Abstracts and Keywords

D.N. Grigoriev

Generation of Cultural Identity by Means of Excursion Pedagogy

Key words and phrases: cultural identity; cultural consciousness; educational strategies; customs; traditions; folklore; excursion pedagogy.

Abstract: The article discusses the role of excursion pedagogy in the formation of cultural identity in the Russian educational space. The purpose of the study is to discuss the significance of the formation of cultural identity in the context of excursion pedagogy and to study the potential of this approach in the education of the cultural consciousness of the individual. The tasks are to determine the basic concept of excursion pedagogy; present a variety of cultural activities that can be effectively implemented in the process of educating an intercultural personality; demonstrate the tools of excursion activities in the practice of forming students' cultural identity. Research methods include description and comparison, analysis, synthesis, and systematization. As a result of the study, it is revealed that excursion pedagogy, characterized by learning outside the traditional classroom, provides students with opportunities to get acquainted with diverse cultures and traditions. By immersing themselves in a real-world setting, students can gain a deeper understanding of their own cultural identity and appreciate the richness of other cultures. It is concluded that it is necessary to develop culturally significant events and integrate post-excursion reflection into the educational process.

K.V. Krasnova

Development of Cognitive Activity of Younger Schoolchildren in Conditions of Differentiation of Blended Learning Models

Key words and phrases: blended learning; differentiation of models; models of mixed learning; cognitive activity; younger schoolchildren; activity; development; learning process; skill.

Abstract: The purpose of the article is to study the possibility of developing cognitive activity of younger schoolchildren in the conditions of differentiation of blended learning models. To achieve this goal, the following tasks were set: to determine the theoretical foundations of the development of cognitive activity, to determine the theoretical foundations of the study of blended learning as a result of a combination of traditional education and distance learning technologies and e-learning resources, to study and identify optimal models of blended learning for the development of cognitive activity of younger schoolchildren, as well as to determine the components of the formation of cognitive activity. The hypothesis of the study is based on the fact that the implementation of blended learning for younger schoolchildren can be more effective in the development of their cognitive activity in the conditions of using the models of blended learning "flipped classroom" and "autonomous group". To achieve the goal and confirm the hypothesis, such research methods as analysis and synthesis of scientific literature on the research topic were used. The results showed that the implementation of mixed learning for younger schoolchildren contributes to the more effective development of the components of cognitive activity, namely motivational-value, cognitive, operational-activity and reflexive-evaluative. The author of the article recommends the use of blended learning in the educational process of younger schoolchildren to improve the quality of education and the development of cognitive activity of students.

O.D. Kuleshova

Development of Social and Communicative Competence of Younger Schoolchildren in a Multicultural Educational Environment

Key words and phrases: communication; components of personality structure; multicultural educational environment; socio-communicative competence.

Abstract: The purpose of this study is to determine social and communicative competence, which is based on the components of the personality structure and the levels of formation of L.N. Bulygina's social and communicative competence. The author of the article describes each level according to the components of the personality structure

from the standpoint of two aspects – communicative and social. The objectives of this study were: to consider the concept of social and communicative competence; to describe the levels of formation of L.N. Bulygina's social and communicative competence; to characterize the development of social and communicative competence. The main research methods were analysis and synthesis of regulatory documents and scientific literature. Putting forward the hypothesis of the study, the author suggests that taking into account the levels of formation of social and communicative competence and components of the personality structure in the educational environment one can talk about effective communication with representatives of various nationalities. In the course of the study, it was found that it is necessary to take into account the levels of formation of L.N. Bulygina's social and communicative competence and the components of the personality structure for working with younger schoolchildren.

Li Haixia

Improving the Efficiency of Teaching Chinese to Foreign Students

Key words and phrases: foreign students; information and communication technologies; Chinese; communication skills; media resources; difficulties in language acquisition; language environment.

Abstract: This article is devoted to improving the quality of teaching Chinese to foreign students. The purpose of the work is to outline the range of ways and methods of working with a foreign audience that allow students to achieve better results in the subject. The tasks are to analyze the scientific and methodological literature on the issue under consideration; to identify the main difficulties of Chinese language teachers that arise in the process of working with foreigners; to identify several difficulties of students studying Chinese as a foreign language; to present possible ways to improve the course of teaching Chinese as a foreign language in the audience of foreign speakers. The study is based on the use of such research methods as analysis, synthesis, and systematization. As a result of the study, it was revealed that the main difficulties in learning Chinese by foreign speakers are the limitation of students' ability to use the language in direct contact with native speakers (lack of a natural language environment), the difficulties arising from language interference, which affects the choice of teaching strategy by the teacher. The author of the article draws up a list of ways and means to overcome these difficulties, which greatly improves the process of mastering the Chinese language.

И.Н. Павлова, Н.В. Янкина

Образовательная среда как система возможностей формирования личности

Ключевые слова: образовательная среда; формирование личности; мотивация; система возможностей; субъект образовательного процесса; саморазвитие; активное взаимодействие; интерактивные технологии.

Аннотация: Актуальность статьи обусловлена необходимостью формирования инновационной образовательной среды, ориентированной на формирование новых ролей ее субъектов, становление личности студента. Целью данной статьи является выявление возможностей образовательной среды, влияющих на формирование личности студента. Задачами исследования являются изучение и анализ системы условий и возможностей образовательной среды. В качестве методов исследования использованы теоретический анализ научной литературы, обобщение педагогического опыта. В результате были определены возможности образовательной среды, влияющие на формирование личности студента.

T.S. Rogozhina

The Role of Visualization and Modeling in the Formation of Concepts of Conservation Laws in Physics

Key words and phrases: visualization; modeling; conservation laws; concept formation; virtual environments; energy diagrams; scientific progress.

Abstract: Visualization and modeling methods offer a wide range of tools to make abstract concepts more accessible and easily digestible for students. The purpose of the article is to study the leading role of visualization and modeling in the formation of concepts related to conservation laws in physical education. The hypothesis of the study is the thesis that providing students with interactive simulations, physical models and computational tools will contribute to the qualitative study of variables and their manipulation, the observation of causal relationships and the understanding of conservation laws. Methodology included conceptual analysis, synthesis of physical and pedagogical literature data, pedagogical strategies of interactive education. The results are as follows: the

article identifies the benefits of visualization in promoting concept formation, and analyzes how modeling allows students to understand the principles that underlie conservation laws. It is concluded that it is necessary to integrate visualization and modeling into the educational process as effective pedagogical strategies to improve students' conceptual understanding of conservation laws, bridge the gap between theory and practice, and develop skills in working with computer programs.

R.R. Fattakhov, A.N. Khuziakhmetov, R.R. Nasibullov, I.F. Yarullin

The Impact of Digitalization on the Research Competence of Students in the Pedagogical Master's Program

Key words and phrases: research competence; digitalization of education; pedagogical conditions; research activities; masters.

Abstract: The relevance of the problem of this study is due to the need of modern society for a highly educated specialist with the ability for research activities and the presence of insufficiently studied pedagogical conditions aimed at developing the research competence of higher education students in terms of the digitalization of higher education. The purpose of the study is to theoretically substantiate and experimentally test those pedagogical conditions that contribute to the development of research competence in the context of digitalization. An important method of studying this problem is modeling, which allows you to study this problem as a process of purposeful development of students' research skills. Research results are as follows: the article presents a website developed for students that helps them organize and successfully implement their research work, thereby developing students' research competence.

A.G. Fakhrislamova

The Need for Continuous Education of Rural Teachers to Implement the Technology of Educational Activities

Key words and phrases: continuing education; technology of educational activity; rural school teachers; additional professional education.

Abstract: The purpose of the study is to prove the need for continuous education of teachers in a rapidly developing scientific and technological progress and society, so that professional pedagogical work goes ahead and prepares the younger generation, its active participation and rapid adaptation to any changes. The purpose of this stage of the study dictates that we perform the following tasks: to simulate the process of continuing education for a teacher who is ready to implement the technology of educational activity; to evaluate the effectiveness of such a learning process in accordance with the developed model.

The hypothesis for this stage of the study is the assumption about the formation of pedagogical readiness for continuous and continuous learning for the implementation of the technology of educational activity in the educational process. To complete the tasks, the following research methods were used: theoretical methods of analysis, synthesis, comparison, generalization, systematization and modeling; empirical methods of the study and generalization of pedagogical experience, questioning, observation and application of diagnostic methods (questionnaire "Assessment of readiness for continuous learning" (Life Long Learning Inventory, AARP Harris Interactive Inc.) translated by F.S. Ismagilova) and the method of mathematical statistics using Excel.

The results of this study prove an increase in the level of formation of such readiness, based on the developed scientific and methodological support in the form of a program of advanced training courses for additional professional education, for the implementation of the technology of educational activities in the educational process. The formation of readiness cannot be limited only to additional professional education, it is necessary to develop personal qualities, desire and conscious need for constant self-development and self-education of the teacher. This article presents the research part of the content block of the research of scientifically qualified work, in which it is clear that teachers with certain knowledge and skills can improve them further, whose level of knowledge and skills formation is lower, can improve and move on.

L.K. Fortova, Yu.I. Sekhina

To the Question about the Meaning of Life Orientations of a Person

Key words and phrases: personality; meaningful life orientations; prosocial behavioral strategy; responsibility.

Abstract: The purpose of the article is to reveal the life-meaning orientations of the individual. The tasks

are to argue the relevance of the problem under study; to identify pedagogical conditions that contribute to the formation of meaningful life orientations of the individual. The hypothesis is the assumption that by developing a pro-social vital strategy, responsibility, patriotism, citizenship, respect for oneself and other people, it is possible to form meaningful life orientations of a person. The research methods include analysis, synthesis, generalization, comparison, comparison, and observation. The results are as follows: after the implementation of pedagogical conditions – constructive behavior, patriotism, citizenship, responsibility, dignity, students formed meaningful life orientations that helped them realize their vital mission and purpose.

O.V. Antsiferova, Mu Dan

Organization of Educational Collective Interaction in Order
to Teach Empathy among Chinese Students of Philology

Key words and phrases: cognitive level of empathy; intercultural communication; teaching Russian as a foreign language; behavioral level of empathy; educational collective interaction; empathy; emotional; behavioral levels of empathy.

Abstract: This article discusses the issue of teaching empathy to Chinese students of philology by means of organizing educational collective interaction: the forms and algorithm for organizing such interaction in the educational process are analyzed. Empathy is considered as an important component of intercultural communication. The article examines the teaching of empathy to Chinese students of philology through the organization of educational collective interaction, taking into account the multi-level empathy: cognitive, emotional and behavioral levels. The study showed that the organization of educational collective interaction in order to form empathy is implemented using brainstorming techniques, role-playing games and educational projects; the stage-by-stage organization of educational collective interaction plays an important role in the development of empathy among Chinese students of philology.

R.N. Afonina, E.A. Lesnykh, E.V. Litvina

Humanitarization as a Mechanism and Means of Humanization of
the Educational Process at the Disciplinary Level

Key words and phrases: humanitarization; humanization; university educational process.

Abstract: The purpose of this study is to determine the key characteristics of humanization in the university disciplinary educational process. The objectives of the study included consideration of humanization as a mechanism and means of humanization of the educational process. The study used theoretical methods: the study of scientific publications; theoretical analysis, systematization and generalization. As a result of the study, the key characteristics of humanitarization are concretized as a mechanism and means of humanizing the educational process in solving the problems of vocational education.

R.N. Afonina

Competences of a Teacher Required for the Implementation of Meta-Subject
Content in Conditions of a Subject Model of Learning

Key words and phrases: meta-subject strategy in secondary school; teacher's competencies for the implementation of meta-subject content.

Abstract: The purpose of the study is to identify the actual competencies of the teacher for the implementation of the meta-subject approach in the context of subject education in a secondary school. To carry out this study, the following tasks were set: to determine the distinctive features and didactic requirements for a modern lesson with a meta-subject content; highlight the teacher's competencies for the implementation of meta-subject content in the context of subject education in a secondary school. To fulfill the tasks of our review study, the work of teachers on the theory and practice of implementing the meta-subject strategy in the context of subject education in a secondary general education school, presented by numerous publications, was identified as its object. Theoretical methods were used in the study: the study of scientific publications on meta-subjectivity; analysis of scientific and pedagogical

texts on meta-subject topics in a general education school; analysis of theoretical sources, systematization and generalization. As a result of the study, the professionally significant meta-subject competencies of the teacher were concretized.

L.V. Bortnikova

Problems of Socio-Cultural Adaptation of Foreign Students in Kazan State Energy University

Key words and phrases: student attraction; export of education; national educational brands; student exchange programs; student communities; large-scale events; work with partner countries.

Abstract: The relevance of attracting students from abroad to domestic universities is an important component of Russia's educational policy. The state policy in the field of education export includes a number of measures and tools aimed at promoting educational services of Russian educational institutions abroad. The main elements of this policy are the support of national educational brands and the development of student exchange programs. In the context of this policy, the aim of the study is to determine the most effective practices of socio-cultural adaptation of foreign students in Russian universities, as well as to propose the implication of successful adaptation practices not previously used at Kazan State Power Engineering University (KSPEU). To achieve this goal, it is supposed to solve a set of interrelated tasks, such as designating methods of "acclimatization" of students, conducting a comparative analysis of methods, evaluating the effectiveness of some of them and compiling a list of proposals for the development of this direction in KSPEU. Using the questionnaire method, the study showed that 56 % of the foreign students surveyed need the social support of the university, 20 % of the respondents require psychological assistance.

N.E. Goryachev, O.V. Sedyshev, M.G. Yakuncheva

The Use of Archaeological Material in the Study of Regional History at School

Key words and phrases: archeology; general historical education; regional history; educational and educational potential of history.

Abstract: The article describes the pedagogical possibilities of using archaeological material in the practice of a history teacher; it describes the methodological methods of studying this material in the framework of the organization of classroom and extracurricular classes in history.

The research hypothesis is as follows: the use of archaeological sources in the study of regional history should be based on the principle of scientific character; it is important for a history teacher not to have only theoretical knowledge, but it is also necessary to master the methodology for conducting research work based on archaeological materials.

The research methods are as follows: in the course of the research, special literature on the problem under study was studied; an analysis of the pedagogical possibilities of school textbooks "History of the Ancient World" was carried out; methodological approaches to the use of archeological sources in the study of the course "History of the Ancient World" and regional history are described.

A.V. Kondrashova, R.I. Kuzmina, O.S. Kochegarova

From the Experience of Teaching the Discipline "Inorganic and Analytical Chemistry"

Key words and phrases: inorganic and analytical chemistry; lectures; entrance test; laboratory work; test tasks; independent work; students.

Abstract: This article discusses the experience of teaching the discipline "Inorganic and Analytical Chemistry", consisting of a presentation of a large theoretical material (lectures), laboratory and practical classes, test and independent tasks.

The authors proposed a sample of entrance test, which is necessary to determine the level of students' preparation in chemistry. using the example of entrance test, the coordination of skills and knowledge that students should have is considered.

The article shows one of the examples of a test task, with which you can check not only the level of knowledge of students in chemistry, but also identify gaps in them. The article also analyzes the experience of conducting a chemical experiment, which connects theory and practice by turning knowledge into beliefs.

A.Ya. Larionova, S.N. Dmitrieva

**Point-Rating System of Assessment as a Procedure for Identifying the Level of
Competencies of Students of the Financial and Economic College**

Key words and phrases: point-rating system of assessment; competency-based approach; professional competencies; research competencies; general cultural competencies.

Abstract: This article discusses the point-rating system of assessment as a procedure for identifying the level of formation of students' competencies in secondary vocational education. The author puts forward the opinion that improving the assessment of the quality of education of students of secondary vocational education is possible by improving professional and research competencies.

The purpose of the article is to consider the point-rating system of assessment as a means of assessing the level of competence of students in secondary vocational education.

The tasks are to study the scientific literature on the topic of the article; to consider approaches that are effective for revealing students' competencies.

The hypothesis is the assumption that an effective tool for identifying the level of students' competencies is the point-rating system of assessment.

The main methods used in the course of the study include methods of analytical review, comparison, generalization.

The findings are as follows: the point-rating system was tested in the State Budgetary Educational Institution "Yakutsk Financial and Economic College" and successfully revealed the level of formation of students' competencies.

V.O. Morozov, O.Yu. Morozova

**Improving the Effectiveness of Pedagogical Interaction between Teachers and
Parents in the Upbringing and Education of Younger Students**

Key words and phrases: pedagogical interaction; role-playing games; information-analytical module; motivational-value attitude; interest; adaptation; cooperation; cognitive activity; physical development.

Abstract: The purpose of the presented research is to study and analyze the forms and methods of pedagogical interaction between teachers and parents in the upbringing and education of younger schoolchildren. The objectives of the research are to conduct a theoretical and practical analysis of the interaction of teachers and parents; to test the optimal forms and methods of work of primary school teachers with parents; to develop a comprehensive modular program to increase the levels of knowledge of parents in the upbringing and education of children. Research methods: questionnaires, pedagogical observation, differentiated and individual analysis of family education and interpretation of the data obtained.

S.R. Sharifullina

The Attitude of Teachers to the Destructive Phenomenon "Columbine" as a Socio-Pedagogical Problem

Key words and phrases: destructive phenomenon; teacher; schoolshooting; columbine; problem.

Abstract: The current situation in the world, associated with the growing number of school shooters, requires careful attention not only from parents and special authorities, but also from teachers. The purpose of our study is to identify teachers' ideas about the problem of the manifestation of extremist views among students, in particular the destructive phenomenon of Columbine, as well as a vision of the psychological state of the student team of their school. Questioning and methods of mathematical processing of information were used as research methods. After the ascertaining experiment, the following results were obtained: it was revealed that teachers have a superficial understanding of the destructive phenomenon "Columbine" and are not interested in learning more about it; there are teachers who do not have information about their students (marital status, psychological state); there is a part of teachers who do not feel safe in an educational institution.

L.S. Shmulskaya, O.B. Lobanova, O.A. Kashpur, D.D. Burushkin

Sports Retroperiodics as Didactic Material in Russian Language Lessons

Key words and phrases: didactic material; students; elective; sports note; regional press; work experience.

Abstract: The relevance of the study is dictated by the fact that the use of a variety of didactic material contributes to the expansion of the general outlook, activates cognitive activity and independence of schoolchildren. The purpose of the article is to characterize a sports note from retroperiodics as didactic material. When working on the article, the authors used the method of analysis and generalization of scientific literature; chronological method; method of generalization. The materials of the article can be used in the practice of educational organizations.

L.S. Shmulskaya, A.O. Gladysheva, D.V. Sukhachev, R.D. Goryakin

Formation of Regional Identity in Russian Language Lessons in 5th Grade

Key words and phrases: regional identity; didactic material; teaching the Russian language.

Abstract: The relevance of the study is related to the need for the formation of territorial identity of all types among schoolchildren: state, regional. The authors of the article propose to use the potential of Russian language lessons for the formation of regional self-identification through an appeal to regional vocabulary, retroperiodics, and regional literature. The research methods include continuous sampling method, analysis, generalization, and modeling of exercises. The research materials can be used in the practice of teaching Russian in the Krasnoyarsk Territory.

O.V. Mukhametova, E.V. Klimova, N.Sh. Mukhametov, E.I. Teplukhin, A.V. Pogorelov

The Use of Blockchain Technologies in Physical Culture and Sports as a Motivational System for Students

Key words and phrases: blockchain technologies; physical activity; physical culture; sports; motivation; smart contracts; crypto tokens.

Abstract: The article considers the relevance of blockchain technologies in physical culture and sports as a motivational system for students. Blockchain technology can revolutionize education by providing an unprecedented level of security, transparency and trust. Its decentralized nature makes it resistant to manipulation or interference by any individual party or organization. The authors propose to consider the broad possibilities of blockchain technology as a mechanism that increases internal motivation to engage in physical culture and sports.

A.A. Poteryakhin

The Method of Preparing Effective Taekwondo Strikes in Various Sections of Kickboxing

Key words and phrases: kickboxing; taekwondo; strikes; fencing; competitions; point fighting; light contact; full contact; kick light.

Abstract: Preparation of athletes in training for national and international competitions is a priority in the training process of kickboxers. Legs play an important role in combat technique and strategy, so their training and development is an integral part of the training process. The purpose of the study is to develop and test a methodology for preparing effective taekwondo strikes in various sections of kickboxing. The study was based on three educational organizations of the city of Belgorod, whose students were involved in the educational process. The participants in the experimental part of the study were kickboxers, whose training was carried out from 2012 to 2021. A methodology for teaching taekwondo footwork in all sections of kickboxing has been developed. It includes seven weeks of training, which includes training methods: point fighting and light contact strikes (single strikes, two-three strikes, fencing), full contact strikes and kick-light. The technique of teaching taekwondo kickboxing footwork is that the same exercise is performed for 6 days a week from a place, in motion and with the help of feints. The developed methodology for teaching taekwondo kickboxing footwork, thanks to the effective use of fast and well-mastered techniques, contributes to the quantitative excess of strikes due to the speed and force with which strikes are delivered by the movements being practiced. Accordingly, raising the level of taekwondo footwork technique allows you to successfully perform at all-Russian and international competitions, given that the strength of the handwork directly depends on the leg located behind (stubborn leg).

I.Yu. Androsov, A.E. Ponomarev, E.I. Pochekaeva

Formation of a Healthy Lifestyle for Young People in the System of Urban Physical Education Practices

Key words and phrases: healthy lifestyle; youth; physical culture and wellness technologies; street sports; urban physical culture practices.

Abstract: Currently, there is a tendency to increase interest in physical education and sports, street sports are gaining popularity among young people. The purpose of the study was to consider methods of forming a healthy lifestyle of young people in the system of urban physical culture practices. The objectives of the study included the analysis of existing physical culture and wellness technologies in the system of forming a healthy lifestyle of the adult population, the development of practical recommendations for the formation of a healthy lifestyle and the evaluation of their effectiveness. The study used the following methods: theoretical analysis, pedagogical observation, questionnaires, evaluation of indicators of the functional state of the cardiorespiratory system, mathematical statistics. The improvement of indicators of compliance with the main components of a healthy lifestyle, subjective self-assessment of well-being and mood in all participants of the experiment was established; there was an increase in the level of functional capabilities of the body, expressed in the economization of the cardiorespiratory system of the participants of the pedagogical study, which indicates the effectiveness of the developed recommendations.

I.Yu. Litovchenko, V.I. Mareev, I.A. Ponomareva

Development of Physical Qualities and Psychophysiological Characteristics of Primary School Children with Mental Retardation in the Physical Fitness Classes with the Gaming Technologies

Abstract: The purpose of the study was to assess the development of physical qualities and psychophysiological characteristics of younger schoolchildren with mental retardation using game technologies in the process of physical culture and wellness classes. The following tasks were set: to analyze the main approaches to physical education of children with mental retardation, to test a set of exercises based on game technologies and to assess the dynamics of the development of physical qualities and psychophysiological indicators in primary school children with mental retardation in the process of pedagogical research. The following methods were used: theoretical analysis, pedagogical observation, pedagogical experiment, assessment of the dynamics of the development of physical qualities and psychophysiological indicators, methods of mathematical statistics. A set of exercises based on gaming technologies has been tested, including music lessons, logorhythmics, kinesiological exercises for the development of hemispheric connections, the use of sensory mats, elements of su-jok therapy, work with equipment (elastic bands, hoops, fitness balls, jump ropes). In the course of the pedagogical experiment, positive dynamics was established, significantly significant in terms of coordination indicators, as well as in terms of visual memory in younger schoolchildren with mental retardation.

R.A. Miftakhov, N.N. Shamsiyarov, A.M. Sadykova

Therapeutic Physical Culture of Injured People

Abstract: This article discusses the main health aspects that affect the recovery of people after injuries. The purpose of the work is to consider the influence of gymnastics as a holistic system that gives a significant health effect while following the recommendations and systematically implementing them. This is the basis of health-improving physical culture. In this work, the following methods of physical culture are used: general pedagogical verbal method and a specific method of strictly regulated exercise. The following tasks were set: to prescribe the methodological features and techniques for restoring breathing; to give recommendations on the correct implementation and creation of the "correct" breathing; to identify the stages of restoration of motor functions.

As a result of exercise, deep breathing was restored in 74 % of injured people, the state of the musculoskeletal system and the cardiovascular system improved.

A.O. Artemova

Scientific and Methodological Conditions for the Implementation of the Axiological Approach to Preparing Students for the Organization of Cognitive and Research Activities of Preschoolers

Abstract: The purpose of the article is to substantiate the scientific and methodological conditions for the implementation of the axiological approach to preparing students for the organization of cognitive and research activities of preschoolers. The hypothesis of the study is the assumption that the implementation of the axiological approach in the preparation of students will ensure the formation of their value attitude to research as a universal way of cognition and transformation of the surrounding world. The research objectives include: analysis of scientific approaches to the cognitive research activities of preschoolers; substantiation of the potential of the axiological approach in the preparation of future teachers of preschool education; identification of scientific and methodological conditions for the implementation of the axiological approach to preparing students for the organization of cognitive and research activities of preschoolers. The solution of research tasks required the use of the method of analysis of scientific and pedagogical literature, generalization of the results of previously performed research. The novelty and theoretical significance of the results obtained lies in the substantiation of the potential of the axiological approach in the preparation of future teachers of preschool education, manifested in the identification of the role of value functions of the content and forms of preparation for the organization of cognitive research activities of preschoolers; in the substantiation of scientific and methodological conditions for the implementation of the axiological approach to the preparation of students for the organization of cognitive research activities of preschoolers.

A.E. Astafieva, R.S. Valeeva

Development of Students' Foreign-Language Communicative Competence by Participating in Research Work

Key words and phrases: communicative competence; foreign language; conference; report; students' training methodology; teacher's role; evaluation criteria.

Abstract: The paper presents a methodology for the students` foreign language communicative competence (FLCC) development while participating in research work in the form of a report at a scientific conference. The research tasks are to summarize the methods of FLCC development, to substantiate the choice of the scientific report in English as a type of research work, to present a methodology for the development of the FLCC. The hypothesis is as follows: the development of the FLCC using the students' scientific report will be successful if the methodology for preparing, presenting and evaluating the report is developed. The research methods include analysis of theoretical preconditions for the development of the FLCC during the students` research work; mental modeling while presenting a methodology for the FLCC development in the form of a scientific report. The results are as follows: the methodology for organizing students` research work including motivational, preparatory, demonstration and evaluation stages is developed; the roles of teachers and students are marked out.

A.N. Bydantseva

Main Innovative Methods of Teaching English in the Educational System

Key words and phrases: English language; innovations; methods; educational system.

Abstract: The article highlights various methods of teaching English, describes the use of innovative methods for teaching communication of students of a legal profile in English. The study was carried out using the following methods: analysis, synthesis and deduction. The hypothesis of the study is that if the proposed innovative methods are implemented, the level of formation of lexical skills and abilities will increase among law students. The purpose of the article is to demonstrate modern teaching methods, as well as the psychology of student behavior when studying English at a law school. To achieve this goal, the paper analyzes the role of the teacher in the development of students' abilities for innovative teaching methods using methodological tools.

A.A. Goreva-Kurtysheva

Advantages and Disadvantages of Modern Mentoring Methods in a Corporate Environment

Key words and phrases: mentoring; corporate environment; instructional methods; business culture; shadowing; buddying; mentoring; shadow mentoring; advantages; disadvantages.

Abstract: The article discusses the advantages and disadvantages of modern mentoring methods in a corporate environment. The purpose of the article is to determine the essence of mentoring in a company, to identify its advantages and disadvantages. The features of Russian corporate experience in introducing Western methods of

training and mentoring are revealed. It is noted that the mentoring method is one of the main ways of training and adaptation of employees in Russian practice. Methods of mentoring, budding, shadowing or shadow mentoring are considered. The benefits of mentoring are highlighted, including quick onboarding, personalized attention, and strengthening professional relationships. Disadvantages such as potential feedback bias and risks of incomplete learning due to the lack of a structured learning system are identified. A comparison was made between mentoring and mentoring. The conclusion is drawn about the effectiveness of the mentoring method.

D.V. Gulyakin, T.N. Shabanova

Conceptual Model of Training Technical University Students for Industrial Practice in Information and Educational Environment

Key words and phrases: information and educational environment; conceptual model; manufacturing practice; digitalization.

Abstract: The purpose of this article is to study the possibilities of forming a conceptual model of preparing students of the humanities college for industrial practice in an information and educational environment.

The objective is to construct a conceptual model of preparing technical university students for industrial practice based on information technology.

The hypothesis is based on the assumption that preparing technical university students for industrial practice based on information technology will be successful if the conceptual model is constructed as a continuous holistic process.

The research methods include analysis, synthesis of scientific and methodological literature on the research topic.

The results of the study confirm the conclusions that the conceptual model of preparing technical university students for industrial practice based on information technology is theoretically justified.

Yu.S. Mandryka

Psychological and Pedagogical Conditions for the Use of Interactive Educational Technologies in the Training of Cadets of the University of the Ministry of Internal Affairs

Key words and phrases: cadet training; educational technologies; interactive educational technologies; educational; professional and interpersonal interaction.

Abstract: The relevance of the presented article is determined by the complexity of the requirements for the quality of training of cadets of educational organizations of the Ministry of Internal Affairs in modern socio-cultural conditions. The purpose of the article is the scientific substantiation of the psychological and pedagogical conditions for the use of interactive educational technologies in the University of the Ministry of Internal Affairs. The research objectives are analysis of the educational and developmental potential of interactive educational technologies; characteristics of their distinctive features; analysis of difficulties in using interactive educational technologies in higher education. The hypothesis of the study is the assumption that it is necessary to create a system of psychological and pedagogical conditions in the universities of the Ministry of Internal Affairs for the fullest realization of the educational and developmental potential of interactive educational technologies. Methods of comparative analysis of scientific and pedagogical literature, methods of systematization and generalization of the results of the analysis were used to solve research problems. The scientific novelty of the obtained results lies in the identification and characterization of the system of psychological and pedagogical conditions for the use of interactive educational technologies in the training of cadets of universities of the Ministry of Internal Affairs, which include scientific-methodological, motivational-developing, content-subject, instrumental-activity, analytical-productive and personnel conditions.

E.A. Pyslar, A.B. Serykh

Features of Creating a Health-Saving Environment in a Middle-Level Medical Institution

Key words and phrases: health preservation; middle management; healthcare; teachers; medical students; training planning; nurses.

Abstract: Issues related to the creation of a health-preserving environment in mid-level medical institutions are discussed. The author examines the main aspects of creating a health-preserving environment, such as psychological comfort, physical environment and rules of behavior in medical institutions.

The author discusses the role of healthcare facility management in creating a health-promoting environment and offers a number of practical tips that can help in this process.

A.S. Rybakova

Project Work in the English Classroom in University: E-Book Creation

Key words and phrases: Bloom's taxonomy; e-books; project work; reading goals; reading skills; teaching reading; text analysis.

Abstract: The purpose of the paper is to show that the effectiveness of any lesson increases when tasks are not restricted to only checking the understanding of the text, but are incentives for further learning and information exchange. The author sets the following goals: to analyze what tasks a student needs to perform after reading the text in order to understand and interpret the work he or she has read correctly, as well as to consider various approaches to working with authentic material in order to increase the student's motivation to further studies. The author as a methodology the author suggests using Bloom's taxonomy, which not only helps teachers plan lessons in accordance with learning goals, but also assess a student's progress. This paper presents some results of a class work with students who study the work of a British author and prepare an e-book based on the results of their work.

K.B. Safonov

On Changes in Educational Practices and the Formation of Competitiveness of Representatives of Professions

Key words and phrases: institute of education; competitiveness; educational practices; society; professional training; labour market; transformation.

Abstract: The purpose of the paper is to analyze the key directions of the transformation of the institution of education in modern conditions. The research objectives are to determine directions for changing of modern educational practices; to study the process of forming the competitiveness of the representatives of different professions as a factor in the transformation of the institution of education. The research hypothesis is as follows: the need to create conditions for the formation of the competitiveness of the representatives of professions is the most important factor in the transformation of the modern educational practices. Research methods include scientific literature analysis, synthesis, and generalization. The results are as follows: key directions for changing the educational practices were identified; the features of the formation of the competitiveness of the representatives of professions are studied.

O.A. Tarasova, N.V. Gubareva, N.N. Kozlova, P.P. Saprykin

Gamification of the Process of Teaching the Discipline "Life Safety" to Students of a Pedagogical University

Key words and phrases: life safety; universal competencies; gamification; educational process; gaming technologies.

Abstract: The purpose of the study is to confirm the effectiveness of the implementation of gamification methods in the process of teaching the discipline of "Life safety". The research objectives are to study the specifics of the gamification of the pedagogical process as a whole on the basis of literary sources; to develop elements of gamification in relation to the discipline "Life safety"; to determine control and experimental groups; to implement the developed elements of gamification in a pedagogical experiment; to analyze the results obtained. The hypothesis of the study is that the formation of professional competencies in the field of security (CC-8) will be successful if the processes of gamification are integrated into training. The research methods include the analysis of scientific literature on the research problem, observation, conversation, testing, expert evaluation method, mathematical processing of the data obtained. The results are as follows: the analysis of the data obtained during the experimental work allows us to conclude about the effectiveness of implementation of methods of gamification in the formation of professional competencies of future teachers in the framework of the study of the discipline "Life safety".

Zhang Jiafeng

Motivational Relationships in Derivatives Terminology (Russian Terminology Materials)

Key words and phrases: motivation; term; term naming; derivation; derived unit; word building elements; affix; word building formants of Greek and Latin origin; terminological system.

Abstract: The purpose of this article is to consider the process of terminology naming, especially the productive etymological derivation process in terms of motivation. The task of this article is to comprehensively analyze the corpus of D.E. Rosenthal and M.A. Telenkova language terminology dictionaries and discover that the vast majority of language terms, over 92 % of which are derivatives. That is to say, derivation is the most effective way to create new terms and names. It is assumed that the motivation for deriving terms depends on the existence of a certain amount of word formation inventory behind the terminology system. A special feature of effective word formation in the terminology studied is the unrestricted use of Greek Latin stems and affixes when creating new terms. The combination of theory and practice is the main method of this article.

Тарек Алших Хедер

Функции категории художественного пространства в поэтических произведениях

Ключевые слова: художественное пространство; поэтическое произведение; символ; идентичность; поэтическая форма.

Аннотация: Художественное пространство является одной из наиболее значимых категорий литературоведения, а также текстовой категорией, формирующей поэтику художественного произведения. Актуализация данной категории в поэтических текстах имеет свои особенности, определяемые типологическими свойствами лирики как рода литературы. Цель статьи – выявить основные функции художественного пространства и пространственных образов в поэтических произведениях на основе анализа существующих теоретических наработок и способов воссоздания пространственных характеристик в произведениях отдельных авторов. Для достижения цели были определены следующие задачи: раскрыть связь между конкретными образами места и абстрактными концепциями и идеями в поэтическом произведении; проследить связь между образами пространства и личностной, творческой индивидуальностью поэта; раскрыть эмоционально-психологическую наполненность и идейную значимость пространственных образов, их связь с общим стилевым решением произведения. В результате проведенного исследования выявлен полифункциональный характер категории художественного пространства в поэтических произведениях, определены структурообразующая, символическая, эмоционально-экспрессивная, аксиологическая, идеологическая, стилеобразующая функции пространственных образов. Основу методологии исследования составляют принципы сравнительно-типологического подхода в литературоведении и контекстуального анализа художественных произведений (с учетом биографического и культурно-исторического контекстов).

Lv Jingping

The Study of Means of Expression and Response Strategies of the Speech Act of Threat in Russian

Key words and phrases: speech act of threat; Russian language; means of expression of threat; response strategies; lexico-grammatical means of expression.

Abstract: The article actualizes the problems of studying the speech act of threat in the Russian language. The aim is to consider the means of expression and response strategies of threat as a speech genre. The objectives are to consider the concept of "threat as a speech genre"; to identify the means of expression and response strategies of threat in the written text of the Russian language. The hypothesis is based on the author's assumption that the identification of means of expression and response strategies of the speech act of threat will allow the interlocutor to choose a certain way of action in the development of communicative event. The research methods include a descriptive method, a method of observation and a classification, the speech act of threat, allowing distinguishing them from the main speech. The results are as follows: the article presents the main means of expression and response strategies of the genres. The means of manifestation of speech aggression include the use of contexts with explicit and implicit way of expression, the use of lexico-grammatical and contextual-intonational means of expressing aggression. The main strategies of responding to the threat are the strategy of detailing actions, the strategy of evasion, transfer, acceptance and the strategy of risk reduction.

M.N. Angelova, E.V. Malyshkina, E.V. Nikulina, N.V. Shmagrinskaya

Lexical Stability within Phraseological Variability in the English Language

Key words and phrases: variability; functional system; idioms; language system; phraseological units.

Abstract: The article examines the manifestation of the instability of the English language, its internal dynamics in synchrony. The goal was to study phraseological variability, which does not lead to changes in the language system. The tasks were set to pay special attention to the parallelism of forms and constructions, as well as the variability and synonymy of lexemes that can be preserved in the language, ensuring its dynamics along with historical changes. With the accumulation of theoretical and practical knowledge, using the descriptive-comparative method, the authors came to the conclusion that the language as a functional system, regardless of its complexity, differs in the degree of variability.

Lyu Wenting

The Gender Aspect of the Representation of the Concept of "Age" in Russian Linguistic Picture of the World (in Comparison with Chinese Language Picture of the World)

Key words and phrases: concept; age; linguistic picture of the world; gender.

Abstract: This paper aims to identify and analyze the gender aspect of the concept of "Age" / "年龄" in Russian and Chinese linguistic picture of the world. It utilizes the method of lexico-semantic field. The distribution of gender-marked nominations of persons by age in Russian and Chinese is considered. The collected lexemes and phraseological units with the seme "age" were divided into four microfields (lexico-semantic groups): childhood, youth, maturity or middle age, old age. Analysis of the material allows us to draw the following conclusions. First, in both Russian and Chinese, gender specificity is most clearly seen in the lexical-semantic groups "youth" and "maturity." Secondly, in both languages there is a frequency of connotatively marked vocabulary associated with the age of a woman. In the Chinese linguistic picture of the world, the evaluation of the characteristics of age is often represented through the angle of crossing a specific age boundary.

V.V. Makashova

The Concept of "Education" in the Soviet Poster of 1950–1960

Key words and phrases: education; cognitive attribute; concept; educational poster; soviet poster.

Abstract: The purpose of the study is to identify the features of the representation of the concept of "education" on the material of soviet posters of 1950–1960. To achieve the goal, the following tasks were set: to determine the composition of Soviet educational posters; to identify cognitive features of the concept of "education" based on selected posters; to classify soviet posters by cognitive features; to reveal the essence of cognitive features explicated in the products of Soviet poster art of the 1950s and 1960s. The research used methods of linguistic description, analysis, generalization and classification. As a result of the study, it is shown that the conceptual field of the considered construct consists of cognitive features that correlate with national value orientations that young citizens of the USSR had to follow in their daily lives.

З.М. Сафина

Фрактальные свойства художественного текста

Ключевые слова: фрактал; свойства фрактала; художественный текст.

Аннотация: В статье рассматриваются вопросы фрактальной структуры художественного текста. Все основные свойства фрактала проявляются в языке, что позволяет нам рассматривать язык как фрактальную структуру. Анализируется фрактальная форма романа Фрэнсиса Скотта Фицджеральда «Ночь нежна». В статье предпринимается попытка доказать, что данное литературное произведение композиционно является своего рода фракталом как на уровне развития сюжета, так и на уровне лексической организации. Фрактальная форма романа напоминает гетерогенную и прерывистую структуру, которая содержит доминирующую идею, способную развиваться и принимать любую конфигурацию. Эта идея представлена главными героями романа и языковыми средствами. Семантические элементы, смежные с доминирующей идеей фрактальной организации, выражены глагольными и именными сочетаниями, которые образуют самоподобную структуру всего романа.

A.V. Sakharova, O.N. Poddubskaya, S.G. Larina

The Use of Performative Verbs in English: the Linguodidactic Aspect

Key words and phrases: linguodidactics; performative verbs; performatives; pragmatics; theory of speech acts.

Abstract: The purpose of the article is to consider such a phenomenon as performativity through the prism of linguodidactics. The relevance of the topic lies in the fact that the study of sentence pragmatics is an important area of language knowledge, since language proficiency involves not only the ability to build sentences (language competence), but also the ability to use them in speech acts correctly to achieve the desired communicative and functional result (communicative competence). The study shows that the use of performative verbs in the process of learning English allows not only expanding the vocabulary of students, but also contributes to the formation of communicative skills in a foreign language environment.

A.R. Sushkova, A.A. Bilyalova

Titles in Scientific Discourse: Structural Analysis of Russian and English Articles in Humanities

Key words and phrases: title; scientific article; philological discourse; structure; syntactic form.

Abstract: The article aims at analyzing the titles of scientific articles of philological orientation in Russian and English from the point of view of their syntactic form. In accordance with the purpose, the following tasks were identified: to review the researches on the topic; to analyze the structural and syntactic features of titles in Russian and English-language philological articles. The hypothesis was the assumption that English-language articles are more clearly structured and easy to understand. The analysis of titles was carried out using the method of continuous sampling, syntactic and structural analysis, mathematical analysis The results of the study showed that English-language titles are longer than Russian-language ones; the frequency of titles in the form of nominative constructions is higher in Russian-language articles; segmented non-union constructions with a colon prevail in English-language articles.

Tan Linghui, Wang Huan

A Study of the Strategy of Russian Translation of Mo Yan's Novel "Pow!"

Key words and phrases: equivalence translation theory; "Pow!"; Mo; Russian translation strategy.

Abstract: Mo Yan is the first contemporary writer in China to win the Nobel Prize in Literature. "Pow!" is one of his representative works, and this book was shortlisted for the 7th "Contradiction Literature Award". This article will take this work as the original, draw on Komisarov's equivalence theory to study the Russian translation strategy in five aspects: communicative purpose equivalence, situational equivalence, description mode equivalence, syntactic structure equivalence and lexical semantic equivalence, and finds that Komisarov's equivalence theory can effectively guide the Russian translation of this work. It aims to fill the research gap in the Russian translation of "Pow!" and deepen the understanding of the original Chinese and the Russian translation.

L.V. Gorshkova

Methodology for Calculating the Integral Indicator of Public Health

Key words and phrases: public health; health of Russian regions; public health assessment; population health statistics.

Abstract: The relevance of the problem of measuring the public health of the population is due to the implementation of the national project "Demography". The aim of the study is to develop a methodology for calculating the integral indicator of public health. The objective of the study is the testing of the methodology according to statistical data in the regions of the Russian Federation and the country for 2017 and 2021. The hypothesis of the study is the possibility of using open statistical data to estimate public health. Indicators are proposed that characterize four groups of public health factors, based on data published by Rosstat. The research methods include statistical methods and comparison method. The method of calculating the integration indicator of public health allows assessing the public health of the population individual regions as well as the country.

E.V. Zharov

Emotional Intelligence in the Structure of Managerial Competencies

Key words and phrases: emotions; emotional intelligence; leadership; team formation; labor collective; management; competencies.

Abstract: The article is devoted to the problem of emotional intelligence of the leader, which is relevant for the science of management. As the analysis of publications of domestic authors shows, the problems of emotional intelligence are to one degree or another covered in the context of studying such phenomena as team formation, leadership, leadership styles, personnel management and career trajectory planning, which makes the subject of research seem to be blurred between different components. Basically, the problem of emotional intelligence is considered in psychological science, where methodology and theoretical approaches were formed. The aim of the study was to determine the place and role of emotional intelligence in the structure of managerial excellence. To achieve this goal, the author formulated the tasks: analysis of theoretical and methodological approaches; interpretation of the main categories; critical assessment of research results of modern Russian scientists; theoretical justification for the introduction of emotional intelligence research in the formation of managerial competencies. The main hypothesis is that emotional intelligence, despite the automation of management processes, gains new meaning in management practice. The author relied on general scientific methods of analysis, comparison, assessment of secondary research data. Practical experience shows the influence of the emotional intelligence of the manager for the motivational sphere of the team. This interdependence can be traced to one degree or another already in studies of the early twentieth century.

M.A. Kuznetsov

Information Integration as a Strategy to Increase the Efficiency of Reproduction of Military Products

Key words and phrases: reproduction of military products; information integration; PLM technologies; integrated logistics support; PDM system.

Abstract: At the present stage of development, the Russian military-industrial complex successfully implements information technologies aimed at meeting the requirements of contractors and customers, integrated logistics support of products at all stages of the life cycle is of particular importance. The purpose of the article is to develop a model of information integration of manufacturers and operators of military products. The tasks are to determine the main stages of the modern reproduction process of military products, to investigate the emergence and development of the theory of management of military products, to identify the advantages of the PLM system, to develop a model of information integration of the manufacturer and operators of military products in their design, production and consumption. The research hypothesis is based on the assumption that analysis of the modern reproduction process of military products and development of a model of information integration of manufacturers and consumers of military products. The research methods include a systematic approach, generalization, and a comparative analysis. The findings are as follows: the stages of the modern reproduction process of military products are analyzed, a model of information integration of manufacturers and operators of military products is developed.

D.A. Mezentsev

Methodology of Motivation of Sales Departments

Key words and phrases: additional payments; cold calls; CRM; grades; KPIs; material motivation; sales managers.

Abstract: The purpose of this article is to determine the principles of the methodology for the formation of an effective motivation system for employees of sales departments. The tasks are to determine the principles of material motivation of employees; to develop a methodology for implementing a system of grades in the system of motivation of employees of sales departments; to identify the possibility of including a surcharge for working with the cold market in the motivation system.

The research hypothesis is the assumption that the material motivation system of sales managers is the most important tool for increasing the overall level of employee interest in the implementation of the company's mission in practice.

The article uses general scientific methods of analysis and synthesis, induction and deduction, dialectics, system analysis; a critical analysis of an array of scientific sources was performed.

The analysis of theoretical sources resulted in finding fundamental ways of material motivation of sales managers in organizations of different levels and segments.

A.N. Mineev

Analysis of Modern Marketing Technologies of Interaction with Consumers

Key words and phrases: marketing; marketing management; marketing analysis; CRM technologies; automation of business processes; customer loyalty.

Abstract: The purpose of this article is to analyze the history of the development of a customer-oriented approach and the capabilities of modern CRM systems. Within the framework of the article, a number of tasks have been solved: the main stages of the development of a client-oriented approach are structured, the capabilities of modern CRM systems are described, and an analysis of their use in various business areas is carried out. Within the framework of the article, using the methods of observation and comparative analysis, the classification of types of CRM systems is presented according to such parameters as: cost, integration, analytics, technical support, notification and omnichannel, as well as the main advantages and disadvantages.