

Abstracts and Keywords

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Informatization and Digital Transformation of Education: Problems and Prospects

Key words and phrases: society; education; digital technologies; digital transformation; digitalization of education.

Abstract: The purpose of the article is to analyze the impact of digitalization and digital transformation processes on the education system. The objective of the article is to consider the educational process in the context of digitalization and digital transformation. The hypothesis of the study is that digitalization and digital transformation create a lot of prospects for education, but at the same time, there are problems that require solutions. The main research methods are the methods of analysis, generalization and description. The results of the study show that digitalization and digital transformation of education have great potential for increasing the efficiency and accessibility of learning, but involve rethinking the existing educational processes. The results of the study can be useful for further research into the digitalization of education.

A.B. Болгова, И.П. Ильинская, Н.Л. Шеховская

Сущностно-содержательная характеристика эстетических ценностных ориентаций личности

Ключевые слова: ценности; личностные ценности; эстетические ценности; ценностные ориентации; эстетические ценностные ориентации личности.

Аннотация: Цель исследования – провести анализ понятия «ценностные ориентации» с акцентом на их эстетических аспектах, а также выявить факторы, влияющие на формирование этих ориентаций. В рамках исследования рассматривается взаимосвязь между ценностями и ценностными ориентациями, определена роль эстетической культуры в развитии личности, рассмотрено влияние социальных и культурных факторов на формирование эстетических ценностных ориентиров личности. Задачи исследования: изучить сущность и содержание понятия «эстетические ценностные ориентации»; определить факторы, влияющие на их становление. Методы исследования: для решения поставленной цели и задач использовались методы теоретического анализа, синтеза и сравнения по предмету исследования. Результаты исследования показали, что эстетические ценностные ориентации являются основополагающим элементом структуры личности, они направляют человека к восприятию и оценке красоты в окружающем мире, способствуя развитию его творческих способностей и воображения.

L.I. Elnitskaya, Wu Jun

Current State of Foreign Language General Education in Russia

Key words and phrases: foreign language education; general education school; communicative competence; innovation; digital technologies; foreign language.

Abstract: This article gives short characteristics of foreign language general education system in the Russian Federation. The relevance of the topic of this study is connected with the need to comprehend the processes and trends of foreign language learning in modern school. The purpose of the article is to consider the peculiarities of teaching foreign languages to general school students at the present stage of secondary education development. The following tasks were set in the article: to identify the factors contributing to the transformation of foreign-language general education in Russia; to determine the criteria for the development of the foreign language teaching system in secondary school; to consider new approaches to the educational process within the framework of foreign-language general education, dwelling in detail on the introduction of digital technologies in the system of general foreign-language education and innovative approach. The authors of the article conclude that the modern system of learning a foreign language at school is more mobile, purposeful and focused on the activation of learning activities, which contributes to increasing the motivation of students to learn a foreign language and creating a comfortable, interesting and meaningful educational environment for each student. According to the results of the study, the modern context

of foreign-language general education fits into the general paradigm of pedagogical innovation development and provides a variety of forms and methods of teaching, which affects the effective mastering of a foreign language by schoolchildren of all age groups.

L.I. Elnitskaya, Jiang Naichao

Digital Technologies and the Problem of Equality of Educational Opportunities: Dilemmas and Advantages of Artificial Intelligence in the Practice of Distance English Language Learning

Key words and phrases: digital technologies; artificial intelligence; chatbots; distance education; English language.

Abstract: This article explores the problems and prospects of using artificial intelligence (AI) in the system of modern education as applied to English language learning. The relevance of the article is connected with the issue of solving the problem of educational equality, which in the digital era has received a new justification. The purpose of the article is to identify the problems and prospects of using artificial intelligence technology in the process of distance foreign language education. The authors of the article set the following tasks: to consider the essence of distance education; to give a general characteristic of artificial intelligence and identify the tools of its functioning in the process of learning English; to identify the correlation between the concepts of “educational equality” and “educational inequality” and identify the factors that hinder educational equality. According to the results of the study, the introduction of AI in the system of distance foreign language training of students has many advantages, but at the same time AI technologies do not create conditions for solving the problem of educational equality. The authors of the article conclude that the solution to this problem depends on the digital literacy of both students and teachers, who will not be able to interact in online mode if they do not have the skills and abilities to work with AI technologies.

O.I. Kober, A.V. Kiryakova

Axiological Potential of a Student as a Pedagogical Phenomenon

Key words and phrases: axiological potential; value orientations; student; cultural and educational environment; teaching opportunities.

Abstract: The purpose of the article is to analyze scientific research on the axiological potential of a student. The objectives are to argue the relevance of the problem under study, to study theoretical interpretations of the definition of «axiological potential of a student» and to clarify the content of the concept taking into account modern scientific approaches. Methods: theoretical analysis of scientific literature. As a result of the study, the content of the concept of «axiological potential of a student» was clarified, due to the expansion of ideas in the scientific literature about the pedagogical possibilities of the cultural and educational environment of the university in the formation of students' value orientations.

M.Yu. Krapivina, T.S. Bochkareva

Organization of Independent Work of Master's Students in Learning Business Foreign Language

Key words and phrases: independent work of Master's students; hybrid learning; organization of methodological support; extended language material; critical thinking; personalization of educational work; remote monitoring of outcomes.

Abstract: This article examines the problems that arise when organizing independent training of master's students of non-linguistic specialties in the course “Business Foreign Language”. Independent work in a foreign language at a university is considered by the author as a tool, a means of mastering the system of professional knowledge, methods of cognitive activity. The authors analyzed theoretical approaches, domestic and foreign experience, studied and structured the methodological and organizational aspects of this problem. Based on the experimental types of educational work, optimal forms of organizing educational material were identified, aimed at developing master's students' abilities in creative thinking, research work with expanded language material, independent organization of educational activities, an individual approach to completing educational tasks. As a result, methodological foundations and methods for optimizing independent educational activities of master's students were developed. Methodological foundations can serve as guidelines in creating educational and methodological developments.

A.N. Loginov, N.V. Khrustaleva, D.N. Loginova

Features of Digital Transformation of Higher Education

Key words and phrases: digital economy; transformation of universities; modernization of education; informatization of education; educational environment; online education; information technology.

Abstract: The article examines key aspects of the digital transformation of higher education in the context of modern challenges and changes. The aim of the work is to analyze the main trends in the introduction of digital technologies into the educational process due to digitalization. The objectives of the paper are to study the impact of digitalization on the quality of the educational process and its accessibility, as well as to test the hypothesis that digital transformation contributes to the improvement of these indicators. To achieve these goals, comparative analysis methods of data on the use of digital technologies were used. The results show a positive impact of digitalization on the quality of the educational process and the availability of educational resources, but difficulties in adapting certain groups of students and teachers to new forms of education were identified.

E.V. Lopatkina, A.A. Biryukova

Creative Work Experience: Specifics of the Content and the Peculiarities of Mastering

Key words and phrases: social experience; content of general education; cultural concept of educational content; experience of creative activity; procedural model of mastering the experience of creative activity; features of mastering.

Abstract: The main purpose of the study was the pedagogical reflection of the problem field of creative activity experience in the logic of identifying the specifics of the content and the features of its development in the context of the learning process of schoolchildren. Research objectives are to substantiate the relevance of the chosen problem; to identify the components of the educational content that contribute to the preservation and recreation of socio-cultural experience; to find out why it is possible and necessary to teach creativity; to identify the specifics of the content and the features of mastering the experience of creative activity. The research hypothesis suggests that understanding the logic of identifying the specifics of the content and features of mastering the experience of creative activity, defines didactic guidelines for the organization of the educational process aimed at achieving the planned result – the development of students' experience of creative activity. Research methods included analysis, synthesis, generalization, comparison, and pedagogical reflection. The results are as follows: the conducted research makes it possible to formulate a conclusion that overcoming the existing contradictions and the main difficulties of mastering creative activity by students in school conditions may be possible if we use the results of pedagogical reflection of the scientific works of the classics of didacticism, and the proposed understanding of the specifics of the content of the experience of creative activity and the features of its development will contribute to understanding why and how to teach the creativity of schoolchildren.

D.O. Munich, I.F. Igropulo, Z.A. Makhrinov

Analysis of Educational Export Strategies in Modern Realities Using the Example of Russian Universities

Key words and phrases: educational programs; Russian universities; development strategies; education export.

Abstract: The aim of the study is to consider new strategies used by Russian universities to export education in the modern global environment using the example of North Caucasus Federal University. The objective of the study focuses on key strategies such as the development of joint degree programs, online education offerings and international partnerships. The article also reveals new forms of cooperation: academic exchanges, joint research projects and initiatives in the field of digital education. The analysis includes both the internal resources of the university and external conditions that determine international cooperation. In the context of increasing competition in the international educational market, Russian universities are adapting their approaches to attracting international students, thereby expanding their influence in the world. This study demonstrates that, despite the difficult external conditions, North Caucasus Federal University finds new ways to develop international cooperation, which indicates its flexibility and ability to adapt to changing realities. The scientific novelty of this study lies in the comprehensive analysis of education export strategies used by Russian universities, with an emphasis on the practices of the North Caucasus Federal University. Scientific hypothesis of the study: the study offers a systematic approach to understanding new forms of cooperation and adaptation of educational programs in the context of global competition.

This study focuses on specific mechanisms such as joint degree programs, online education, academic collaboration, joint research projects and digital initiatives. This study certainly contributes to the theory of educational export by highlighting the importance of interdisciplinary interaction.

K.N. Oreshnikov, A.A. Avuza

Artificial Intelligence as a Factor in Cognitive and Emotional Development in the Learning Process

Key words and phrases: artificial intelligence; education; cognitive development; emotional development; learning; positive factors; negative factors; skills; minimizing effects.

Abstract: The relevance of the study is determined by the necessity to examine the impact of artificial intelligence (AI) on the cognitive and emotional development of students in the context of the digitalization of education. Given the active integration of AI into educational practices, it is important to understand how these technologies influence perception, interaction, and the assimilation of learning materials. The aim of the article is to analyze the influence of AI on learning from the perspective of cognitive and emotional changes, using theoretical and empirical methods. The study examines successful examples of AI implementation, including adaptive learning platforms, chatbots, forecasting systems, inclusive solutions, and digital resources. Particular attention is given to case studies from Russian universities – ProctorEdu (online exam monitoring) and the Digital University project at MPEI. The hypothesis suggests that AI contributes to the improvement of cognitive abilities and increases students' emotional engagement through personalization and expanded access to resources. The objectives are to identify the main directions of AI's influence on education; to analyze case studies of AI application in universities (ProctorEdu, Digital University at MPEI); to assess cognitive and emotional changes in students; to identify potential risks associated with AI integration. The methods are as follows: theoretical analysis, case study method, and comparative analysis. The novelty of the study lies in the assessment of how various AI tools influence the emotional perception of the learning process. The results can be useful for educators, administrators, and researchers involved in the digital transformation of education. The achieved results are as follows: it was found that AI personalizes learning, boosts motivation and engagement, and fosters the development of cognitive skills, though it also necessitates attention to potential risks. AI opens up new opportunities for personalized learning and for enhancing the quality of education. Future prospects include the development of practical recommendations for the effective integration of AI and the study of its long-term impact on the cognitive and emotional development of students.

G.A. Romanova

Development of Students' Socio-Cultural Competence in the Inclusive Educational Environment of the University

Key words and phrases: inclusive educational environment; competencies; model of socio-cultural competence; educational inclusion; socio-cultural competence of students; social realization; subjective formation; environmental resources.

Abstract: The article is devoted to the problem of the development of socio-cultural competence of students as subjects of an inclusive educational environment. New constructs have been introduced into the definition of “socio-cultural competence”. The structure of this competence as a set of competencies is proposed, the leading trends and principles of its development are identified. The purpose of the study is to determine the meaningful characteristics of the components that make up sociocultural competence. Research hypothesis suggests that defining a clear structure of the component composition of students' socio-cultural competence will allow for more substantive work on its development in an inclusive educational environment of the university. Research methods are conceptual and terminological analysis; analysis of scientific literature; generalization. Results are as follows: a model of socio-cultural competence of students-subjects of the inclusive educational environment of the university is presented and the logic of its construction is substantiated.

E.Sh. Salimzyanova, E.S. Maslova, Z.Sh. Akhmadiyeva, S.P. Akutina

Ways to Modernize the Educational Process Considering the Characteristics of the Generation Alpha Students

Key words and phrases: Generation Alpha students; educational process; teacher; innovative pedagogical technologies; educational needs; information technology.

Abstract: The article is devoted to the urgent problem of modernizing the educational process, considering the characteristics of the Generation Alpha students who do not know the world without digital technologies, and who are dynamic and technological cohort, unlike previous generations. The aim of the study is to identify the educational needs of Alfa-children and ensure the effectiveness of the educational process through the use of modern innovative pedagogical technologies that contribute to a higher degree of involvement of the current generation in the educational process. Research hypothesis: adaptation of the educational system to the needs and educational needs of the Generation Alpha students will ensure the quality and effectiveness of the educational process through the use of modern innovative pedagogical technologies. Methods: theoretical (analysis of scientific literature, synthesis, comparison, interpretation, generalization); empirical (interviewing). The authors concluded that in order to realize the potential of Alpha children, the environment and teaching methods should be adapted to the needs of the new generation, providing the educational process with modern innovative pedagogical technologies.

L.K. Fortova, M.V. Kolokolova

Spiritual and Moral Education of Preschool Children

Key words and phrases: education; preschool children; spirituality; spiritual and moral education; morality; child; family; traditions; values.

Abstract: The purpose of the article is to study the methods and approaches aimed at the formation of spiritual and moral values in preschool children. The study is aimed at identifying the factors contributing to the successful development of moral qualities in children. The objectives of the article are to argue the relevance of the problem under study; to study the theoretical foundations of spiritual and moral education; to analyze existing methods and approaches; to identify the role of family and educational institutions in the process of education; to develop recommendations for teachers and parents on the effective formation of moral values in children. The hypothesis suggests that the spiritual and moral development of preschool children will be effective if we rely on their emotional education as one of the methods of pedagogical tools extrapolated by the most important social institutions – family and preschool educational organization. Methods: analysis, synthesis, generalization, concretization, and comparison. The research results are as follows: in the process of work the authors concluded that spiritual and moral education of preschool children is important, because it is in the preschool age that the child is particularly susceptible to the assimilation of moral norms and values.

L.K. Fortova, I.A. Miklashev

Pedagogical Aspects of Prevention of Deviant Behavior of Adolescents

Key words and phrases: adolescents; deviant behavior; pedagogical prevention; educational institutions; family; school.

Abstract: The purpose of this article is to analyze the pedagogical aspects of the prevention of deviant behavior in adolescents. Tasks include argumentation of the problem under study; identification of the causes of deviant behavior of adolescents; definition of pedagogical aspects of prevention of the phenomenon under study. The hypothesis is based on the assumption that the prevention of adolescent deviant behavior will be successful if the efforts of the main educational institutions, the family and the school, are integrated. Methods included analysis, synthesis, generalization, comparison, concretization, and analogy. The results achieved are as follows: the factors providing prevention of the investigated phenomenon are specified.

L.K. Fortova, I.A. Miklashev

The Causes of Deviant Behavior of Adolescents in Modern Society

Key words and phrases: adolescents; risk groups; deviant behavior; prevention of minors; bullying.

Abstract: The purpose of this article is to analyze the deviant behavior of adolescents in modern realities. The objectives are to substantiate the relevance of the problem under study; to substantiate the biological, social and psychological factors of deviant behavior of adolescents in modern society; to specify the trajectories of prevention of deviant behavior of minors. The hypothesis suggests that the effectiveness of work to eliminate the causes of

deviant behavior of adolescents will be higher if parents of minors and teaching staff are included in it. Methods included analysis, synthesis, generalization, comparison, analogy, and concretization. The results are as follows: the reasons for the deviant behavior of minors are substantiated, the author's definition of the category under study is presented, and the trajectories of prevention of deviant behavior of adolescents in modern realities are outlined.

E.V. Shalomova, R.A. Lobachev

Methods of Forming Critical Thinking in College and University Students

Key words and phrases: critical thinking; educational process; teaching methods; interactive technologies; analytical thinking; pedagogical strategies; discussions; project-based learning.

Abstract: The purpose of the article is to consider issues related to the ways of developing critical thinking in students, to analyze the effectiveness of the proposed methods of focusing attention and the need to form critical thinking in them. The objectives are to study the importance of developing critical thinking among students, to show that it is a priority in educational institutions, to propose and test methods for forming critical thinking among college and university students to help them use their existing knowledge and gain new ones. The research hypothesis is based on the assumption that the formation and development of critical thinking in the educational process will help in the study of disciplines, teach teamwork, help young people adapt in an information society, where analytical thinking skills and the ability to critically evaluate information become key. Research methods include analysis, observation, synthesis, generalization, use of a discussion platform, and project work. The results are as follows: the formation of critical thinking among college and university students will allow them to adequately perceive information, objectively assess it, defend their point of view, and be able to analytically comprehend the proposed situation.

E.V. Shalomova, F.I. Zaykin

Pedagogical Continuum as a Tool for Prevention of Adolescent Addictive Behavior

Key words and phrases: addictive behavior; upbringing; pedagogical continuum; formation of motivation for a healthy lifestyle.

Abstract: The purpose of the paper is to consider the pedagogical continuum as a tool for prevention of adolescent addictive behavior. The objectives are to formulate the importance of the problem under study; identify the role of the teacher in the formation of cultural and moral guidelines for adolescents, relying on various forms of preventive work. The hypothesis is as follows: it is assumed that the effectiveness of preventive work in the field of adolescent addictions is based on the pedagogical skills, professional and moral qualities of the teacher. Methods included questionnaire, analysis, synthesis, comparison, and generalization. The results are as follows: in the course of the study, we were able to identify forms of educational work within the framework of the pedagogical continuum, the use of which in preventive work is the most effective prevention of addictive behavior of adolescents.

P.S. Akinina, E.N. Romanova

The Concept of "Cultural Literacy". Linguocultural Approach

Key words and phrases: communicative competence; culture; cultural literacy; linguoculture; linguistic and cultural studies; linguocultural approach; intercultural communication; national culture; realities; background knowledge; language.

Abstract: The aim of the article is to consider the formation of a successful intercultural competence in the process of study a foreign language (English) and the culture of its speakers within the scope of linguocultural approach. The tasks are to consider the question about definition and systematization of background knowledge; analyze the interrelation among the language, national culture and background knowledge in the process of formation of intercultural communication. The hypothesis of the study is that the formation of the communicative competence is impossible without linguocultural information in the lesson, because absorption of the information allows us to become knowledge from a foreign vocabulary, as native speakers. Methods of comparative and linguocultural analysis were used. The results of the study are as follows: the study of the language is not only the mastering of language means, but also the ability to communicate on the intercultural level. The results of the study can be applied in the methods of foreign language teaching, and also in the teaching foreign language to non-linguistic students.

Е.Н. Кабанкова, Т.А. Павлова, К.С. Потовская, Ю.А. Чарская

Ошибки и корректирующая обратная связь при обучении иностранному языку

Ключевые слова: изучение иностранного языка; лингводидактика; ошибка; исправление ошибок; корректирующая обратная связь.

Аннотация: В этой статье представлено всестороннее исследование ошибок учащихся и различных подходов к исправлению ошибок при овладении вторым языком. В исследовании рассматриваются различные типы ошибок, которые обычно совершают изучающие язык, включая грамматические, лексические, фонетические и прагматические ошибки, а также исследуются их возможные источники, такие как межъязыковое влияние, чрезмерное обобщение, перевод с родного языка и коммуникативные стратегии. Кроме того, в исследовании рассматривается, как когнитивные и аффективные факторы, такие как объем рабочей памяти, мотивация и тревожность, влияют на частоту и характер ошибок при изучении языка. Особое внимание уделяется различным методам корректирующей обратной связи, включая явную и неявную коррекцию, металингвистические подсказки, переделки, просьбы о разъяснении и корректировку со стороны сверстников. В исследовании также изучается эффективность этих методов в различных условиях обучения с учетом таких факторов, как уровень владения языком, индивидуальные различия учащихся, динамика в классе и роль взаимодействия учителя и ученика. Кроме того, в исследовании рассматриваются сроки и способ корректирующей обратной связи, сравнивается немедленная и отложенная коррекция, письменная и устная обратная связь, а также прямой и косвенный подходы. Также изучается влияние цифровых инструментов и онлайн-среды обучения на исправление ошибок, что открывает новые возможности для предоставления своевременной и адаптивной обратной связи. Цель исследования: изучить влияние ошибок учащихся на процесс освоения второго языка и проанализировать эффективность различных стратегий коррекционной обратной связи в обучении. Задачи исследования: определить наиболее распространенные типы ошибок, совершаемых учащимися при изучении второго языка; классифицировать стратегии коррекционной обратной связи, используемые в преподавании второго языка; проанализировать влияние различных видов обратной связи на уровень освоения второго языка учащимися; исследовать отношение учащихся к коррекционной обратной связи и ее влияние на мотивацию; разработать рекомендации по эффективному использованию обратной связи в обучении второму языку. Полученные результаты подчеркивают важность сбалансированного подхода к исправлению ошибок, гарантирующего, что обратная связь не будет ни чрезмерно корректирующей, ни слишком мягкой. Эффективная стратегия исправления ошибок должна способствовать языковому развитию учащихся, одновременно укрепляя уверенность и мотивацию. Статья завершается практическими рекомендациями для преподавателей иностранных языков, в которых подчеркивается необходимость гибкого и индивидуального подхода к корректирующей обратной связи, соответствующего потребностям учащихся, целям обучения и коммуникативным задачам.

P.N. Kazberov

The Importance of the Program for Providing Emergency Psychological Assistance to Family Members of UIS Employees Died in the Line of Duty

Key words and phrases: psychological assistance; relatives of employees; psychological trauma; grief; psychotechnics.

Abstract: The issue of the importance of the program for providing psychological assistance to family members of UIS employees who died in the line of duty (hereinafter referred to as the Program) remains relevant. The hypothesis of the study is that the functioning of the Program ensures the effectiveness of work with relatives of deceased employees. The purpose of the study is to determine the importance of the developed Program. The corresponding tasks were also resolved to determine the relevance and effectiveness of the Program.

N.V. Kamenets, U.N. Fedorova

Dynamic Indicators of the Admission Structure of Entrants in the Professional Education System

Key words and phrases: entrants; training areas; professional education; statistical data.

Abstract: The article substantiates the relevance of forecasting the movement of students in the education system, considers the indicators of indicators of the vocational education system in dynamics, taking into account the federal

state standards in the period 2001–2022, assesses the structure of enrollment in training programs of vocational education in percentage ratio. Methods included processing and analysis of statistical data on the admission of applicants to vocational training programs. The aim of the paper is to study the peculiarities of dynamic indicators of applicants' admission in the system of vocational education, to identify changes in the specifics of choosing the level of vocational education. Results are as follows: on the basis of statistical data in dynamics there is an increase in demand for training in secondary vocational education programs by 6.3 %, in higher education programs – only by 2.6 %.

T.V. Kirillova

The Potential of Spirituality within the Context of Education Work with Prisoners

Key words and phrases: convicts; correctional institutions; spirituality; spiritual and moral education; penal system; traditional religious denominations.

Abstract: The article explores the challenges of spiritual rebirth and growth for prisoners during their time in prison, as well as the contribution of institutions of assistants in organizing work with convicts with religious beliefs to the rehabilitation process for those serving sentences in prisons. The article highlights the crucial role of traditional religious associations in promoting the spiritual development of inmates, and emphasizes the importance of enhancing existing and seeking new forms and approaches to influence prisoners in order to promote their personal growth.

E.V. Lopatkina, E.E. Khodjaeva

Historical Conversations in Mathematics Textbooks for Grades 5–6: General Cultural Context

Key words and phrases: culture-creating function of modern education; general cultural competence; mathematics; general cultural context of teaching mathematics; mathematics textbook; history of mathematics; historical conversations; typology and topics of historical conversations.

Abstract: The main objective of the study was to determine the general cultural context of historical conversations included in school textbooks for students in grades 5–6, in the logic of the development of students' activities in the process of teaching mathematics.

Research objectives: substantiation of the relevance of the identified problem; analysis of the texts of historical conversations; identification of the main aspects of the general cultural context of teaching mathematics at school; compilation of a typology of historical conversations; determination of ways of developing students' activities when working on the texts of historical conversations.

Research hypothesis: understanding the logic of developing students' activities in the process of teaching mathematics using the educational material of the “Historical Conversations” section determines didactic guidelines for finding ways to implement the culture-creating function of school mathematics education and variable means of forming the general cultural competence of students in basic school.

Research methods: comparative analysis, synthesis, generalization, typology, pedagogical design. Results: the conducted research allows us to conclude that the use of the general cultural context of historical conversations can help eliminate the difficulties in implementing the culture-creating function of modern education, and the proposed logic for the development of students' activities when working with the texts of historical conversations will provide an understanding of the process of developing general cultural competence in teaching mathematics.

N.V. Vasenkov, M.G. Semenova, N.N. Merkhaidarova, L.E. Bikulova

The Influence of Mass Media on Students' Motivation to Study

Key words and phrases: media; student; physical activity; strategy; healthy image; motivation.

Abstract: This study can contribute to the development of effective strategies aimed at increasing the level of physical activity of the population for the socio-economic development of the country. The relevance is also confirmed by the priority areas of the state policy in the field of health care-personal types of media to form motivation for physical education and sports. Identify effective approaches to using the media to promote healthy lifestyles and increase physical activity. The study used methods that include content analysis of various media, anonymous questionnaires of the target audience, and statistical data processing. This study contributes to the development of effective strategies aimed at increasing the level of physical activity of the population, in particular students.

A.G. Goncharuk, T.A. Kozlova, E.V. Ryzhakova

**The Relationship Between Philosophical Anthropology and Destructology:
The Pedagogical Aspect of Studying Human Nature**

Key words and phrases: destructology; anthropology; humanism; identity crisis; problem of choice.

Abstract: The purpose of this article is to analyze the interaction of philosophical anthropology and destructology in understanding human nature and its potential. A number of tasks follow from the stated goal: to analyze the goals of these scientific areas, to study the main aspects of the relationship, such as the problem of forming ethical norms, the crisis of human identity, the problem of the influence of technology on humans and society. The main research methods included theoretical analysis and synthesis, scientific analogy, generalization. Research hypothesis suggests that the interaction of philosophical anthropology and destructology provides a guideline for interdisciplinary research, allows us to analyze a whole range of factors that pushed a person into the abyss of destructive behavior. Research results are as follows: understanding the philosophical foundations of human nature can be used to develop effective strategies for the prevention of radicalism and destructive behavior.

R.R. Iskandarov, T.R. Mirsaev

**Subject-Participatory Approach to Rehabilitation of Convicts
with Mental Disorders: Synthesis of Theory and Practice**

Key words and phrases: subject-participatory approach; rehabilitation of convicts; mental disorders; dialogue technologies; collective pedagogy; biopsychosocial synthesis; professional reflection.

Abstract: The aim of the study is to substantiate a subject-participatory approach to the rehabilitation of convicts with mental disorders, integrating psychotherapy, pharmacotherapy and social participation based on the pedagogy of A.S. Makarenko. Research objectives: to consider the adaptation of the principles of collective pedagogy in the penitentiary system and biopsychosocial methods that activate the subjective position of the convict. Research hypothesis: involvement in collective projects (theater, crafts) enhances social adaptation. Research methods: review of international experience, system analysis of scientific data. Research results: it is shown that this model, combining a biopsychosocial approach and education through a team, is well adapted for various categories of convicts, but requires modernization of the training of employees of correctional institutions.

R.R. Iskandarov, T.R. Mirsaev

**Innovative Technologies of Diagnostics and Correction of Addictive Behavior in Penitentiary Institutions:
Theoretical Analysis of Neurocognitive, Digital and Pedagogical Approaches**

Key words and phrases: addictive behavior; pedagogical design; andragogy; VR therapy; biofeedback; reflective learning; subjectivity.

Abstract: The aim of the study is to substantiate the integration of VR therapy, biofeedback and pedagogy for the correction of addictions. Research objectives include the analysis of neurobiological mechanisms, development of immersive scenarios (rejection of psychoactive substances, conflict management). Research hypothesis suggests that the combination of technologies with reflective learning increases awareness. Research methods are system analysis of scientific data, and review of international experience. Research results are as follows: the need to integrate the pedagogical aspect into the technological rehabilitation of convicts with addictions is substantiated; the need for retraining of personnel in the field of digital didactics is proven.

Yu.I. Kazarinov

**The Concept and Psychological Factors of the Formation of Professional
Competence among Technical Students in Higher Education Institutions**

Key words and phrases: psychological factors; professional competence; technical education; motivation; self-organization; key competencies.

Abstract: The purpose of the paper is to identify key psychological factors and mechanisms of professional competence formation among students at technical universities. Research objectives are to form the conceptual foundations and identify the psychological factors of the formation of professional competence among students of technical specialties. Hypothesis: based on the system-genetic approach (B.G. Ananyev, E.A. Klimov,

V.D. Shadrikov, etc.), it is possible to assess the structure of professionalism, key competencies and mechanisms of their development in the educational process. Methods of theoretical analysis (systematization of scientific approaches), empirical research based on a survey of 70 students of technical specialties, as well as statistical methods of data processing (correlation and regression analysis) are used in the work. The results of the study revealed that students with a pronounced professional identity demonstrate higher academic performance, and the key psychological factors that significantly affect professional competence in importance are: motivation, cognitive flexibility and the ability to self-regulation.

N.V. Kamenets, U.N. Fedorova

Personnel Training in the Context of Scientific Research Activities in Higher Education

Key words and phrases: graduates; higher education; research activity; training; software; statistical data.

Abstract: The paper substantiates the relevance of personnel training for organizations engaged in research and development, reveals the peculiarities of indicators of higher education system in the context of research and development activity. Methods: analysis, selection and structuring of indicators on the number of graduates and software in percentage ratio. The aim of the study is to examine in dynamics the share of the number of graduates of higher education engaged in research and development, to characterize the state of material and technical base of higher education institutions. Results: The increase in higher education graduates in development and research from 2019 is 1.6 %, there is a 4.2 % decrease in the use of electronic systems and software tools by organizations.

M.M. Konkol

The Introduction of Neural Network Technologies in Domestic and Foreign Higher Education

Key words and phrases: artificial intelligence; higher education; professional competence; artificial intelligence technologies.

Abstract: The relevance of such a study is due to a significant increase in interest in artificial intelligence in the academic environment: over the past four years, the number of students enrolled in AI and machine learning courses has increased by 60 %. At the same time, there is a shortage of research devoted to teaching methods of these disciplines in higher education. Of particular importance is the issue of the ethical use of AI in the educational process, including issues of verification of generated content and academic integrity. The article analyzes the experience and prospects of introducing AI technologies into the educational process of Russian and foreign universities. The research goals achieved: the process of integrating AI into the educational system was reviewed, the main directions of using AI by teachers to optimize work processes and students in educational activities were analyzed; attention was paid to the problems of using AI, including the risks of generating false information and academic fraud; the need for students to develop a culture of correct use of neural networks with mandatory indication of the AI tools used and verification of the data obtained is emphasized. Research results are as follows: the article substantiates the importance of transforming AI skills from a tool of academic dishonesty into a sought-after professional competence and identifies key tasks for the effective integration of AI into education: training teachers, teaching the basics of industrial engineering, developing ethical and legal standards for the use of AI technologies in the educational process. In the process of writing the paper, general scientific research methods were used.

I.V. Krasina, A.S. Parsanov

Educational Environment for Developing Digital Competences of Future Technologists

Key words and phrases: high-tech production; educational environment; advanced learning; personnel training; technologist; university; digital competencies.

Abstract: The objective is to present the components of the digital educational environment (DEE) for the development of digital competencies of future technologists. The tasks are to substantiate the need to develop digital competencies of personnel for high-tech industries; to reveal the essence, structure and examples of the implementation of the DEE in a technological university. Methods included retrospective theoretical studies; generalization and analysis of scientific and practical experience in the formation of the DEE for the development of digital competencies of technologists. The hypothesis suggests that the effectiveness of the formation of the DEE will be higher if we rely on modern trends in the digital transformation of enterprises and successful examples of

the development of digital competencies of personnel. Results are as follows: the need to form digital competencies of future technologists and transform the educational environment of the university is substantiated; options for the development of infrastructural, personnel, organizational and pedagogical components of the DEE in a technological university are presented.

M.V. Morozova, E.V. Umarova, O.A. Chebotareva, Yu.V. Salamatina

Technical Translation in a Non-Linguistic University. New Realities

Key words and phrases: technical university; latest technologies; foreign language; logical thinking; intellectual abilities.

Abstract: The aim of this article is to study the change in attitude towards learning a foreign language in technical university with the development of the latest technologies. The hypothesis of research is based on the assumption that technical translation will become an optional subject. Research methods included data collection, analysis and synthesis. The task is to show that despite the availability of possibilities to make translations from a foreign language with the help of special technical means, learning a foreign language remains a much-demanded and necessary discipline in the university, as it promotes the development of students' intellectual abilities and logical thinking.

O.A. Morokhova

Features of Digital Pedagogy in Higher Professional Education

Key words and phrases: digital pedagogy; digital literacy; pedagogical opportunities; higher education; foreign language teaching.

Abstract: The purpose of the article is to analyze and summarize the features of digital pedagogy at the present stage. Research objectives are to summarize international experience in the field of digital pedagogy; to analyze the characteristic features and forms of implementation of digital pedagogy; to consider the pedagogical possibilities of digital technologies in teaching a foreign language at a university. Research hypothesis suggests that digital pedagogy, based on a set of digital technologies, influences changes in the educational process and the formation of relevant competencies of students. Research methods: analysis of data from modern pedagogical research; generalization of practical experience in the form of a questionnaire. The study demonstrated that digital pedagogy, represented by a set of digital technologies, contributes to a change in pedagogical principles of teaching and requires the formation of relevant competencies in students.

O.N. Protsenko, I.A. Fedoseeva

Technological Approach to the Implementation of the Model of Teaching Professional Military Vocabulary to Cadets

Key words and phrases: technological block; personalized learning; collaborative learning; active learning methods; visualization tools.

Abstract: The article analyzes language teaching to military school cadets with an emphasis on approaches and active teaching methods. The purpose of the study is to analyze the technological block of the model for teaching professional military vocabulary, first of all, to determine promising forms of training, rational methods, and modern teaching aids in a military university. Research hypothesis suggests that the technological approach to the implementation of the process of teaching military vocabulary contributes to the acquisition of extensive areas of language knowledge and skills related to the professional activities of cadets. Methodology and research methods included terminological method, abstraction, analysis of the process of teaching professional military vocabulary in a military university, with the aim of identifying promising teaching methods. Results: the study allowed us to identify the features of the application of active methods of teaching professional vocabulary aimed at developing the linguistic training of cadets of military universities.

T.B. Sidneva, A.A. Zhegalov

Self-Determined Learning of Music Educators in the Context of Lifelong Education

Key words and phrases: continuous music education; continuous professional education; heutagogy; self-determined learning.

Abstract: This article analyzes the current state of continuous music education in Russia. The aim of the study is to develop the music education system by introducing a model of advanced professional development that considers the principles of continuous education for music educators. The research task is to define the structure of the existing system of continuous music education and to reveal the essence of self-determined learning within this system. The research hypothesis suggests that the music education system will be effective if the training of music educators incorporates self-determined learning technology based on a personalized and individualized approach. The primary research method used is the analysis of scientific literature from various fields related to the studied problem, as well as the synthesis and systematization of the obtained data. The study has established the possibility of increasing the effectiveness of training specialists in the field of music pedagogy by integrating self-determined learning technology into the music education system.

D.D. Khairullina

Online Platform Twee in Teaching English

Key words and phrases: artificial intelligence; neural network; online platform; English; Twee.

Abstract: The purpose of the study is to analyze the functionality of online platform Twee, to highlight its strengths and weaknesses in teaching English. The following methods were used in the research: theoretical analysis of scientific literature, observation and generalization of personal experience, systematization of conclusions about the capabilities of Twee, allowing the teacher of English to plan, organize and evaluate the educational process. The author comes to the conclusion that with a competent approach, the platform really has the ability to complement and improve the educational process, but cannot completely replace a foreign language teacher and live communication.

E.S. Shakurova, I.Yu. Starchikova

Assessment of the Quality and Conditions of Education by Students of a Technical University

Key words and phrases: higher education; quality and conditions of education; learning process; students; technical university.

Abstract: The purpose of this article is to analyze the results of a survey devoted to the assessment of the quality and conditions of education by students of the Stupino branch of Moscow Aviation Institute (National Research University). The relevance of this work is associated with the establishment of feedback from students regarding the quality of education, organization of educational activities, satisfaction with the implementation of distance learning technologies, comfort of the educational environment, objectivity of assessing the level of knowledge, as well as the ethics of the university staff. The objectives of the study were to develop a questionnaire taking into account the specifics of an aviation university, to conduct a written survey of students of 1–4 years of full-time education. The hypothesis of the study assumes that the quality of education and conditions of the given institute meets all the requirements of the educational standard. The research methods were the method of sociological survey, systematization, generalization, as well as descriptive, search and comparative methods. As a result of the study, the hypothesis was confirmed.

O.L. Shepelyuk

Development of the Creative Potential of the Person in the Process of Studying the Discipline “Chemistry of Oil And Gas”

Key words and phrases: creative potential; activity-based approach; psychological characteristics; modeling.

Abstract: The purpose of the article is to consider the issue of developing the creative potential of students in the process of studying the discipline “Chemistry of Oil and Gas” within the framework of the activity-based approach. Research objectives are to identify the main principles of developing the creative potential of students in the process of the pedagogical process. Methods: analysis of methodological and scientific literature. Results are as follows: the main principles of developing creative skills within the framework of the activity-based approach: the process is considered as a system, the study of individual elements is carried out taking into account their place in the process of professional training of specialists; the purpose of modeling is based on the analysis of the requirements for professionally significant qualities of a competitive specialist; taking into account the psychological characteristics of various stages of the pedagogical process.

I.O. Syresina

Discourse Markers of the Category of Persuasiveness in English-Language News Media Texts

Key words and phrases: category of persuasiveness; dictemic theory; English news media text; discourse markers.

Abstract: The aim of the study is to identify discourse markers that, as part of the dictemes of news media discourse, exert a persuasive influence on the addressee of the message. The objectives of the study are to consider persuasiveness as a discursive-dictemic category, to identify linguistic means of persuasiveness at the level of the sentence and the dicteme (the text). The novelty of the study lies in the description of persuasiveness in the light of the dictemic theory of M.Ya. Blokh and the identification of its markers at the dictemic level. The method of discourse analysis and the method of dictemic analysis are used in the work. The relevance is due to the need to consider the textual categories of modern English-language news media discourse and highlight effective discourse practices of its construction. As a result of the research key discourse markers of the category of persuasiveness of English-language news media texts have been identified, such as linguistic means of dialogization: interrogative constructions and citation; ethical or soft means of influence: modal verbs and constructions, subordinate clauses of condition; stylistic linguistic means that create a certain emotional state in the recipient of the message.

D.O. Vladimirova, A.G. Ivanova

The Influence of Russian Borrowings on the Future Development of the Lexical System of the Modern Chinese Language (Using the Material of Terms in the Field of Oil and Gas Industry)

Key words and phrases: loanword; lexical composition of a language; oil and gas industry; oil refinery; Russian borrowed words; modern Chinese language; special term.

Abstract: This article explores Russian loanwords in the specialized terminology of the oil and gas industry. To investigate and analyze the presence and functioning of Russian borrowed words in the Chinese lexical system within this field, texts from scientific, technical, and journalistic sources published on the official websites of Chinese and Russian companies – such as CNPC (“China National Petroleum Corporation”), SINOPEC (“China Petrochemical Corporation”), GPN (“Gazprom Neft”), “Lukoil”, and others – were examined. Using descriptive and component analysis methods, the study examines the Russian loanwords identified in these texts. The article also discusses the reasons, methods of appearance, assimilation, and usage of these Russian-language lexical units in Chinese, and investigates their impact on the current lexical system of the Chinese language and its future development. The study concludes by highlighting the influence of Russian loanwords on existing word forms, word formation processes, and meanings within the lexical system of modern Chinese, particularly in the context of specialized oil refinery terminology.

Н.Э. Гаджихмедов, Э.С. Адзиева

Дефиниция арабских заимствований в английском языке: сравнительный анализ британского и американского научного дискурса

Ключевые слова: арабизмы; английский язык; культура; лексикография; научный дискурс; контекст; дефиниция.

Аннотация: Статья посвящена исследованию особенностей дефиниции арабских заимствований в научном дискурсе британского и американского вариантов английского языка. Данный анализ основан на исследованиях научных публикаций (по истории языка и межкультурной коммуникации), а также лексикографических источниках, которые предоставляют возможность выделить основные тенденции и специфику в определении арабских заимствований. Арабизмы являются словами или фразами, которые заимствованы из арабского языка в английский язык (в британский и американский варианты) посредством науки, культуры и торговых отношений. В настоящее время интерес к заимствованиям возрос в связи с процессами глобализации, а также повышением межкультурного взаимодействия. Стоит подчеркнуть, что подходы к дефиниции могут отличаться в зависимости не только от культурного контекста, но и от языкового. Авторы научной работы подробно рассматривают, каким образом арабские заимствования определяются в англоязычном научном дискурсе двух вариантов языка. Данное исследование основано на обзорах научных публикаций (современных), в том числе и лексикографических источников, а также

дидактических материалов, что предоставляет возможность определить актуальные тенденции, а также особенности дефиниции арабских заимствований. Цель научной работы: провести сопоставительный анализ арабизмов в двух вариантах английского языка, в том числе определить роль в процессе формирования научной терминологии в британском и американском вариантах английского языка. Задачами исследования являются следующие: выявить основные категории заимствований, которые употребляются в двух вариантах английского языка (научные термины); определить контекстуальное употребление арабизмов в разных научных сферах; изучить влияние арабизмов на развитие научных терминов в двух вариантах английского языка (в британском и американском). Гипотеза исследования состоит в том, что употребление арабизмов зависит от культурной специфики, а также исторических контекстов двух стран, что в данном случае влияет на общее восприятие, а также интерпретацию научных терминов. Методика исследования. В научной работе проводится анализ научных публикаций на русском языке и на иностранном языке для определения классификации арабизмов. Также в научной работе проводилось изучение исторических источников для более глубокого понимания культурных контекстов, которые способствуют адаптации арабизмов. Проводился сопоставительный анализ научного дискурса двух вариантов английского языка для определения общего и специфического в употреблении арабизмов. Достигнутые результаты. Результаты проведенного исследования продемонстрировали следующее: выявлены важные исторические контексты, а также культурная специфика, которая способствует распространению арабизмов в научном дискурсе британского и американского вариантов английского языка. Выявлено влияние арабизмов на процесс развития научных терминов, что открывает дальнейшие перспективы для межкультурного взаимодействия в сфере науки и инновационных технологий.

Н.Э. Гаджихмедов, Э.С. Адзиева

**Языковая интеграция: функциональная парадигма арабизмов
в британском и американском англоязычном научном дискурсе**

Ключевые слова: арабизмы; заимствования; английский язык; языковая адаптация; культура; межкультурная коммуникация.

Аннотация: Авторы в научной статье анализируют функциональную парадигму арабоязычной лексики в двух вариантах английского языка (британском и американском). В исследовании подробно рассматривается исторический аспект, который способствовал проникновению заимствований в английский язык, в том числе и другие аспекты функционирования данных заимствований, которые включают в себя лексическое значение, семантическую деривацию и культурную специфику. Сопоставительный анализ демонстрирует, каким образом заимствования употребляются в двух вариантах английского языка (британском и американском), определяя различия не только в произношении, но и в рамках употребления. В статье авторами сделан вывод о том, что рассматриваемая в научной работе парадигма отражает не только историческое взаимодействие англоязычных стран с арабским миром, но и культурное взаимодействие на современном этапе. Цель научной работы: проанализировать функциональную парадигму заимствования двух вариантов английского языка, в том числе определить роль арабских заимствований, а также влияние на научный дискурс. Задачи исследования следующие: выявить основные категории арабских заимствований, которые применяются в научном дискурсе двух вариантов английского языка; изучить контекстуальное применение арабских заимствований в разных областях науки; провести сопоставительный анализ адаптации арабских заимствований в научном дискурсе британского и американского вариантов английского языка. Гипотеза исследования состоит в следующем: арабские заимствования играют ключевую роль в процессе формирования научного дискурса двух вариантов английского языка, употребление арабизмов варьируется с учетом культурной специфики и исторических аспектов двух англоязычных стран. Методы исследования. В научной работе применяется контекстуальный анализ на русском и иностранном языках для определения арабских заимствований и их классификации в целом. Проведен сопоставительный анализ научного дискурса британского и американского вариантов английского языка с целью определения общего и специфического в употреблении заимствований. В работе также проведен корпусный анализ для определения частоты употребления заимствований в разных научных

областях. Достигнутые результаты. В научной работе определены основные категории заимствований, которые активно употребляются в двух вариантах английского языка (британском и американском). Проведенное исследование продемонстрировало, что заимствования активно обогащают англоязычный научный дискурс на современном этапе.

M.V. Gaylit, A.A. Utsiev

Word Formation and Neologisms in the English-Speaking Linguistic Environment of Social Media

Key words and phrases: colloquial English; colloquial language; modern English vocabulary; neologisms; slang; vocabulary; word formation.

Abstract: The paper discusses the phenomenon of the modern linguistic environment of social media, in which neologisms are created. It describes word formation methods that are applied by internet users to form new vocabulary. The purpose of this paper is to describe the approach to forming new slang words in the English-speaking linguistic environment of social media. The objectives are to describe the word formation methods; to define the meaning and the purpose of slang; to compare modern internet slang with word formation models. The hypothesis suggests that the methods of creating modern slang words that are utilized by English-speaking internet users, match the classic word formation models. Research methods included analysis of linguistic literature, observation, synthesis, comparison, and generalization. The results: through classification of modern internet slang the methods of forming new internet slang words have been described and the use of typical word-formation methods in the English-speaking linguistic environment of social media has been confirmed.

E.Yu. Dubinina

Lexical and Semantic Means of Expressing Probability in a Scientific Text

Key words and phrases: modal verbs; modal words; semantics of probability; subjective modality; epistemic modality.

Abstract: The article deals with the peculiarities of using lexical and semantic means of expressing probability in scientific discourse. The aim of the study is to analyze the lexical and semantic means of expressing probability using the modal verb “must” as an example. The aim of the study is achieved by solving the following problems: studying the theoretical foundations of probability in the linguistic aspect; identifying and classifying lexical and semantic units expressing probability; corpus analysis of scientific texts to identify the frequency of use of the modal verb “must”; research and analysis of syntactic structures with the verb must in the context of probability. Research hypothesis: the verb “must” combines the meanings of obligation and probability, which allows us to study its functional features in scientific texts. Research methods: statistical analysis method; comparative analysis method; methods of quantitative processing of corpus data. Using the material of a parallel English-Russian subcorpus of scientific texts, created on the basis of the National Corpus of the Russian Language, the use of the verb “must” with the semantics of probability is analyzed. The results showed that the use of the verb “must” in the meaning of probability is less common than in the meaning of obligation. This is explained by the characteristic of the scientific style, to accurately establish facts and describe processes, where assumptions and hypotheses are expressed by other means.

T.A. Kozina

Lexical and Stylistic Means for Creating the Humorous Effect in the Work of P.G. Wodehouse “Jeeves and Wooster” and their Translation into Russian

Key words and phrases: lexical and stylistic means; humor; metaphor; personification; comparison; translation.

Abstract: Based on the P.G. Wodehouse’s work “Jeeves and Wooster” the author carries out a study of lexical and stylistic means for creating humor and the appropriate methods to translate them into the Russian language. When analyzing lexical and stylistic means used by P.G. Wodehouse in his work, we suppose that the most productive of them are those that contain comic sema and capable to produce a unique irony while describing main characters. The aim of the given research is to reveal the most distributed English lexical and stylistic means for creating humor as well as the most effective translation methods. To achieve the established aim, it is necessary to fulfill the following goals such as: to give the definition of the term “humor” and describe the main means of creating it; to reveal the characteristic features of the work under the linguistic and translation analysis; to study the metaphor as a lexical

and stylistic means for creating comic effect and its ways of translation into the Russian language; to study the personification as a lexical and stylistic means for creating comic effect and its ways of translation into the Russian language; to study the comparison as a lexical and stylistic means for creating comic effect and its ways of translation into the Russian language; to study the hyperbola as a lexical and stylistic means for creating comic effect and its ways of translation into the Russian language. We have analyzed about 300 English lexical and stylistic means used for creating comic effect, the most productive being metaphor, personification, comparison. The author of the article comes to the conclusion that the prominent methods of translation into the Russian language are various lexical transformations including functional analog, modulation, coping and explanatory translation. The author used both general scientific methods such as deduction, induction, a quantitative method and some linguistic approaches of a component analysis, comparative and translation methods to develop the research study.

V.V. Ponomareva, A.G. Ivanova

Creolised Text as a Means of Expressing Emotions in Chinese Media Discourse

Key words and phrases: media discourse; China; creolized text; correlation; emotions.

Abstract: The aim of the study is to analyze the role of creolized texts in expressing emotions in Chinese media discourse. The objectives of the study are to identify the most frequent type of creolized text in Chinese media space; to analyze the means used to represent emotions. The hypothesis of the study is that non-verbal elements are more prevalent in expressing emotions in media discourse than verbal elements. The content analysis of 87 texts revealed that integrative and image-centered texts predominate in Chinese media space. The data confirm that in Chinese media discourse emotions are predominantly encoded through visual means such as facial expressions, posture, and typographic techniques, which reflects the peculiarities of Chinese linguoculture. The results of the study deepen the understanding of the mechanisms of emotion representation in the digital environment.

S.A. Chernyavskaya

Rhetoric as a Tool of Influence in the Modern World

Key words and phrases: rhetoric; manipulation; communicative style; interaction; art of communication; innovation.

Abstract: Speaking to an audience involves influencing it. Psychological influence in the process of communicative interaction involves the use of rhetorical techniques. The art of rhetoric is valued not only at the social and everyday level, but also politically and in business management. The relevance of this study is confirmed by the fact that currently manuals on rhetoric are regularly published in the context of psychological influence on the audience. There is also an unflagging interest on the part of researchers in determining business communication skills in the context of manipulative influence using discourse. The purpose of the study is to determine the importance of rhetoric in the context of communicative interaction. The tasks of the study are to consider communicative styles, to identify the methods of black rhetoric, to determine communication approaches. Research hypothesis suggests that the use of methods of black rhetoric allows to increase the efficiency of the communication process. Methodology is as follows: analysis of scientific literature on the topic of the study. The article presents methods of black rhetoric, reveals incorrect ways of influencing the opponent. The results of the study can be used to identify effective methods of communicative influence. In conclusion, a conclusion is made about the prospects of using rhetoric as a factor of influence on an opponent.

O.V. Bulygina, T.V. Kakatunova, V.N. Zubareva, D.D. Yartsev

Application of Fuzzy Random Forest to Classify Reasons for Product Return

Key words and phrases: classification; product returns; fuzzy decision trees; random forest; hybridization.

Abstract: One of the key tasks of the product return management system in e-commerce is the classification of the causes, the results of which can be used to prepare recommendations for reducing their number. The need to process a huge amount of information, often of insufficient quality, does not allow the use of traditional methods. The goal of the study is to develop a new approach to classifying the causes of returns based on the use of intelligent analysis methods of large data arrays to form informed decisions in conditions of information uncertainty. Achieving this goal required solving the following tasks: an analysis of the subject area specifics was conducted; a hybrid method

based on random forest and fuzzy decision tree algorithms was proposed; its software implementation was performed in Python and efficiency testing was conducted. Its results showed that the hybridization of these algorithms allowed to increase the classification accuracy and improve the model interpretability. This method can be used to develop solutions for optimizing the routes of return logistics flows, and improving the quality of goods and related services on electronic platforms.

O.V. Voronova

Formation of a Typical Projects Portfolio of an Integrated Trading System: Architectural Aspect

Key words and phrases: business architecture; business process; digitalization; integrated trading system; project portfolio; project management; retail.

Abstract: Research is devoted to the process of forming a typical portfolio of IT projects of an integrated retail system within the architectural approach. The relevance of this topic is due to the growing influence of information technology and project management tools in retailing against the background of active digital transformation of the market, increased competition and limited resources in the retail industry. The subject of the study is the process of forming a typical portfolio of IT projects of integrated retail systems. The study characterizes the project management system of an integrated trading system as a tool for achieving strategic goals in the context of digitalization, describes the main business roles, business functions and business processes in the field of project management. The research resulted in the development of business process models “Inclusion of pilot projects in a typical project portfolio of an integrated trading system” in IDEF0 and BPMN notation, based on the best practices of international and domestic retail companies.

D.S. Smolina, O.V. Sorvina

**Quality Management of Services in the Tourism and Recreation
Cluster as the Main Aspect of Competitive Advantage**

Key words and phrases: quality; tourist and recreational cluster; competitive advantage.

Abstract: The purpose of the study is to identify the direct relationship between the need to manage the quality of services of a tourist and recreational cluster as the main competitive advantage. The main task is to trace the relationship between the quality of services provided by tourism and recreational clusters to the end user and the competitiveness of the cluster itself. Dialectical, expert and graphical methods were used in the course of the research. The hypothesis of the study is that the management of the quality of services of the tourist and recreational cluster leads to a consistently high quality of the final product, as a result, it helps to occupy a leading position in the market of similar services. The article reflects the main methods of service quality management to increase tourist satisfaction, and, consequently, to increase the competitiveness of the cluster itself.

N.A. Goncharova, A.A. Oshkordina

**Artificial Intelligence in Information Technology Organizations:
Applications, Ethical Aspects and Future Development**

Key words and phrases: financial planning; company stability; advantages; budgeting; market economy.

Abstract: The purpose of the article is to consider the main types of financial planning, their objectives and impact on the company's sustainable development processes. Objectives of the article: to identify how financial planning helps to identify weaknesses and effectively solve problems facing the organization. Research hypothesis suggests that the authors examine the genesis and interaction of the main advantages and principles of implementing a financial planning system in ensuring the long-term stability of a company. Research methods included qualitative and quantitative analysis of current approaches to the main advantages and principles of implementing a financial planning system. The results of the study are as follows: based on the analysis, the authors gave recommendations on financial planning, which becomes the key to the successful functioning and prosperity of the company in the long term.

E.L. Vaitekunene, V.A. Orlov, T.G. Dolgova, A.A. Gashin

Designing a Self-Adaptive Microservices Architecture Leveraging Machine Learning for Autonomous Orchestration

Key words and phrases: microservices architecture; self-adaptive systems; machine learning; autonomous management; anomaly detection; service orchestration.

Abstract: Modern software systems, especially those based on microservices, face rapidly changing workloads and stringent requirements for high availability, performance, and scalability. Traditional approaches to resource management and service configuration often rely on static thresholds or manual interventions, leading to suboptimal or delayed responses under dynamic conditions. This paper proposes a comprehensive self-adaptive microservices architecture that integrates machine learning (ML) methods into a feedback loop to monitor key metrics (resource usage, response time, business indicators), forecast traffic surges, detect anomalies, and automatically adjust system configurations. By implementing the **MAPE-K** (Monitor – Analyze – Plan – Execute – Knowledge) loop within an autonomous controller, the system can continuously learn from real-time data, optimize resource allocation, and maintain high service quality under unpredictable loads. Experimental results with container orchestration platforms (e.g., Kubernetes) demonstrate that the proposed solution not only reduces operational overhead but also enhances system resilience and cost-effectiveness. This study offers insights into the design patterns, data pipelines, and ML models necessary for building production-grade self-adaptive environments, paving the way for future research on multi-cloud, edge computing, and advanced security extensions.

E.V. Filyushina, V.A. Orlov, A.E. Stashkevich, D.S. Tuleninov

Design of an Intelligent Lighting and Heating Control System for Residential Buildings Using Internet of Things Technologies

Key words and phrases: smart home; intelligent control; lighting; heating; IoT; energy efficiency; automation; cybersecurity; scalability; sensors.

Abstract: This paper presents the design of an intelligent lighting and heating control system for residential buildings based on Internet of Things (IoT) technologies. The proposed system integrates sensors, actuators, a local controller, and a cloud platform to dynamically adjust the operating modes of building systems according to the time of day, weather conditions, and occupant preferences. The paper examines current trends in smart home technology, system architecture requirements including security measures and scalability, as well as key aspects of integration with external services. The development of this system enables optimization of energy consumption, enhances residential comfort, and ensures flexible management of building infrastructure.

I.P. Firova, V.N. Solomonova, O.I. Pudovkina

Prospects for the Development of Leadership Skills in Business Management Practice in the Context of Digital Transformation

Key words and phrases: business management; digital transformation; introduction of artificial intelligence; key competencies of a modern leader; leadership qualities.

Abstract: The purpose of the work is to substantiate the prospects for the development of leadership qualities in business management practice in the context of digital transformation. To achieve this goal, the following tasks were identified: the most noticeable changes that digitalization brings to the management process were identified; approaches to business management, namely, leadership, were revised, since modern leaders must have new skills and qualities in order to effectively use digital tools and lead the company through a period of global change. The hypothesis of the study is manifested in the substantiation of proposals for the introduction of digital technologies that contribute to efficiency improvement, which will allow companies to accelerate the development and decision-making processes in conditions of high competition and unstable markets. Such scientific research methods as analysis and synthesis, hypothetical, hypothetical-deductive have been used in the work. The achieved results consist in the formation of solutions aimed at creating the necessary conditions for digital transformation, providing increased decision-making speed and a high level of adaptation to changes, since in the digital economy, companies first of all need to respond promptly to market fluctuations, changes in consumer preferences and the emergence of technological innovations.

I.P. Firova, V.N. Solomonova, O.I. Pudovkina

Economic Efficiency of Investing in Innovative Projects

Key words and phrases: regulation of the innovation process; investment projects in the field of innovation; assessment of economic efficiency; single-product models of transition to new technologies.

Abstract: The purpose of the work is to develop a set of economic indicators that make it possible to distinguish promising innovative proposals and evaluate the economic efficiency of relevant innovative projects. To achieve this goal, the following tasks were identified: the need to develop a stationary optimal strategy for investing innovative projects as a function of the current “state” of the system of regulation of the development of the innovation process is justified; some rational principles have been formed in the development of criteria for the economic efficiency of the functioning of the innovation process regulation system using optimization models. The hypothesis of the study is manifested in the justification of an approach that allows us to give some assessment of the volume of investments in the innovation sector, and then consistently solve the problems that arise in the allocation of financial resources to ensure the functioning of business entities. Such scientific research methods as analysis and synthesis, hypothetical, hypothetical-deductive have been used in the work. The achieved results consist in using a single-product model of transition to a new technology, which is a one-dimensional linear version of a more general model and an effective procedure for finding the optimal solution to a stationary problem in numerical terms can be used for it.

E.V. Khudyakova, A.R. Glinskaya, E.V. Filyushina, N.V. Sergeeva

Economic Efficiency of Automated Management Systems in Industry

Key words and phrases: automated Information Systems (AIS); industrial production; economic efficiency; automation advantages; digital technologies.

Abstract: The study is devoted to the implementation of Automated Information Systems (AIS) in refrigerator production to enhance economic efficiency. The objective is to assess the impact of AIS on cost reduction, increased productivity, and resource management optimization. The tasks include analyzing the benefits of automation (cost reduction, shortened production time, decreased defects, and optimized inventory management), describing the implementation stages and architecture, and evaluating the impact of digital technologies on product quality. The hypothesis assumes that the application of AIS improves economic performance by optimizing processes and enhancing the enterprise's competitiveness. Methods employed include system and comparative analysis, modeling, and data visualization. The results confirm reduced production costs, increased productivity, and improved product quality.
