozinov

**The Formation of Skills of Single-Support Gliding in the Snowless  
Period in Physical Education Classes at the University**

*Key words and phrases:* ski training; single-support gliding; "Bosu" platform; coordination ladder.

*Abstract:* The aim of the paper is to determine the effectiveness of the sets of exercises proposed by the authors for the formation of single-support sliding technique. The objectives are the assessment of the technique of single-support gliding, development and testing of sets of exercises on the balancing platform "Bosu" and the coordination ladder. The research methods include the assessment of technique by counting cycles and time to overcome the distance. The results are as follows: an increase in the indicators of cyclicity and the time of passage of a segment of 50 m in the experimental group.

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N.A. Komarova, L.G. Maidokina, V.V. Tsybusova, O.A. Mikaeva

**Assessment of the Influence of Physical Culture Means on Students' Psychophysiological Responses**

*Key words and phrases:* physical culture; means of physical culture; students; tennis ball; time of motor reaction.

*Abstract:* The purpose of the study was to substantiate the effectiveness of using exercises with tennis balls in physical education classes with university students. Using the method of pedagogical experiment, the hypothesis of the study was proved: regular use of exercises with tennis balls in physical culture classes allows you to improve such psychophysiological reactions of the student as the time of a simple visual-motor reaction and the time of reaction to a moving object.

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M.M. Ivanova, A.N. Molostov, A.V. Klimachkov, Sh.Ch. Yazhanov, M.D. Khudaiberdiev

**Psychological Preparation of Student-Athletes for Competitive Activities at the University**

*Key words and phrases:* psychological training; competitive activity; student-athletes; student sports; educational process.

*Abstract:* The purpose of the article was to substantiate the directions of psychological preparation of athletes in higher educational institutions for competitive activity; the hypothesis of the study: determining the specifics of sports training at the university will allow identifying the main directions of this training and formulating educational tasks. The research objectives are to reveal the concept of "psychological preparation"; to analyze approaches to the psychological preparation of athletes.



V.I. Bondin, V.I. Mareev, A.M. Mendzheritsky, I.A. Ponomareva

### **On the Question of the Personal Educational Paradigm in Health-Improving Physical Culture**

*Key words and phrases:* personal paradigm; education; health-improving physical culture; students.

*Abstract:* The purpose of the study was to analyze the state of the personal paradigm of education in the health-improving physical culture of students. In the course of the research, the following tasks were set: to analyze the essence and content of the concept of "health-improving physical culture of an individual" and to determine the methodological foundations and prospects for further research related to the formation of personal qualities in health-improving physical culture. The method of theoretical analysis of literary sources on the problem of the personal paradigm of education in the health-improving physical culture of students was applied. The article discusses various approaches to personality characteristics, the formation of which in the process of physical training is a complex and unresolved problem. As a result of the study, based on the analysis of modern scientific achievements in the study of the human body, the authors point to the need to revise the content of educational programs and technologies for the development of personal qualities and emphasize that the lack of an unambiguous understanding of the personal paradigm in modern educational conditions actualizes the search for new approaches to the theory and practice of the development of health-improving physical culture of students.

D.S. Karmirkodian, A.E. Ponomarev, A.M. Mendzheritskiy

### **Dynamics of Functional State and Health for Children Engaged in Figure Skating**

*Key words and phrases:* figure skating; health; functional state.

*Abstract:* The article discusses the health-improving effects of figure skating. The purpose of the study was to analyze the indicators of the functional state and health of children 7–8 years old engaged in figure skating. The tasks included consideration of the peculiarities of the influence of figure skating classes on children's health indicators and the study of the dynamics of indicators of the functional state and health of children 7–8 years old in the process of figure skating. The following research methods were used: theoretical analysis, questionnaires, evaluation of functional state indicators, methods of mathematical statistics. As a result of the study, positive dynamics of indicators of the functional state of the cardiovascular, respiratory system, static balancing and vegetative balance, subjective improvement in self-assessment of health were noted. The article emphasizes the importance of an individual approach and the use of means of medical and pedagogical control to solve the health problem in the process of figure skating.

V.I. Mareev, A.E. Ponomarev

### **Physical Culture and Recreation Activities as a Factor of Adaptation of Foreign Students to University**

*Key words and phrases:* recreational and leisure activities; physical culture and recreation activities; adaptation of foreign students; university education.

*Abstract:* The purpose of the study was to determine the role of recreational and recreational leisure in improving the level of functional state of students by the example of playing football. The following tasks were set: to determine the main approaches to the formation of students' health in the process of recreational and leisure activities, to study the impact of playing sports on adaptation to university studies and to analyze the dynamics of the development of physical qualities, indicators of the cardiorespiratory system and autonomic regulation in students who are systematically engaged in football. The hypothesis is as follows: students who are systematically engaged in football in the conditions of recreational and recreational leisure will have a positive dynamics of adaptation to learning, development of physical qualities, indicators of the cardiorespiratory system and psychophysiological characteristics. The study used methods of theoretical analysis, pedagogical observation, questionnaires, assessment of physical qualities and functional indicators, mathematical statistics. As a result of the conducted research, the positive dynamics of the analyzed indicators has been established. Practical recommendations have been proposed, developed on the basis of determining the main approaches to the formation of students' health in the process of recreational and leisure activities and studying the impact of playing sports on the level of functional state of the main body systems, the use of which contributes to the adaptation of foreign students to study at the university.

E.V. Baranova, I.Yu. Burkhanova

### **The Model of Application of Distance Educational Technologies in Higher Educational Institutions**

*Key words and phrases:* distance learning technologies; higher education; students; hybrid learning.

*Abstract:* At all levels of the educational process in modern education, distance learning technologies are widely used. The coronavirus pandemic has updated the use of distance learning and revealed both the advantages and disadvantages of introducing distance learning technologies into the educational process. The most effective is the use of distance forms and methods of teaching students in a mixed (hybrid) format. The purpose of the study is to develop a model for the use of distance learning technologies at a university. The objectives of the study are to determine the features of the use of distance learning technologies at a university and to determine the pedagogical conditions for increasing the efficiency of this process. The article presents the results of modeling the process of using distance learning technologies within the discipline "Physical Education", which is mandatory for all areas of training.

I.B. Kuznetsov

### **Verification of the Pedagogical Concept for Forming of the Specialists' Professional Responsibility**

*Key words and phrases:* competency-based approach; pedagogical concept; pedagogical experiment; professional responsibility; special professional competency; expert survey.

*Abstract:* The article publishes results obtained during experimental demonstration (verification) of the pedagogical concept for forming of the professional responsibility in the specialists of civil aviation that was implemented with the help of the competency-based approach and appropriate methods for modeling of the education results, taken as norms of its quality; the education result is presented as an integrated system. The task is to verify the pre-formulated notions and terms of the pedagogical concepts presented as a subject matrix and an appropriate mathematical model. Hypothesis of the research: the professional responsibility of the specialist is formed on the logically sound basis and the systematized body of the special professional competencies. The expert survey and the pedagogical experiment, the main methods used in the research, proved the validity of the pedagogical concept for forming the professional responsibility in civil aviation specialists.

D.L. Nikishin, V.Yu. Plotnikova

### **The Relevance of R. Assagioli's Concept of Psychosynthesis in Cadets' Training for the Ministry of Internal Affairs**

*Key words and phrases:* education; psychosynthesis; subpersonality.

*Abstract:* The concept of psychosynthesis is firmly fixed in practical psychology. R. Assagioli's concept of psychosynthesis is a system of psychoanalytic positions and author's ideas about personality psychology. The purpose of our research is to try to rethink the relevance of R. Assagioli's conceptual provisions for application in the educational process of cadets of the Institute of the Ministry of Internal Affairs. The study is theoretical, descriptive in nature. The hypothesis of the study was the assumption that various psychological concepts can serve as the basis for practice-oriented training of cadets in the institutes of the Ministry of Internal Affairs. Theoretical research methods were used in the article. As a result of the data analysis, the expediency of using psychosynthesis for training cadets of the University of the Ministry of Internal Affairs was formulated.

A.B. Serykh, I.S. Vallis

### **The Content Components of Soft Skills in the Aspect of Their Formation in Students of Pedagogical Areas of Training**

*Key words and phrases:* soft skills; hard skills; future teacher; student; university; vocational training; formation of soft skills.

*Abstract:* The article discusses the content components of soft skills in the aspect of their formation in students of pedagogical areas of training. The relevance of the formation of soft skills among future teachers is substantiated. The concept of soft skills, their relationship with hard skills is analyzed.

The purpose of the study is to identify five key blocks of soft skills in the aspect of their formation in students of pedagogical training areas: cognitive abilities (intellectual art, creative thinking, critical thinking); communicative

qualities; leadership qualities; discipline and responsibility; stress resistance and efficiency in conditions of uncertainty. The author comes to the conclusion that the formation of the selected content components of soft skills in students of pedagogical training areas is important and strategically necessary to achieve success in personal and professional life, they provide a competitive advantage of the future specialist.

V.V. Smykovsky

**Components and Content Component of the Formation of Readiness of Graduates  
of Military Educational Organizations of the Federal Penitentiary Service  
of Russia to Act in the Event of Emergency at the Facilities of the Penal System**

*Key words and phrases:* penitentiary system; educational organization; graduates; training; practice; extraordinary circumstances.

*Abstract:* The article deals with the problems of the image of the penitentiary system of departmental education organizations of the Federal Penitentiary Service of Russia, on the example of preparing graduates for action in case of emergency. The author proposes a solution to improve the level of training of cadets and improve the image of the above organizations.

A.M. Yudina

**Prevention of Auto-Destructive Behavior of Youth Students**

*Key words and phrases:* student youth; self-destructive behavior; social immunity; responsibility; prevention.

*Abstract:* The purpose of the article is to reveal the prevention of self-destructive behavior of young people. Tasks: to argue the relevance of the problem under study; identify pedagogical conditions aimed at preventing self-destructive behavior of student youth. The research hypothesis is as follows: we assume that effective prevention of self-destructive behavior of student youth will be carried out under the following pedagogical conditions: the formation of a high level of general, informational, moral and legal culture among student youth; the development of social immunity, social hardiness and social maturity of the personality of students; improving the methodological professionalism of the teaching staff. The research methods include analysis, synthesis, analogy, generalization, comparison, comparison, and conversation. The results are as follows: after the implementation of pedagogical conditions and a set of measures that contribute to the prevention of self-destructive behavior of students, the number of students at risk for self-destructive behavior has significantly decreased.

S.M. Shavrygin

**“Hut” and “Palace” in the Genre and Style Space of N.M. Karamzin's Novellas. “Hut”**

*Key words and phrases:* genre; idyll; concept; pastoral; plot; novel; chronotope.

*Abstract:* The purpose of this study is to identify the role of one of the main genre-forming features – the chronotope, in its spatial aspect, tying the genre discourse to a specific space that organizes a holistic image of the artistic world in the stories of N.M. Karamzin. The author proceeds from the position that the plot of the stories is formed around the locus “dwelling”, however, the type of dwelling is fundamentally different in different groups of works. In one of them, the concept image “palace, halls, tower” introduces us into the sphere of the gallant-fairy-tale world formed by the era of late classicism and rococo, and in the other, the concept image “hut” connects us to the sphere of the idyllic world and is the most important genre-forming feature of pastoral genres. The study is based on the use of comparative and typological methods. As a result of the study, it is revealed that these groups of stories demonstrate two different genre and style types of prose narration. The concept of “hut” is a marked element of the pastoral, and in Karamzin's prose of the sentimental world, around which in Karamzin's prose a sentimental-idyllic genre-stylistic unity is formed, nourished by the tradition of ancient bucolic, and especially by the work of S. Gesner, whose motives of idylls become integral constructive elements sentimental stories of Karamzin.

S.M. Shavrygin, G.V. Starostina

**V.A. Zhukovsky “The Tale of Ivan Tsarevich and the Gray Wolf”: A Novel of Education**

*Key words and phrases:* author; V.A. Zhukovsky; hero; genre; literary fairy tale; a novel of upbringing; plot.

*Abstract:* The purpose of this study is to analyze the last fairy tale by V.A. Zhukovsky “The Tale of Ivan



Tsarevich and the Gray Wolf” in terms of genre typology, the creation of a new type of hero and a new concept of the world and man. The poet wrote five completed works in the genre of a poetic literary fairy tale, based on Russian and Western European sources. However, creative ideas allowed the poet to freely handle material of various origins from Russian folklore to the new Western European romantic epic. The determining factor for Zhukovsky was his poetic idea, the philosophy of history, the concept of man and the world. The study is based on the use of such methods of scientific research as comparative and typological. As a result, the authors of the work reveal that using traditional Russian plots, in the last fairy tale, the poet creates a new type of plot and hero based on the reception and new embodiment of the genre principles of the novel-education. Zhukovsky builds events in such a way as to show not the external, but the internal moral changes of Ivan Tsarevich, his formation. To do this, the poet introduces a new hero: the Gray Wolf becomes not just a magical assistant to the hero of a fairy tale, but his mentor, teacher, educator, helping the hero not only get what he wants, find a bride and a kingdom, but also become a perfect ideal ruler. At the end of the tale, the poet introduces autobiographical material, reminding the former pupil, Tsarevich Alexander, of gratitude as the highest moral value.

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F.F. Alistanova

#### **Information and Advertising Function of the Commercial Nomination in the Onomastikon of the City**

*Key words and phrases:* city; commercial nomination; lexeme; nominator; onomasticon; institution; ergonym function; ergonym.

*Abstract:* In modern conditions of active development of urban onomastic space, it is important to highlight the main functions of ergonyms and their influence on the development of society. The purpose of the study is to examine the informative and advertising function of ergonyms in connection with the strengthening of commercial competition between enterprises and the expansion of the communicative space of the city. The following tasks were set: the ergonyms of Russian cities were studied in a pragmatic aspect, the information and advertising function of the commercial nomination was singled out, the motives of the nominators were identified when compiling the names of enterprises, the conditions for creating commercially effective ergonyms were formulated. The hypothesis is based on the assumption that the competitiveness of enterprises depends on the strategy of the nominators to create the “correct” ergonyms. As a result of the study, a set of tools for implementing the information and advertising function of ergonyms is proposed.

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O.A. Kasatkina

#### **Communicative Categories of Identity Sentences**

*Key words and phrases:* identity sentence; communicative category; category of truth; category of purposefulness; category of informativeness; structural and semantic modification; semantic basis.

*Abstract:* This article discusses some communicative categories of identity propositions: categories of truth, purposefulness, category of informativeness. The purpose of this article is to study the functioning of special structural and semantic modifications of the identity clause and analyze the dynamics of this phenomenon. The objectives of the article include determining the place of structural and semantic modifications of identity sentences in the language and analyzing the dynamics of this phenomenon, as well as describing the functioning of negative and interrogative in modern French. The research hypothesis is the assumption that negative and interrogative models represent special varieties of structural and semantic modifications of the identity sentence, and the location of the communicative members of the sentence reflects the communicative task of the utterance. In accordance with the purpose and objectives, the study uses a method of logical analysis that determines the structure of the sentence, and a contextual-situational method that establishes shifts in the meaning of the utterance. The analysis of the location of the communicative members of the identity sentence, which is an indicator of the connection of the sentence with the context, is carried out. As a result of the conducted research, it was proved that negative and interrogative realizations of models represent special varieties of structural and semantic modifications of identity sentences, preserving, on the one hand, the composition of the identity sentence model and, on the other hand, complicating the predicative axis of the utterance with an additional meaning. The location of the communicative members of the identity sentence serves as an indicator of the connection of the sentence with the context, consituation, emphasizing what is informatively important from the point of view of the speaking subject.

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E.V. Kutinova

### **Phraseological Euphemisms in Publicistic Texts in English and German**

*Key words and phrases:* phraseological euphemisms; newspaper text; semantic unity of the text; situational vocabulary.

*Abstract:* This study discusses the features of the functioning of phraseological euphemisms in the press text in German and English. The purpose of the present study is to identify the special characteristics of the lexemes, which can be disclosed not only in the text itself, but also in its formation. The scientific novelty of the study is that phraseological euphemisms were extremely rarely studied in publicistic texts; their function in the text was not considered, especially on the example of two languages. The article proved that phraseological euphemisms play an important role for the semantic unity of the text. The results of this study can be useful for students, translators, teachers, as well as journalists.

R.A. Safonova

### **Culture-Bound Words (in “Letters to the Editor” in American Newspapers)**

*Key words and phrases:* linguistic personality; concept; American linguistic personality; worldview; culture-bound words.

*Abstract:* This article is devoted to the study of the linguistic personality, national mentality, national character of the modern American person in the “letters to editor” column of American newspapers. The American press reflects the current interests and problems of society. It is a source of national concepts in which the representation of the worldview realized by linguistic means.

S.P. Fokina

### **Functional Specificity of Metaphor in English Legal Discourse**

*Key words and phrases:* metaphor; the English language; Anglo-Saxon legal system; terminology; legal discourse.

*Abstract:* The aim of the research is to reveal the role of metaphor and its functional and semantic peculiarities in the language of Anglo-Saxon law. The tasks of the research are to prove the functional independence of metaphors in legal discourse, to study the role of metaphor in the perception and understanding of legal reality, to carry out an etymological and semantic analysis of separate legal metaphors in the English language. The hypothesis of the research is that metaphors are fully involved in forming legal discourse. The research is based on descriptive and comparative methods. The author concludes that legal metaphors of the English language functionally have a certain degree of independence, they participate in the process of nomination of complicated legal phenomena, turning abstractions into particular terms. Forming the perception of legal reality, the metaphor in law serves as an effective tool of persuasion and motivation.

Zh.V. Demyanova

### **Translation Difficulties: On Synonymy in Technical Texts**

*Key words and phrases:* synonymy; technical texts; synonymous series; translation difficulties; practical recommendations for translation.

*Abstract:* This article is devoted to the issue of translating technical texts. The aim of the work is to analyze the problem of translating synonyms in technical texts and ways to overcome it. The definition of synonymy is given, the role of synonyms in language is revealed, and the causes of possible translation errors are described. Examples of synonyms for technical terms are provided. The analysis of the term "revolution" and its synonyms is presented using dictionaries and examples of usage. Practical recommendations are offered for overcoming difficulties in translating synonyms in technical texts.

T.A. Kozina, E.G. Steshina

### **A Comparative Study of Russian and English Lexical Units in Scientific Discourse**

*Key words and phrases:* discourse; terms; not standard lexicon; borrowings; the English language.

*Abstract:* Based on scientific medical and computer discourse texts the authors carry out comparative study of

lexical units and consider various types of realia. The aim of the given research is to determine the most distributed standard and not standard lexical units in both discourses in the Russian and English languages and explain the reason of their use. The authors of the article come to the conclusion that standard lexicon, namely, terms, abbreviations and acronyms dominate in both Russian and English discourses. However, slang, common language mainly refers to less standard computer discourse. The analysis has also revealed the prominent means of borrowing in the Russian language. They are direct borrowing, loan and semi-loan translations.

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О.В. Стрижкова, Н.В. Стренева

#### **Языковые механизмы репрезентации речевых актов**

*Ключевые слова:* речевой акт; прагмалингвистика; реклама; продукты здорового питания; языковые механизмы.

*Аннотация:* Цель данной статьи – рассмотреть речевой акт как наиболее действенное средство выражения коммуникативной интенции адресанта. В соответствии с целью, мы ставим задачу проанализировать языковые механизмы выражения выделенных речевых актов и раскрыть особенности репрезентации выявленных речевых актов в англоязычной и русскоязычной рекламе. Достижение цели, поставленной в исследовании, возможно при применении метода сопоставительного анализа с привлечением метода наблюдения, интерпретации, систематизации, классификации для обработки результатов.

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A.S. Fomichenko, M.Yu. Krapivina

#### **The Main Features and Ways of Translating Cultural-Specific Realities**

*Key words and phrases:* the concept of “culture”; cultural realities; cultural elements; methods of translation; equivalence of translation.

*Abstract:* The purpose of the article is a theoretical analysis of the main features, difficulties and ways of translating culturally specific elements considered in foreign literature sources. The aim of the research is to analyze the main contradictions and difficulties in defining the concept of cultural realities and ways of translating elements specific to culture. Hypothesis: cultural references in the source texts are one of the most problematic elements of translation. The research is based on the following methods: theoretical analysis of foreign sources, generalization, and systematization. As a result, it was revealed that the lack of unambiguity of the approaches of foreign scientists both to the number of translation methods available to translators when working with cultural elements and to their designations exacerbates the problem of recognition and translation of elements specific to a particular culture.

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Hu Liyang, Wang Huan

#### **A Study of Cultural Omission and Compensation Strategies in the Russian Translation of the Four Documents on the Great Spirit of Heilongjiang**

*Key words and phrases:* cultural omission; compensation strategy; Longjiang Spiritual Literature; Russian translation research.

*Abstract:* Heilongjiang Province, as the vanguard of the new China's revolutionary construction, gave birth to the four spirits centered on the spirit of the Northeast Anti-Japanese War, the spirit of the Great Northern Wilderness, the spirit of Daqing, and the spirit of Iron Man. The essence of which is patriotism and dedication. The four spirits condense the family and country feelings of Longjiang people, and are of great significance for displaying Longjiang's characteristic regional culture and promoting the socialist core values. This article first starts from the intrinsic value of the four spirits of Longjiang, and analyzes the significance of Russian translation of related documents; secondly, discusses the manifestations of cultural default, and uses the theory of translation compensation to guide practice to make up for the cultural default in Russian translation phenomenon, thereby enriching the foreign translation paths of the four major spiritual literatures. Finally, it summarizes the cultural default phenomenon and compensation methods in this article, and tries to promote the translation process of China's excellent political literature, so as to help China establish a big country image on the international stage and enhance its international influence.

Chi Chao

### **Isomorphism and Contamination: The Nicks of Thought in Language**

*Key words and phrases:* Russian grammar; isomorphism; contamination; human thinking.

*Abstract:* The purpose of the study is to reveal the cognitive image and inertia of human thinking, which are contained in isomorphism and contamination, by interpreting and analyzing two grammatical phenomena, and using theory of genetic epistemology. The scientific novelty of this work lies in linking grammatical phenomena, little studied by Chinese scientists, with psychological theory and human thinking. As a result, it was determined that a hidden mechanism of human thinking works under grammatical phenomena, while finding a reference methodology for grammatical research.

E.V. Lazutkina

### **Features of the Implementation of the Media Project “Interactive Map-Directory of Informal Toponyms of the City of Astrakhan”**

*Key words and phrases:* media content; media project; toponyms; interactive electronic map; historical memory.

*Abstract:* The purpose of the study is to study the possibilities of using an electronic interactive map for saving and presenting projects. Hypothesis: a digital map is a tool for media education. The map can be used to prepare and present media projects. The research methodology includes experiment, survey, description, as well as content analysis of publications in print and online publications. The results are as follows: based on the results of the study, a collection of city toponyms (more than 200 names) was collected and presented using an electronic interactive map in the form of a media project.

Liu Yue

### **The Specifics of Using QR Codes in Advertising**

*Key words and phrases:* digital technologies; advertising; television; QR codes; engagement; regularity.

*Abstract:* The digitalization of television and advertising brings the problems of using QR codes in television advertising to a new level. The purpose of the article is to analyze the features of the use of QR codes in television advertising. The reliability of the results of the study is ensured by a theoretical analysis of the scientific literature, an analysis of domestic and foreign experience. Based on the analysis of Russian and foreign experience, regularities have been established for using a QR code in advertising products with a high level of involvement. It is concluded that the effectiveness of using a QR code in advertising products with different levels of involvement is ambiguous. In Russia, the use of a QR code in print advertising for products with a high level of engagement will be more effective than for products with a low level of engagement; for products with low engagement, the use of a QR code is not recommended. In foreign practice, if a message about advertising stimulates consumers' motivation to make a purchase through discounts, coupons or a loyalty card, then the use of a QR code will be justified.

Otoum Husam Mustafa, T.N. Glushchenko

### **The Palestinian-Israeli Problem on the Pages of Two Popular Russian Newspapers**

*Key words and phrases:* Israel; Palestine; Middle East conflict; analysis of the Russian press; Rossiyskaya Gazeta; Kommersant.

*Abstract:* The article analyzes how the modern Russian press covers the Palestinian-Israeli conflict. Since print media are one of the most popular sources of information in Russia, such an analysis helps to understand the priorities of the media in presenting the conflict to Russian society. The article focuses on the analysis of two newspapers: "Rossiyskaya Gazeta" and "Kommersant". The purpose of the study is to analyze publications on this topic in the above-mentioned publishing houses for the style of presentation of the material, objectivity and vector of the publication's attitude to the problem in order to determine how the form of information presentation solves the fundamental tasks of journalism, consisting both in qualitative information and in the formation of a constructive public discourse on a given issue. The hypothesis of this study is to determine the differences in the format of the presentation of the same event by different publications. The analysis showed that Rossiyskaya Gazeta really manifests itself as a "mouthpiece" of Russia's official position. At the same time, genre and stylistic

diversity, reference to various sources related, including the need to show different points of view, do not belong to the priorities of Rossiyskaya Gazeta, while Kommersant demonstrates all these features.

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G.A. Goncharov

**Conflicts and Interaction of Cultures in the Changing World (Humanitarian Aspect)  
(Based on the Results of the 21st International Likhachev Scientific Readings)**

*Key words and phrases:* conflict and interaction of cultures; Russian civilization; unipolar and multipolar world; world order; transformation; civilizational threats and challenges; traditional values; national sovereignty.

*Abstract:* The article is devoted to the analysis of the main results of the scientific discussion that unfolded at the annual conference “International Likhachev Scientific Readings” (hereinafter the Readings), held on May 25–26, 2023 at the St. Petersburg Humanitarian University of Trade Unions. During the discussion, the participants presented various humanitarian concepts that reveal the causes, trajectory of development and possible outcomes of resolving the civilizational conflicts that have sharply escalated in the last decade between Western countries and Russia, the unipolar and multipolar world. The author of the article analyzed and systematized the scientific conclusions presented in the reports of the participants of the plenary session “Dialogues and conflicts of cultures in the changing world” and the panel discussion “What kind of multipolarity do we foresee”, and substantiating the place and role of Russian civilization in the destruction of the unipolar and the formation of a multipolar world, as well as ways and means of overcoming challenges and neutralizing threats, related to systemic transformations of the world.

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M.V. Bochenina

**Adaptive Forecasting of Processes in the Primary Housing Market**

*Key words and phrases:* adaptive models; forecast confidence interval; supply of new buildings; time series forecast; housing market; trend; price of residential real estate.

*Abstract:* The article presents the analysis and forecast of the dynamics of prices and supply of objects in the primary market of residential real estate in Moscow and Leningrad region. The aim of the study is to provide a forecast of the primary housing market indicators and to assess the trend of change in the indicators in the short term. The task of the study is to apply adaptive methods of modeling the dynamics of the analyzed indicators and give a short-term forecast. The hypothesis was to propose a method for estimating the probability of the actual value of the predicted trait falling within the zone of the 95 percent confidence interval of the forecast, defined by the upper boundary and point forecast. The achieved result showed that the proposed technique gives a good result, improves the quality of forecast allows you to expand the analysis of investigated time series.

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A.A. Gladkov, E.V. Filyushina, E.V. Suprun

**The Principle of Using Business Intelligence Systems for Forecasting in a Manufacturing Enterprise**

*Key words and phrases:* automation; software; business intelligent systems; manufacturing enterprise; forecasting.

*Abstract:* The purpose of this article is to analyze the principle of business intelligence systems for forecasting in a manufacturing enterprise. The tools and effectiveness of the implementation of such programs in production are considered. The main purposes of integration of such systems, depending on the sphere of activity of the enterprise, are also considered. Based on the analysis it turns out that the goals and objectives of such systems overlap, which makes their use rational.

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A.R. Glinskaya, K.I. Kravtsov, E.L. Vaitekunene

**Using Mathematical, Statistical, and Instrumental Methods to Calculate the Cost of Creating Software**

*Key words and phrases:* mathematical methods; statistical analysis; instrumental methods; economics; software; costs; sports.

*Abstract:* This article examines the use of mathematical, statistical and instrumental methods in economics to calculate the costs of creating software in the field of sports. The purpose of the study is to identify the importance of these methods and their applicability for accurate cost analysis, budget optimization and improving the



efficiency of software development in the sports field. The hypothesis of the study is that the use of mathematical, statistical and instrumental methods will allow for a more accurate cost analysis, optimize the budget and increase the efficiency of software development in the field of sports. To achieve the set goals and test the hypothesis, an analytical approach was used, as well as bases on a literature review and analysis of specific examples from the field of sports. Mathematical models, statistical analysis and instrumental methods were used to estimate costs and optimize the software development process in the sports field. As a result of the study, it was shown that the use of mathematical, statistical and instrumental methods in economics is important and effective for calculating the costs of creating software in the field of sports. These methods allow for a more accurate cost analysis, optimize the budget and increase the efficiency of software development.

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D.S. Shalaeva, E.S. Volneykina, E.A. Bezhitskaya

**Digitalization of Business Processes Using an Automated Information System at a Resource Extraction Enterprise**

*Key words and phrases:* SQL query; automated information system; AIS; database; application server; electronic document management; stages of AIS development.

*Abstract:* This article reveals one of the important problems in the management between departments – it is a paper document flow. The purpose of the study is the introduction of an automated information system for electronic document management. The result is as follows: the process of implementing an automated information system is shown.

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K.D. Babich, A.V. Aksenov, S.B. Shatsova

**Assessment of the Impact of Subsidies on the Results of the Functioning of Agriculture**

*Key words and phrases:* inter-budget transfers; agriculture; regions; gross value added; localization coefficient; regional inequality; subsidies.

*Abstract:* One of the urgent problems today is the need for budget financing of the costs of creating and modernizing the sphere of agriculture of the Russian Federation, and, as a consequence, the need to assess the socio-economic effects of the funds provided, taking into account the nature of their use and the specifics of the industry. In particular, many researchers note the positive impact of inter-budgetary transfers (mainly subsidies) on the formation of agricultural specialization in the region. However, the current system of supporting agriculture and evaluating the effectiveness of inter-budget transfers in the industry makes it difficult to modernize and develop the agro-industrial complex and therefore requires revision. The purpose of the article is to consider the relationship between the volume of financing of agricultural enterprises and quantitative performance indicators depending on the region. The objectives of the study are various criteria that can be applied to projects applying for support, as well as a criterion of need and the necessary level of support for agriculture that have special socio-economic significance. The research hypothesis is as follows: using correlation and regression analysis to identify the relationship between the volume of financing of agricultural enterprises and performance indicators. The research methods include methods of synthesis and the analysis of theoretical and practical material. The results are as follows: the conducted research proves that funds are not spent very efficiently, since the regions with the lowest share of GVA are provided with the largest subsidies, which subsequently do not bring the proper result.

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Yu.A. Dovganeva, O.E. Pirogova, N.V. Pogorelov

**Methodological Approach to Assessing the Competitiveness of Real Estate Retail Enterprises**

*Key words and phrases:* real estate in retail; competitiveness factors; online trading; consumer demand; integral evaluation indicator.

*Abstract:* The commercial real estate market in Russia has been in a state of crisis for the past three years. The pandemic has changed consumer preferences and consumption habits by supplementing offline trading with an online format. All this, along with a reduction in the real disposable income of the population, has led to a reduction in consumer traffic in shopping malls, and consequently to a decrease in revenue and rental payments, all these trends exacerbate competition in the market for the sale and rental of retail real estate. The purpose of the study is to identify key indicators of the competitiveness of real estate in retail. Research objectives: analysis of trends in

the commercial real estate market of St. Petersburg, determination of an integral indicator of the competitiveness of real estate objects. The research methods include comparison, analysis and synthesis, generalization, and expert evaluation method. As a result of the study, the key factors of competitiveness are identified and the methodology for calculating the competitiveness index of commercial real estate objects is given.

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N.G. Ivasenko

#### **Innovative Monitoring of the “Theoretical Knowledge” Component of the Intellectual Potential of the Region**

*Key words and phrases:* intellectual potential of the region; the “theoretical knowledge” component of the intellectual potential of the region; monitoring; structuring.

*Abstract:* The purpose of the study is to present the results of monitoring the «theoretical knowledge» component of the intellectual potential of the region (IPR). To achieve this goal, the following tasks are solved in the article: theoretical substantiation of the structuring of the IPR; formation of summary monitoring results of the “theoretical knowledge” component of the IPR through the example of the Krasnodar Territory; structuring of the data of the presented monitoring; determination of evaluation criteria for the studied data set. The main research methods include abstract-logical methods, comparison, and system analysis. As a result of the study, the result of monitoring the “theoretical knowledge” component was obtained in the form of a detailed data form, which allows to assess the achieved level of mastery of theoretical knowledge by the population of the region on the example of the Krasnodar Territory, as well as to form a set of initial data for calculating the index of theoretical knowledge of the IPR.

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E.A. Kirillova, E.P. Malevich

#### **The Mechanism of Introduction of Digital Elements in the Organization and Management of Interaction within the Framework of Regional Scientific and Industrial Clusters**

*Key words and phrases:* decision support tools; innovative development; implementation recommendations; regional clusters.

*Abstract:* Implementation is one of the key stages in the formation of individual tools and decision support systems for the organization and management of information exchange, directly determining the effectiveness of their practical implementation. It acquires particular relevance in complex socio-economic systems such as clusters, which determines the purpose of this study: the development of instrumental and methodological support for the digitalization of cluster interaction in the implementation of innovative processes. To achieve this goal, the following methods were used: methods of system analysis of socio-economic phenomena and processes; tools and principles of change management, as well as mechanisms for managing regional innovation systems. As a result, the mechanism developed and described in the article characterizes the optimal procedure for the introduction of digital elements in the organization and management of interaction within regional scientific and industrial clusters.

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T.N. Kuleshova

#### **Key Stages of Building the Innovative Organization Strategies**

*Key words and phrases:* innovations; innovative development; innovative strategy; model; enterprises; strategy; management; influence factors.

*Abstract:* The purpose of this article is to critically review the possibilities and consequences of building an organization's innovation strategy. To achieve this goal, such tasks were set and solved as: disclosure of the relevance of the designated topic, systematization of the definitions of "innovative development", analysis and evaluation of key stages in the construction of an organization's innovative strategy, the formation of a value model of innovation; the main stages of development and implementation of the innovative strategy of organizations in the non-material sphere are given. The results are as follows: the definitions of "innovation" and "innovative development" are systematized, a value model of innovations is formed; as a result of studying the types of innovations in the non-material sphere, the main levels of management are identified, the main stages of development and implementation of the innovative strategy of organizations in the non-material sphere are determined, a model of innovative development of the organization of the non-material sphere is developed.

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M.A. Moiseenko

### **Indicators of the Efficiency of Organic Crop Production**

*Key words and phrases:* economic efficiency; organic crop production; agricultural production.

*Abstract:* The purpose of the article is to determine the efficiency indicators of organic crop production. To reveal the purpose of the study, the following tasks were set: to identify and justify the main indicators of the efficiency of organic crop production. The hypothesis is as follows: to substantiate the efficiency of the production of organic crop production. Scientific research is based on the application of the following general scientific methods of analysis: monographic and interviewing. The results are as follows: taking into account these indicators, it is possible to justify that the organic production of crop production is not inferior to the traditional one.

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O.E. Pirogova, Y.A. Khozyainova, N.V. Pogorelov

### **An Approach to Assessing the Competitiveness of Hospitality Industry Enterprises Based on Customer Preferences**

*Key words and phrases:* competitiveness; hotel enterprise; competition; evaluation; hotel facility.

*Abstract:* The development of the hospitality industry contributes to the growth of competition of hotel enterprises, which contributes to increasing the requirements for the quality of hotel services offered. It is determined by the company's ability to resist competition and ensure its stability in the market. The purpose of the study is to assess the level of competitiveness of three-star hotel enterprises in St. Petersburg based on customer preferences. The objectives of the study are to consider the regional structure of tourist arrivals in St. Petersburg and analyze the characteristics of three-star hotels at the request of the client. The article uses methods of analysis and comparison. As a result of the study, it was concluded that the competitiveness of hotel facilities in St. Petersburg is high, due to the attractive tourist infrastructure, international events (forums) and unique sights of the city.

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K.S. Shchekaleva

### **Description of the Concept of Ensuring the Economic Security of the Region by Assessing the Quantitative and Qualitative Indicators of Economic Crime**

*Key words and phrases:* economic security of the region; economic crime; quantitative and qualitative indicators of economic crime; concept; system of indicators.

*Abstract:* The article is aimed at finding a solution to reduce the level of crime in the economic sphere. The goal can be achieved through the creation of the concept for ensuring the economic security of the region by assessing the quantitative and qualitative indicators of economic crime. The tasks of the study are to carry out analytical work on the study of statistical data, correlation dependencies to create each element of the concept, their interaction. When forming the concept, a set of methods was used, including analysis, synthesis, induction and deduction, statistical, tabular, correlation and calculation-constructive methods, a systematic approach, abstract-logical and graphical methods. The concept represents a logically constructed process of ensuring the economic security of the region based on the assessment of qualitative and quantitative indicators of economic crime.

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A.E. Olevsky

### **On the Issue of Venture Financing of Startups in the Field of Information Technology**

*Key words and phrases:* innovation financing; venture financing; startups in the field of information technology; venture funds.

*Abstract:* The article is devoted to the issues of venture financing of startups in the field of information technology. The purpose of this article is to characterize and analyze the main aspects of the problem of venture financing of startups in the field of information technology as an effective type of innovation financing. The objectives of the article are a scientific and theoretical analysis of research on the problem of financing startups in the field of information technology; consideration of venture financing as a congruent type of innovation financing to modern economic realities. The hypothesis of the article is as follows: venture financing is a priority type of financing for IT startups that are rapidly growing in conditions of uncertainty and high risks as key subjects of the development of the innovative economy.

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A.I. Khaitova, N.A. Goncharova, E.N. Makarova

**Main Directions of Modern Research on Socio-Economic Problems  
of Children with ASD Diagnosis Socialization**

*Key words and phrases:* autism spectrum disorders (ASD); diagnosis; socialization; socio-economic aspects; financing; social support; programs; pedagogical aspects.

*Abstract:* The purpose of the article is to identify, based on the study of modern Russian and foreign studies, those conditions and circumstances that set the direction and priorities in the formation of the socio-economic base for the socialization of a child with autism. The objectives of the article are to analyze the general state of knowledge of the problem and the main directions of modern research, where socio-economic problems related to the issues of socialization of children diagnosed with ASD are directly or indirectly solved. The research hypothesis is as follows: the authors consider the genesis and interaction of pedagogical, psychological and socio-economic aspects of the problem of socialization of children diagnosed with ASD. The research methods include qualitative and quantitative analysis of socio-economic aspects of the problem of socialization of children diagnosed with ASD. The results of the study are as follows: based on the theoretical analysis, conclusions were formulated about the main conditions, ways, methods that contribute to increasing the social and economic efficiency of social support for families with children with autism spectrum disorder.

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E.I. Fainberg

**Aggressive Methods of Promoting National Competitiveness in Modern Conditions**

*Key words and phrases:* competitiveness; Belt and Road; US economy; Volkswagen; Nord Stream; Germany; Inflation Act; America First; auto market.

*Abstract:* The object of the study is the competitiveness of the national economy, while the subject of the study is analysis of aggressive methods in countries' competitive struggle. The World Competitiveness Yearbook (WCY) is critically evaluated. The author examines in detail such aspects as a retrospective of economic relationships between countries, especially that of the USA, China and Germany. Special attention is paid to the consideration of economic rivalry between the participants of the world economy in current conditions of hypercompetition; the author raises the question of the effectiveness of the use of aggressive tactical maneuvers in the long term in connection with the unleashed tension between countries. The main conclusions drawn in this study include new trends towards the thinly veiled aggressiveness of the methods used by countries in the struggle for advancing their own competitiveness. At the present moment, the weakening of international institutions with a mandate to regulate international trade is becoming obvious and especially dangerous. Simultaneously, the potential economic strength of states and, as a consequence, their relative competitiveness is identified by their ability to use aggressive methods of facing their competitors in various markets in the world economy. The author's contribution to the study of the topic includes a comparative analysis of the methods used by the United States and China; examples include of various markets and China's "One Belt – One Road" initiative is closely examined.

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D.V. Dushchenko

**Strategic Radiation Safety Management (RB) in the Gas Industry at  
the Present Stage of Technological Development: Digital Technologies**

*Key words and phrases:* quality control; welded joints; digital technologies; gas industry; radiographic control; radiation safety.

*Abstract:* The aim of the study is to improve the strategic management of radiation safety at the Gazprom Dobycha Yamburg – gas production company – by introducing a digital alternative to the classical film technology in the Arctic Circle, assessing its impact on the quality of control of welded joints “on the highway” at low temperatures, analyzing the reliability of the results, the effectiveness and safety of using the digital radiography complex “Tsifrakon” and gamma-defectosopes “Gammarid 2010R”, and consequently, strengthening of radiation safety at the Gazprom Dobycha Yamburg. To fulfill this goal, equipment was purchased – the digital radiography complex “Tsifrakon”, which was put into pilot operation together with gamma-defectosopes “Gammarid 2010R”. The results of digitalization of the quality control process of welded joints are obtained. A comparative analysis of the research results using the new model and without it was carried out.