

## Abstracts and Keywords

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

### **The Concept of Value in Teacher's Work**

*Key words and phrases:* value; education; means of education; moral good; utility; material wealth; ethical values.

*Abstract:* The relevance of the article is motivated by the importance of identifying the differences between value and good, between good in the sense of material good and good as a moral value. The purpose of this article is to clarify and supplement the essence and content of the phenomenon of value in the work of a teacher. The hypothesis is as follows: the teacher's choice of moral good is the choice of moral value, which motivates the choice of material and spiritual culture objects that are means of education, the definition of pedagogical conditions that ensure the achievement of the goal. In our study, we used a set of interrelated theoretical methods: interdisciplinary analysis of the problem and the subject of research; comparative analysis. The results of the study confirm the conclusions that the teacher's understanding of the results of education gives him an idea of the usefulness of the selected means of education, their suitability for familiarizing students with values while achieving the formed goal of education.

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A.V. Ivanova, M.D. Olesova

### **Regional Features of Forming Students' Value Orientations in Educational Institutions of Secondary Professional Education**

*Key words and phrases:* educational activity; students of institutions of secondary vocational education; regional features; value orientations.

*Abstract:* In the context of the transformation of society, young people experience difficulties in choosing values, thereby losing the meaning of life. The formation of value orientations of students of institutions of secondary vocational education (SVE) takes place taking into account the regional characteristics of the region where this process takes place. State regulatory and legal documents on the problem of educating young people are being renewed taking into account the requirements of modern society (Federal Law on Amending the Federal Law "On Education in the Russian Federation on the Education of Students", "Strategy for the Development of Education in the Russian Federation", "Fundamentals of the State Youth Policy of the Russian Federation for the period until 2025"), where the basis of education is the orientation of young people to spiritual, moral, traditional values, taking into account the ethnic characteristics of the individual. In this regard, the relevance of regional features of the formation of value orientations of institutions of secondary vocational education (SVE) is increasing.

The article presents the regional features of the formation of value orientations of students of secondary vocational education institutions living in the student hostel of the Yakut Industrial Pedagogical College (YIPK). Holding events is one of the main forms of educational work to attract students to socio-cultural activities.

The purpose of the study is to identify and justify the regional features of the formation of students' value orientations.

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A.V. Ivanova, M.D. Olesova

### **Pedagogical Conditions for Forming Value Orientations of College Students**

*Key words and phrases:* college students; pedagogical conditions; psychological and pedagogical support; formation of value orientations.

*Abstract:* The article presents the pedagogical conditions for the formation of value orientations of students of the state budgetary professional educational institution of the Republic of Sakha (Yakutia) "Yakut Industrial Pedagogical College". Psychological and pedagogical support of students is one of the forms of pedagogical conditions for the formation of value orientations of college students. In the process of forming the value orientations of students, the pedagogical conditions are the forms and methods of educational activities, including the psychological and pedagogical support of students, parents and teachers of the college.

The purpose of the study is to identify and justify the pedagogical conditions for the formation of value orientations of students in the educational process of the college.

The result of the study is reasonable pedagogical conditions for the formation of value orientations of college students: psychological and pedagogical support for college students.

Li Nannan

### **Analysis of the Process of Formation of Students' Self-Esteem (Example of China)**

*Key words and phrases:* student's self-esteem; methods of self-esteem; reflexive activity; self-correction.

*Abstract:* Students' self-esteem plays an important role in self-regulation and self-education. Self-esteem is the main structural component of a person's self-awareness. The analysis of the structure of students' self-assessment is the basis for studying the process of students' self-assessment. This article analyzes the main steps for the formation of a student's self-esteem in educational activities; the author believes that the process of self-assessment of students mainly includes the definition of goals → the establishment of criteria → self-reflection → informational feedback → internalization (or objection) → self-correction → self-assessment. By analyzing the process of forming a student's self-esteem, it becomes possible for him to develop the ability to independently set educational goals, design ways to implement them, monitor and evaluate his achievements, in other words, to form the ability to learn.

Е.А. Мокрицкая

### **Этика как фактор профессионального становления личности**

*Ключевые слова:* профессиональное становление; моральное становление; моральный выбор; этические знания; профессиональная этика; моральные ценности; этика в современном мире; становление личности.

*Аннотация:* В данной статье рассматриваются проблемы, связанные с необходимостью повышения этической образованности и общекультурной компетенции студентов в процессе обучения в университете. Мы предполагаем, что в процессе высшего образования этический фактор, являющийся мерой проявления нравственных характеристик личности, имеет большое значение в профессиональном становлении студентов. В текущей ситуации меняющегося общества востребованы специалисты с устойчивой моральной позицией, способные работать в современных условиях. Методы исследования включают анализ существующих теоретических исследований по проблеме профессионально-нравственного становления и образовательной практики. По результатам анализа предложены методы усиления профессионально-этической ориентации студентов и нравственного развития личности в процессе обсуждения этических проблем.

T.Yu. Molchanova

### **The influence of the Digital Environment on the Socialization of Adolescents**

*Key words and phrases:* deviant behavior; relationship deformation; Internet addiction; online communication; socialization; personality formation; digital environment.

*Abstract:* The aim of this article is to study the influence of digital environment on the socialization of adolescents in a new socio-cultural space. The objectives of the article are to determine the degree of negative influence of digital environment on the processes of personality development and social adaptation of adolescents. The hypothesis of the article is that involvement in the digital space as a key parameter of growing up and socialization of the modern young generation negatively affects cognitive development, personality formation, relationships with the outside world, and forms dependent behavior. The study is based on descriptive and comparative methods. As a result, it was revealed that it is necessary to take measures to counteract the negative influence of digital environment which should include control of adolescents' online communication, positive real communication, organization of alternative activities.

A.Kh. Khaertdinova

### **Interpretation of the Study Results on Establishing Differences in Values of Healthy People and People with Health Disabilities**

*Key words and phrases:* value orientations; disabilities; general human values; higher education; people with disabilities.

*Abstract:* The purpose of the article is a theoretical substantiation of the practical aspects of the study of the value orientations of healthy people and those with limited health opportunities. The research objectives are to establish differences in priority values between healthy people and people with disabilities on the basis of an experimental study. The research methods are analysis of scientific literature, generalization and systematization of scientific approaches, theories and concepts, questioning, observation, sociometric methods of analysis, statistical methods of analysis. The results are as follows: based on the results of a theoretical study of the problem of the formation of personality value orientations, we assumed that the value-semantic sphere of healthy people and people with disabilities is very different.

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A.Kh. Khaertdinova

#### **Practical Aspects of the Study of Value Orientations of Students with Disabilities**

*Key words and phrases:* value orientations; disabilities; general human values; higher education; students with disabilities.

*Abstract:* The purpose of the article is a theoretical substantiation of the practical aspects of the study of the value orientations of healthy students and those with disabilities. The research objectives are to establish differences in priority values between healthy students and students with disabilities on the basis of an experimental study. The research methods are analysis of scientific literature, generalization and systematization of scientific approaches, theories and concepts, questioning, observation, sociometric methods of analysis, and statistical methods of analysis. The results are as follows: based on the results of a theoretical study of the problem of the formation of value orientations of a person, it is assumed that the value-semantic sphere of healthy students and students with disabilities is very different.

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K.R. Khachaturova

#### **Information and Educational Environment of the Metropolis**

*Key words and phrases:* digitalization; educational space; information and educational environment education in a megalopolis; innovative technologies; education and upbringing; problems of regions; digital educational resources.

*Abstract:* The purpose of the study is to identify the features of the formation of the information and educational environment of a modern metropolis and to conduct statistical analysis of the specifics of the implementation of digitalization trends in education in large cities and regions of Russia, to substantiate the relevance and need to expand the network of information educational resources and the availability of modern technologies for students from different settlements and regions. On this basis, a number of urgent problems arise related to the study of the realities of the modern world, the demands of society and the correspondence of the concepts of the development of the educational environment to the needs of the population and state policy. The research objectives are to study the trends in the development of modern education and determine the direction of transformations in the structure and methodological basis of the technical and technological equipment of the educational process. The research hypothesis is as follows: the information and educational environment of economically developed regions affects the implementation of the latest educational technologies of educational institutions. The results of the study showed that in cities with a population of over a million, more than 20 % of students and educational institutions are actively introducing modern information and communication technologies into their activities. At the same time, in cities with a population of up to 100 thousand people. This percentage barely reaches more than 3 %.

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E.V. Shalomova

#### **Pro-Social Behavioral Strategy as one of the Conditions for Preventing the Destructive Orientation of the Personality of Adolescents**

*Key words and phrases:* adolescents; personality; pro-social behavioral strategy; prevention; destructive orientation of personality.

*Abstract:* The purpose of this article is to argue the pro-social behavioral strategy as one of the conditions for preventing the destructive orientation of the personality of adolescents. The objectives of the article are to reveal

the relevance of the problem under study; to present a social behavioral strategy as one of the conditions for the prevention of a destructive personality orientation. The hypothesis is as follows: the destructive orientation of the personality of adolescents will be successfully prevented if they are actively involved in pro-social activities. The research methods are analysis, synthesis, generalization, comparison, conversation, and survey. In the course of the study, the author came to the conclusion that a pro-social behavioral strategy is a necessary condition for the prevention of destructive orientation of adolescents.

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A.M. Aidarova, T.V. Mazaeva, Ch.R. Ziganshina, I.V. Strakhova

**Functional Capabilities of Digital Educational Resources: Application Experience at University**

*Key words and phrases:* digitalization; digital educational resource; philological disciplines; functional capabilities; effectiveness.

*Abstract:* The purpose of this study is to consider the main functionalities of using digital educational resources in the educational process in the course of teaching philological disciplines. The relevance of this work is due to the modern conditions of digitalization of education, in which the teacher-developer must take into account all the advantages and disadvantages of using digital educational resources. The analysis of literary sources on the problem allowed the authors to specify the positive and negative aspects of this process at the university. The main research methods are observation, description, and generalization of pedagogical experience. As a result of the study, the authors confirm the hypothesis put forward that the introduction of digital educational resources into the educational process opens up new opportunities for improving the effectiveness of teaching philological disciplines at the university.

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M.V. Antonova

**New Vocational Guidance in the Project "Professional Psychological and Pedagogical Classes"**

*Key words and phrases:* teacher; career choice; career guidance; psychological and pedagogical classes; career guidance networking.

*Abstract:* The article presents the experience of the work of Mordovian State Pedagogical University named after M.E. Evseyev on vocational guidance in the framework of the project "Professional Psychological and Pedagogical Classes". The purpose of the study is to present new formats and activities of career guidance for students of specialized psychological and pedagogical classes. The objectives of the study were to study and develop methodological support for new forms of vocational guidance aimed at choosing teaching professions, to substantiate the idea of creating an innovative platform for vocational guidance networking at the Pedagogical University. The hypothesis of the study is the assumption that new trends and activities of career guidance work will help identify pedagogically gifted students and form their readiness to study in university specialized psychological and pedagogical classes, and motivate them to choose a teaching profession in the future. To solve the research problems, theoretical methods were used: analysis of information sources, comparison, generalization, systematization of material. As the results of the study, the positive dynamics of the growth of the regional cluster of psychological and pedagogical classes in the Republic of Mordovia, the activity of which is coordinated by the Pedagogical University, is presented.

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E.V. Gryaznova, E.I. Shiryaeva, A.Yu. Kokurina, E.D. Polyakova

**Topical Issues of Primary School Teachers' Training in Using Computer Games in the Educational Process**

*Key words and phrases:* elementary school; digital pedagogy; computer games; professional training.

*Abstract:* Computer games are becoming an integral part of didactics in elementary school. However, the use of its means is not always carried out professionally by teachers, which reduces the effectiveness of the educational process and increases the risk of harm to children's health.

The purpose of this article is to substantiate the relevance of the development of training programs for primary education teachers, increasing their professional competence to create a careful digital learning game environment.

The main research methods were the method of analytical review, analysis, comparison, generalization.

In the course of the study, the authors substantiate the relevance of the development of training programs for primary school teachers according to the following principles: a theoretical module containing disciplines aimed

at studying the specifics of the interaction of younger schoolchildren with the digital gaming environment, a methodological module aimed at mastering the principles of creating a careful digital environment and a practical module reflecting the monitoring of the results of psychological and pedagogical studies of the interaction of children with digital game technologies in the educational process.

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E.V. Gryaznova, D.V. Bogatyreva, E.M. Voroshilov, V.D. Deeva

**The Anthropological Factor of Pedagogical Activity in Primary School as the Basis of Digital Pedagogy**

*Key words and phrases:* primary school; digital pedagogy; quasi-subject; anthropological factor.

*Abstract:* New types of subjectivity appear in the system of digital pedagogy, which have a socializing effect on primary school children. The anthropological component of digital pedagogy is losing its role as a leading factor, creating psychological and social risks of digital education.

The purpose of this article is to substantiate the relevance of preserving the anthropological component in primary school digital pedagogy.

The main research methods were the method of analytical review, analysis, comparison, generalization.

The authors substantiate the position that the weakening of the anthropological factor in the pedagogical process of primary school leads to the replacement of real subjects with artificial types of subjectivity, contributing to an increase in the intellectual load on younger schoolchildren. As a consequence, the factor of failure in educational activities manifests itself in a decrease in cognitive motivation and mental disorders of students.

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P.N. Kazberov

**The Content of the Professional Training of Psychologists for Work with Police Officers Involved in Counter-Terrorism Activities at the Stage of In-Depth Rehabilitation**

*Key words and phrases:* professional training; psychologists; employees; extreme conditions; psychological rehabilitation; methodology.

*Abstract:* All ongoing psychological work with employees who performed counter-terrorism activities is implemented within the framework of three stages: stage one is the stage of the initial meeting of employees from the zone of counter-terrorism activities; stage two is the psychodiagnostic stage and stage three is the stage of in-depth medical and psychological rehabilitation. According to these stages, the content of the training of psychologists is also differentiated. The above determines the purpose of the study – to determine the content of the training of psychologists with employees within the framework of the stage under consideration. The goal is achieved by solving problems: interpretation of empirical material; drawing conclusions from the study. The implementation of the tasks was achieved by the following methods: participant observation, questioning and polling. As a result, the issue of determining the content of the training of psychologists within the framework of the stage under consideration was resolved.

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T.N. Kochetkova, N.F. Romantsova, O.V. Shelomentseva, A.I. Federer

**Morning Gymnastics as a Daily Health Activity in Older Preschool Years**

*Key words and phrases:* preschool institution; health; morning gymnastics; regime; senior preschool age; exercise.

*Abstract:* The study aims at developing ways of preserving and promoting children's health. The objective is to explore the benefits of morning exercises for preschool children. It is hypothesized that developing complexes of morning gymnastics, taking into account the age group will promote the health of preschool children. The study revealed the main aspects of morning gymnastics that influence the physical fitness of preschool children.

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I.B. Nordman

**Student's Digital Footprint in the Electronic Learning System: Current Monitoring**

*Key words and phrases:* digital footprint; current monitoring; e-learning system; optimization of the educational process; information technology.

*Abstract:* The paper considers the possibility of using digital data of the current monitoring of students in the electronic learning system to optimize the educational process. The hypothesis is as follows: the data of the student's

digital footprint in the e-learning system in the field of current monitoring can be used as one of the tools for regulating the educational process. Purpose: to identify the possibilities of using digital data of current monitoring in the electronic learning system. The task is to collect and analyze the digital data of the current control of students in the Educon e-learning system of the Industrial University of Tyumen. The research methods are analysis of pedagogical literature, quantitative and qualitative data analysis. The results are as follows: using the analysis of the current monitoring data in the electronic learning system it is possible to gradually regulate the educational process – adjust the content of the relevant sections of the work program, adjust the control activities, take into account the individual characteristics of students.

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L.K. Fortova, Yu.I. Sekhina

**The Role of the Emotional and Moral Atmosphere of Children's Suburban Sports and Recreation Camp in the Prevention of Deviant Behavior of Children and Adolescents**

*Key words and phrases:* minors; deviant behavior educational institutions; children's camp; prevention.

*Abstract:* The purpose of this article is to determine the role of children's camps in the prevention of deviant behavior of minors. The objectives of the article are to reveal the relevance of the problem under study; to analyze the mechanisms leading to the deviant behavioral strategy of adolescents; to argue the pedagogical aspects of the phenomenon under study. The hypothesis is the assumption that the created emotional and moral atmosphere in the children's camp contributes to the formation of a pro-social behavioral strategy among minors. The research methods are analysis, synthesis, comparison, observation, and conversation. In the course of the study, the authors came to the conclusion that the children's camp leads to the successful accumulation of experience in children for the development of a pro-social behavioral strategy that contributes to the prevention of deviant behavior.

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I.M. Baranova, V.B. Pugin

**Improving the Quality of Life of University Students through the Application of Modern Educational Technologies**

*Key words and phrases:* competencies; personality formation; quality of life; soft skills; pedagogical technologies; subjects of the educational process.

*Abstract:* The purpose of the study is to identify the problems of personality formation during training at a university. The task is to study and analyze the tools and resources of the university environment that contribute to improving the quality of life of students. The methods are analysis of the opinions of students and teachers, the study of literature on this issue. The general problems concerning all subjects of the educational process are singled out. Conclusions and recommendations on the use of various pedagogical technologies are made.

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S.A. Verbitskaya

**Forming the Culture of Tolerance as a Scientific Problem**

*Key words and phrases:* tolerance; personal quality; pedagogical activity.

*Abstract:* The purpose of the article is to consider the category of tolerance from the point of view of various sciences. The objectives of the study are to substantiate the need to form culture of tolerance as a personal quality for mutual understanding and cooperation between people, communities, and states. The hypothesis is the assumption is that the formation of culture of tolerance provides ethical basis for peaceful coexistence, security, and intercultural dialogue. The research method is the analysis of the literature on the problem under study. The results of the research are the article confirms the necessity of forming culture of tolerance among students in the professional activities of a teacher.

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A.V. Vorotyagin

**Independent Work of Cadets as a Means Development of Discipline**

*Key words and phrases:* discipline; independent work; cadets.

*Abstract:* The article contains a theoretical analysis and the results of an empirical study of the independent work of cadets of a military university as a means of developing the discipline of future officers. The purpose of the study is to substantiate the importance of independent work of cadets for the development of discipline as a

character trait necessary for military service. The tasks are theoretical analysis of discipline as an indicator of the quality of military professionalism; characterization of the essence and place of independent work in the educational activity of cadets; empirical study of the features of motivation for the independent work of cadets with different types of discipline. The research hypothesis is as follows: independent work is one of the means of forming the discipline of military university cadets. The research methods are theoretical (analysis, synthesis, generalization of scientific data); empirical (questionnaire, presented by the "Methodology for the diagnosis of students' educational motivation", questionnaire "Multidimensional functional diagnostics of discipline (D–K)"; methods of qualitative and quantitative data analysis). As a result of the study, the peculiarities of the motivation of independent work of cadets with different types of discipline were revealed, which indicates the potential of independent work as a means of developing discipline.

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F.T. Galeeva, O.N. Grigorieva

**Teaching Foreign Language at Kazan National Research  
Technological University: Problems and Ways to Solve Them**

*Key words and phrases:* foreign language; technical university; problems; motivation; communication skills.

*Abstract:* The aim of the article is to examine the peculiarities of learning a foreign language at Kazan National Research Technological University, to characterize the requirements placed on graduates of the university with regards to language preparation. The objectives are to identify problems of language education in the university and possible solutions to them. The research hypothesis is as follows: learning a foreign language will be more effective if the basic language training is strengthened in schools, the motivation of students is increased, and the number of in-class lessons in technical universities is increased. Research methods are as follows: a study dedicated to the study of English language at KNRTU based on the analysis of students' opinions. It can be concluded that learning a foreign language at KNRTU can have practical and personal benefits for students. However, there are various opinions and views on how this process should be strengthened to make learning a foreign language more effective and interesting.

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E.V. Gryaznova, A.G. Goncharuk, S.V. Pronina, D.K. Lobastov

**The Method of Dialectics in the Study of Pedagogical Problems**

*Key words and phrases:* philosophy; philosophical methodology; dialectics; pedagogy; digital pedagogy.

*Abstract:* The development of modern methodology of scientific knowledge leads to the emergence of new innovative research methods, especially in pedagogy. The pedagogical studies of recent years have shown that there is little use of the dialectical method in them. However, its exclusion from the methodological base leads to metaphysical, one-sided studies of modern phenomena of both traditional and digital pedagogy.

The main research methods were the method of analytical review, analysis, comparison, generalization, as well as dialectics and its principles.

In the course of the study, the authors substantiate the position that the use of the dialectical method in pedagogical research makes it possible to study modern phenomena of pedagogy as an integral system with all its generic qualities, functions and relationships, allowing identifying contradictions and problems generated by them, to determine possible ways to solve them.

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V.S. Gutarova, I.Yu. Starchikova

**Teaching Reading to Students of Non-Linguistic Universities**

*Key words and phrases:* types of reading; non-linguistic university; professionally oriented text; professionally oriented reading; students.

*Abstract:* This article is devoted to the actualization of the problems associated with teaching professionally oriented reading to students of IT specialties. The purpose of the study was to investigate the role, strategies and kinds of reading in teaching students of the Programme 09.03.01 Computer science and computer technology in the SB MAI (NRU). The task of the study is to clarify the essence of the concept of "professional-oriented reading" and determine its content. Research methods are search, comparative, descriptive, a method of dictionary definitions, analysis, systematization and generalization. The hypothesis of the study is related to the assumption that the

foreign language competence of IT specialists ensures not only the success of their professional tasks, but also contributes to the process of communicative communication associated with the need for students to have both the graphic structure of the language and the methods of extracting information. The results of the study allow us to say that teaching reading to students of IT specialties makes it possible to increase their level of foreign language competence despite the fact that they do not study at a linguistic university.

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

**Development of Interdisciplinary Competencies in Technical Translation Lessons at Non-Linguistic Universities**

*Key words and phrases:* critical thinking; interdisciplinary competencies; meta-subject skills; technical translation; professional thinking development; extrapolation of knowledge.

*Abstract:* The main purpose of this article is to demonstrate the importance of development of interdisciplinary competencies at the lessons of technical translation at non-linguistic higher education institutions. The relevance of the study is due to the fact that the development of multi-subject links is the very potential that will promote students' efficient work while translating technical texts and their becoming professionals in their field. The study has revealed that students' knowledge is fragmented and divided into subject areas. To tackle the problem, it is recommended that students should be taught to recognize and implement in practice the existing meta-subject links, which provides the prerequisites for the association of all the knowledge received in different academic disciplines, in a single whole, thereby contributing to the development of the student's professional thinking.

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I.G. Kalina, O.N. Galliamova, G.Sh. Khakimova, K.B. Tumarov

**Visualization of Educational Information in the Training Process of Novice Tennis Players with Hearing Loss**

*Key words and phrases:* training process with hearing-impaired pupils; visualization methods in sports; basic training in tennis; digital technologies.

*Abstract:* Physical exercises are one of the effective ways to correct disorders in physical development, total motor fitness, and development of psychological and volitional qualities of deaf and hard of hearing children.

A feature of physical culture and sports work with hearing-impaired students is that the pedagogical technologies used in it are based on the activation of other sensory systems, such as: vision, motor, tactile, vibration-tactile sensations. And the methods of visualization among them are assigned a priority role. Therefore, it was logical to assume that the widespread use of visual perception methods will contribute to the faster formation of the correct visual image of the movements being mastered by pupils with hearing problems, their more durable mastery and, in general, will ensure the effectiveness of the training process, which was the goal of the work and reliably confirmed by a pedagogical experiment, the results of which are published in the article.

The scientific methods used in the study (pedagogical observations, experiment, physical fitness testing) allow us to conclude that the technique of serve has improved significantly, and the accuracy has improved by an average of 8 %. Most physical properties indicators have improved either: strength by an average of 11.5 % for girls and 14.8 % for boys; speed by 4.9 % for girls and 3.4 % for boys; flexibility by 18.6 % for girls and 10.3 % for boys; coordination abilities based on the results of shuttle running by 4.3 % for girls and 3.2 % for boys.

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T.V. Kirillova

**Formation of Anti-Corruption Attitudes of Future Employees of the Penitentiary System**

*Key words and phrases:* anti-corruption personality; training of future employees of the penal system; educational organizations of the Federal Penitentiary Service of Russia; anti-corruption education.

*Abstract:* The purpose of this article is to reveal the psychological and pedagogical aspects of the purposeful development of anti-corruption beliefs and attitudes that reflect the modern ideology of the professional penitentiary community, the essence of attitudes and beliefs, their functions in regulating professional activities and forming an anti-corruption worldview. The article identifies some promising directions for the development of anti-corruption attitudes of the personality of future employees of the penitentiary system in the educational process.



A.V. Kondrashova

### **Teaching Chemistry to First-Year Students at an Agricultural University**

*Key words and phrases:* inorganic and analytical chemistry; students; lectures; chemical experiment; independent work.

*Abstract:* The purpose of this article is to review the experience of teaching the discipline "Inorganic and Analytical Chemistry" for 1st year students at the Agricultural University. Particular attention is paid to the idea that in order to increase the effectiveness of training, the content of the course should be directed to the fusion of the theory received in the lecture with its application in chemical experiments. The article traces the organization of independent work among students, which leads to the successful development of the educational program of higher education.

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V.N. Kremneva, L.A. Nepovinnykh

### **Formation of Motivation of Petrozavodsk State University Students for Physical Culture and Sports (through the Example of the Institute of Mathematics and Information Technology)**

*Key words and phrases:* physical culture; health; physical activity; healthy lifestyle.

*Abstract:* The main purpose of this study is to study the attitude of students of Petrozavodsk State University to a healthy lifestyle, as well as to physical culture and sports. In the process of studying the goal, it is necessary to solve the following tasks: to establish the value of sports and a healthy lifestyle among students; establish the degree of student involvement in sports events; explore students' commitment to a healthy lifestyle; assess students' awareness of the impact of sports and an active lifestyle on human health, as well as assess their motivation to play sports. The main methods of this research are the sociological and theoretical methods.

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G.A. Krikunov

### **Arthur Lydiard's Training Methodology**

*Key words and phrases:* Arthur Lydiard; runner; running; endurance development; medium and long distance; athlete; competitions; speed; training.

*Abstract:* The relevance of the study is due to the difficulties associated with choosing the most effective methods, techniques and means in preparing high-class athletes for competitions. The aim of the study is to develop an effective and universal model of the training process. The objective of this article is a comprehensive description and system analysis of the training cycle, as well as identification of strengths in the training methodology of New Zealand coach Arthur Lydiard, who trained New Zealand Olympic champions and world record holders in middle and long distance running Peter Snell and Murray Halberg. As a result of the study, a training technique was identified and systematized, which can be useful for conducting high-quality work of coaches with extra-class athletes.

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R.A. Miftakhov, N.N. Shamsiyarov, A.A. Fakhertdinova

### **Self-Control of Sports Coach's Health**

*Key words and phrases:* self-control; athlete; sleep; appetite; diary; well-being; training.

*Abstract:* The paper considers the types of self-control during regular physical exercises. The purpose of the article is to analyze the types of self-control to achieve sports results and timely prevention of overwork. The hypothesis of the study is consideration of subjective and objective indicators of self-control, as an integral system, will have a significant effect in improving health and achieving better sports results without negative consequences on the body of students. The paper prescribes a methodology for taking into account subjective and objective indicators when maintaining a self-control diary. As a result of keeping a self-control diary, 65 % of the students of the Kazan Cooperative Institute improved their sports performance, and this also made it possible to build a training regimen correctly.

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G.A. Paputkova, I.V. Golovina, T.Yu. Medvedeva

### **Innovative Potential of Scientific and Methodological Developments**

*Key words and phrases:* approbation of scientific results; scientific and methodological developments;

implementation; webinar; teaching staff.

*Abstract:* The purpose of the article is to describe the approach to translation and approbation of the results of scientific and methodological activities carried out by educational organizations implementing educational programs of higher education in an enlarged group of specialties and areas of training 44.00.00 "Education and Pedagogical Sciences". The objectives of the study are the analysis of modern approaches to testing the results of the activities of scientific teams, the study of the specifics of the processes of transferring and discussing scientific results in the field of education, the search for effective solutions for organizing the translation and testing of achievements in scientific and methodological activities. As a hypothesis, the assumption is that the testing of the results of scientific and methodological activities will be more effective in the conditions of implementation of the principles of relevance, mobility, economy, practice orientation and the principle of social and professional interaction. The following methods were used in the study: a comparative analysis, generalization, design, modeling and survey methods. As the results of the study, the authors present the experience of organizing events that represent the process of translation and approbation of the results of scientific and methodological activities. The content and organizational features of the event formats are presented, which ensure the implementation of the stated principles and relevant solutions for the development of the education system.

A.Kh. Satretdinova

#### **A Project of Creating a Multimedia Local History Textbook for Foreign Students**

*Key words and phrases:* textbook; multimedia; Russian as a foreign language; linguistic competence of local history; communicative.

*Abstract:* The purpose of the study is to develop a multimedia textbook on the Russian language for foreign students "Welcome to Astrakhan!". The research objectives are to substantiate the relevance, practical significance and purpose of the manual, to describe the structure and principles of the organization of educational material. The hypothesis is as follows: the multimedia textbook is aimed at providing clarity, complexity and consistency in the description of the historical and cultural space of Astrakhan on the basis of a methodically justified introduction of vocabulary with regional and cultural semantics, as well as independence in mastering linguistic and local history material. The research methods are theoretical and empirical. The results are as follows: the use of techniques of working with the multimedia manual will contribute to the better assimilation of regional and cultural background knowledge and the effective formation of students' linguistic and communicative competencies.

A.G. Smirnov

#### **The Form of Organization of the Educational Process in Modern Conditions at Department of "Physical education" of Bauman Moscow State Technical University**

*Key words and phrases:* physical education; distance learning format; mixed learning format; motor activity; coronavirus infection.

*Abstract:* The purpose of this study is to determine the optimal format of physical education and sports training within the limits of restrictions aimed at combating coronavirus infection. A hypothesis is put forward about the effectiveness of the mixed format of the organization of classes. In order to test the hypothesis, a survey was conducted among students of the 1st-3rd year of Bauman Moscow State Technical University, aimed at identifying the attitude of students in bachelor's and specialty programs to the distance learning format, as well as the problems and motivational aspects of the distance option of physical education. After the analysis of the data obtained, the main disadvantages of the online format were identified: the problem of choosing a place of study, technical difficulties, etc. Thus, the task was set to minimize the problems associated with the lack of motor activity, motivation and technical conditions. The result of the study was the presentation of the optimal learning format, which consists in combining the advantages of distance learning, namely the use of the NeuroSROS platform for lectures, which provides continuous access to video materials and presentations on this discipline, and conducting practical classes in person to ensure a sufficient amount of physical activity of students.

E.M. Solodovnik, A.I. Suslo

### **Psychological Health of Preschool Teachers and its Impact on Children**

*Key words and phrases:* teacher; psychological well-being; children; preschool educational institution; health.

*Abstract:* The article contains information about a person's health, his psychological well-being and his importance in the work of a teacher. The results of a survey of preschool teachers are presented, which clearly demonstrate the overall picture. Such aspects of pedagogical activity as teaching style and own psychological states are considered. The methods of psychological relief are described, the methods actually used among well-known teachers and the frequency of their use are determined.

The purpose of the article is to identify the attitude of preschool teachers to psychology, to determine personal ways of psychological unloading of teachers and the regularity of their use. The main objective of this research is to identify the influence of the psychological state of the teacher on the effectiveness of their work, to determine the personal ways of psychological unloading of teachers and their necessity.

The result of the study is as follows: the attitudes of teachers of preschool institutions to psychology are revealed, the methods of psychological unloading of teachers and the regularity of their use are determined. The main research methods: theoretical analysis, questionnaires, generalization of scientific and methodological literature.

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

### **Dialogues and Monologues in the Development of Speaking Skills in English**

*Key words and phrases:* dialogical communication; monologue communication; imitation of language interaction; communicative tactics (techniques); communicative strategies.

*Abstract:* The main purpose of the article is the study of monologue and dialogic models for practical use in the study of a foreign language. The relevance of the study is due to the fact that the use of communicative tactics as the basis for teaching a foreign language using a simulated dialogue or monologue can help optimize the learning process and additional motivation in learning a foreign language as a means of communication, since choosing the best way to express intentions is a communicative need of any person learning a language. Scientific novelty is determined in the study of aspects of the development of effective mono- and dialogic models, taking into account their communicative structures in the process of teaching a foreign language. As a result, it was found that the modeling of language interaction can be used in the process of creating new systems of conditionally communicative strategic exercises for teaching dialogue and monologue.

M.Yu. Krapivina, A.S. Fomichenko

### **English Neologisms of the Semantic Field "Coronavirus Pandemic"**

*Key words and phrases:* coroneologisms; neolexemes; neophrasems; swift borrowings; homophonic neologisms.

*Abstract:* The purpose of the study is to analyze neologisms in the English language that arose as a result of the coronavirus infection pandemic that began in the world, to determine their semantics, as well as to identify the ways of their formation and the main methods of translation. The task of this research is to identify and study examples of such neologisms, the choice of optimal methods for their translation into Russian. Such research methods as non-continuous sampling, comparative analysis were used. As a result, neolexemes and neophrasemes were identified, which replenished the lexical composition of the language, and the features of their functioning and translation were determined.

E.Yu. Dubinina

### **A Contrastive Study of the Use of Hedging in Scientific Articles of English and Russian Authors**

*Key words and phrases:* research corpus of texts; modal verbs; research article; tools of hedging; frequency of occurrence.

*Abstract:* The article deals with special lexical means, known as hedging tools, which allow the authors of scientific articles in addition to conveying the necessary information to readers to be less categorical in order to reduce responsibility for the reported data. The purpose of the study is to identify differences regarding the means

of hedging in articles by English-speaking and Russian authors. The objectives of the study is the selection of scientific articles and the formation of a research corpus of texts, the identification of hedging tools in texts, a comparative analysis of the frequency characteristics and types of hedging used by English-speaking and Russian authors. The hypothesis of the study is to assume that articles by Russian authors and English-speaking authors have differences in terms of the number and types of hedging tools used. The article uses the methods of corpus linguistics, quantitative methods and methods of comparative analysis. According to the results of the analysis, as hedging tools modal verbs with the meaning of probability and assumption are most often used in the articles of both English-speaking and Russian authors. It was revealed that these tools are used much wider in the articles of English-speaking authors.

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T.A. Kozina, Yu.A. Didyk

**Linguistic Analysis of Realia in “The Silence of the Lambs” By T. Harris**

*Key words and phrases:* realia; ethnographic realia; social and political realia; geographical realia; the English language.

*Abstract:* Based on the novel “The silence of the lambs” by T. Harris the authors consider various types of realia. The aim of the given research is to determine the most distributed realia and their functions to create the image of the American society. The authors of the article come to the conclusion that ethnographic, social and political realia dominate in the novel. This is due to the fact that the novel describes the significant issues of the American society of that historic period. The analysis has revealed the main functions performed by realia in the literary text. They are the creation of local, national and historical image, as well as association and symbolic functions.

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M.V. Pokotylo

**Mass Media and Modern Science: Confrontation or Cooperation?**

*Key words and phrases:* the image of science in society; the medialization of science; media technology in the scientific field; scientific communications.

*Abstract:* Anti-scientist views are taking root in modern society, questioning the use of science and technology in everyday life. In the current conditions, a special role is played by the mass media, which, on the one hand, influence the agenda of scientific research, and on the other, form the image of science in society and the attitude of various social groups to it. The purpose of the article is to consider the phenomenon of medialization of science as the most important factor affecting the relationship between scientists and society in the modern world. The author comes to the conclusion that the media environment can both positively and negatively influence modern science. Modern life forces scientists to master communicative media technologies to promote both science and technology to a mass audience far from scientific activity.

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S.A. Rzhanova, A.S. Morozova

**The Experience of Russian Business Research in the Ratings of the Financial and Economic Magazine Forbes**

*Key words and phrases:* analysis; business; data; data journalism; company; cataloging; methodology; russian version of Forbes; rating; financial and economic magazine.

*Abstract:* The article analyzes the activities of the Russian version of the financial and economic magazine Forbes ("Forbes"), which has been published since 2004. The content analysis of the magazine for the period from 2021 to the present has shown that the publication is the largest researcher of Russian and global business, the ratings compiled by the magazine are the hallmark of the magazine, and the inclusion of a particular company in them is a guarantee of prestige.

Using the example of the posted business ratings, the methods of obtaining unique information by the publication, the methodology of ranking companies in the rating are analyzed, a detailed analysis of the "Kings of Russian Real Estate – 2022" ratings is presented.

The scientific novelty of the article lies in the substantiation of the author's interpretation of the rating

categories: catalogued and not catalogued. The competencies of specialists working on the collection of information and the creation of material are considered, open sources and databases to which the journal refers for the collection of information are given, the method of weighting is considered.

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N.A. Goncharova, E.N. Makarova, K.V. Sergeev

#### **The Marketing Impact of Pandemics**

*Key words and phrases:* pandemics; marketing; 7P; conceptual framework; product; people; process; physical environment; scarcity; uncertainty.

*Abstract:* The purpose of the article is to conduct comparative analysis of pandemics during human existence. The objectives of the article are to analyze the marketing consequences of existing pandemics, to study the forecasts of consequences at the marketing level. The research hypothesis is as follows: the authors consider the genesis and interaction of global marketing problems at the present stage. The research methods are qualitative and quantitative analysis of the characteristics of the consequences of pandemics at the marketing level. In conclusion, recommendations are given that can be used to eliminate the consequences of pandemics at the marketing level.

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O.A. Ushakova

#### **Development of a Digital Platform for the Efficiency of the Military-Industrial Complex**

*Key words and phrases:* innovation; integration; military-industrial complex; software product; network effect; special military operation; digital platform.

*Abstract:* In recent years, a new integration tool – digital platforms – has become widespread. The purpose of the article was to consider open civic innovations that have been reborn into business models of sharing digital platforms and led to a network effect and the formation of disintermediation, which contributed to the growth of the peer-to-peer economy. On this basis, the tasks of the scientific article were formed, which revealed the characteristics of open digital platforms: intermediate infrastructure between different user groups, network effect, monopoly pricing, ownership of personal data, which led to the formation of a scientific hypothesis about the probabilistic compilation of the capabilities of digital platforms with the needs of the Ministry of Defense and Defense Industry and their solutions based on corporate integrated platforms. This digital platform can become a key mechanism for managing coordination and the possibility of exchanging scientific achievements between manufacturers and consumers of goods of the military-industrial complex.

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K.S. Koroleva

#### **Formation of Professional Competencies in the Fishing Industry**

*Key words and phrases:* fishery complex; science; education; professional competencies; digitalization.

*Abstract:* The purpose of this cost is to study the system of education and training for the fishing industry in the context of the development of the digital economy. The task is to describe the professional competencies of the personnel necessary for the effective functioning of the fishery complex, and the methods of their modern transformation. Hypothesis: digital competencies have an impact on the transformation of the basic system of vocational education. The research methods include analysis of educational and methodological literature, generalization, synthesis. As a result, it was found that the digitalization of the economy has a huge impact on changing the training system of the fishing industry through the necessary digital competencies, new requirements for their training and advanced training system.

The current stage of reforming and developing market structures in the agricultural sector requires a more detailed study of scientific, theoretical and conceptual provisions that would take into account the features and specifics of individual sectors of the agro-industrial complex. One of the most problematic areas is fisheries. The unstable position of this industry is mainly due to a number of complex economic and social reasons that require a detailed study of the scientific foundations of the methodology for the restoration and development of fisheries in the context of scientific and technological progress.

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Yu.E. Semenova, T.S. Khnykina

**Strategies for the Development of Retail Trade Enterprises in the Context of the Economic Downturn**

*Key words and phrases:* retail trade; strategic planning in retail trade; consumer activity; uncertainty of the external environment in the economy.

*Abstract:* The article deals with the problems of retail trade development in conditions of uncertainty and economic downturn. The purpose of this study was to analyze the most serious problems of the industry and highlight the main development trends. The hypothesis of the study is based on the assumption that changing consumer behavior is a key factor determining the strategic prospects of retailers. The main research methods in the article are the analysis of scientific and business literature. Based on the results of the study, the authors formulated the main approaches to the organization of strategic planning at retail enterprises in modern conditions.

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A.I. Dianov

**Mechanisms of the Formation of the Competitiveness Strategy**

*Key words and phrases:* strategy; competitiveness; strategic guidelines; strategic development; positioning; advertising company; mechanism.

*Abstract:* The enterprise strategy is a set of tactical actions that are aimed at the development of the enterprise and the fulfillment of related goals. It should be developed, taking into account the priority of the goals and objectives being fulfilled, which are determined based on an assessment of the current circumstances and prospects for the development of the enterprise. The strategy is a well-established algorithm of actions that is aimed at improving the efficiency of the company's functioning. The purpose of the study is to consider the mechanisms of forming a competitiveness strategy. Based on the purpose of the work, the following tasks were set: to consider the benchmarks of the competitiveness strategy, to determine the mechanism of integrated planning, to present the mechanism for forming the competitiveness strategy of the enterprise. Research methods: Theoretical research methods were used, including the method of analysis, comparative analysis, content analysis of informational scientific and journalistic sources. Research results: a mechanism for the formation of the competitiveness strategy of the enterprise was developed.

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S.Yu. Ilyin

**The Modern Directions of Development of Managerial Activity of Organizations**

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

*Abstract:* The purpose of research is creation of methods that form tools for assessing the sustainability indicators of managerial activity, carried out by legal entities (organizations) in accordance with established trends in accordance with current reality. The objectives of the study are to reveal the trends inherent in the development of managerial activity and to compile methods that allow calculating the corresponding indicators on their basis. Hypothesis: to form causal relationships between factorial and resultant indicators of the sustainability of the development of managerial activity of modern organizations. Research methods: the symbiosis of computational-constructive and chain methods, that provide reliable formalization of general and particular indicators of managerial activity of legal entities. Research results: the methods of assessing the indicators of sustainability of the development of managerial activity of organizations, engaged in it in the conditions of the current conjuncture are constructed.

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E.K. Skoromets

**Application of Virtual Reality Technologies in the Hospitality Industry**

*Key words and phrases:* VR; hospitality industry; tourism; technology.

*Abstract:* The purpose of this article is to highlight the best technologies for tourism and hospitality in relation to VR. The hypothesis is as follows: as VR technologies develop, the number of scientific applications is actively increasing. Virtual reality these days offers many useful applications that are attracting more and more attention from researchers and tourism professionals. Practical relevance is based on the fact that VR is proving its value, especially in planning, marketing, education, conservation of tourism activities. Methodology: empirical and practical analysis of VR technologies in the tourism business.

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