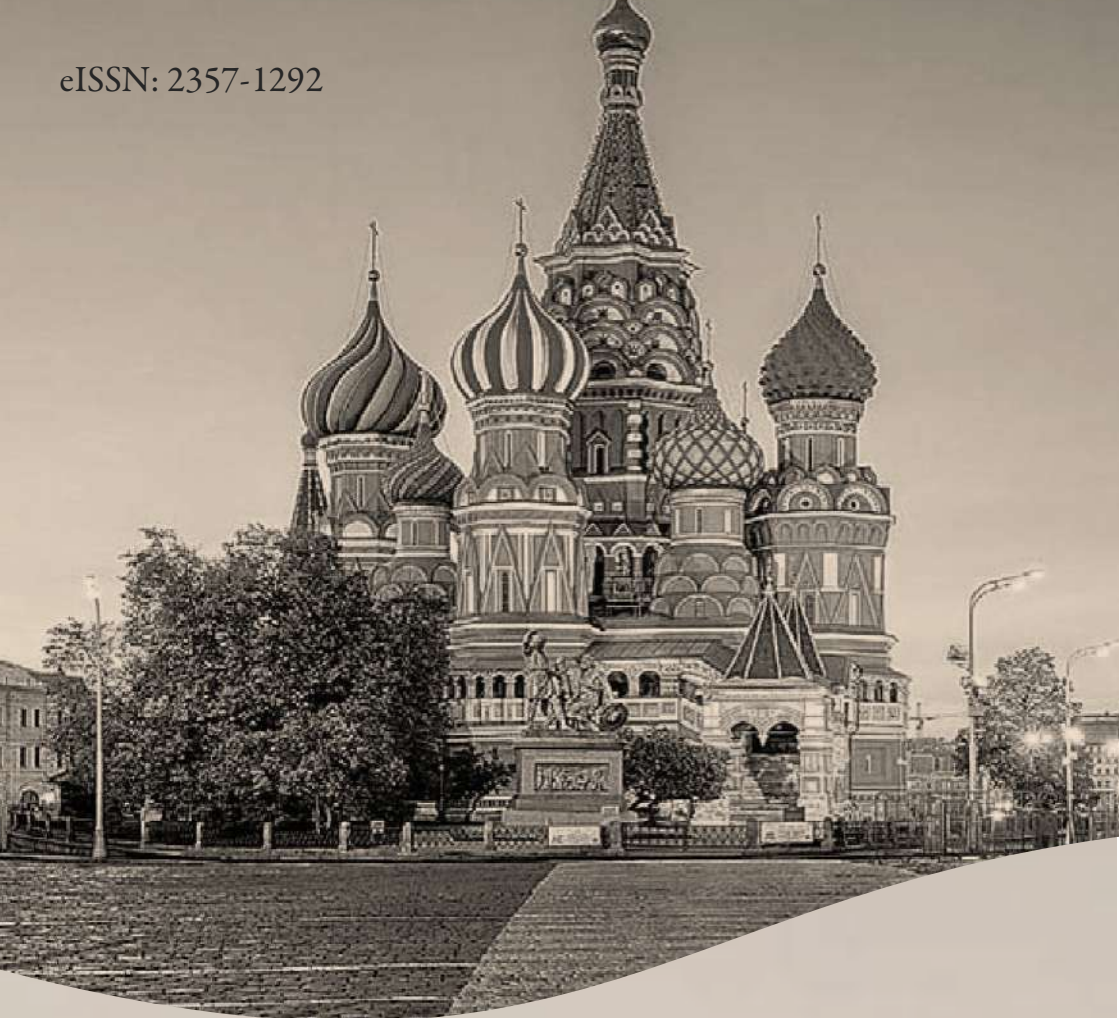


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You are invited to participate in the 8th Annual International Conference on Cognitive - Social, and Behavioural Sciences (icCSBs) 09-11 December 2019. icCSBs offers an opportunity for researchers and academicians to earn academic points without travel expenses or securing conference grants.

icCSBs will be held 09–11 December 2019 in Moscow, **Russia** (*Institute for Strategy of Education Development of the Russian Academy of Education, Russia, 105062, Moscow, Makarenko str., 5/16*). This conference allows researchers and academicians to share research results with colleagues throughout the world via Future Academy's website.

Full texts will be published in the *European Proceedings of Social and Behavioural Sciences* (eISSN: 2357-1330) and indexed in the *ISI Thomson Reuters Web of Science*. Abstracts will be published in the *Abstract Book*.

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After reviewing the posters, we encourage you to contact participating authors via email to discuss their research. It is our hope that this exchange of ideas leads to future research collaborations.

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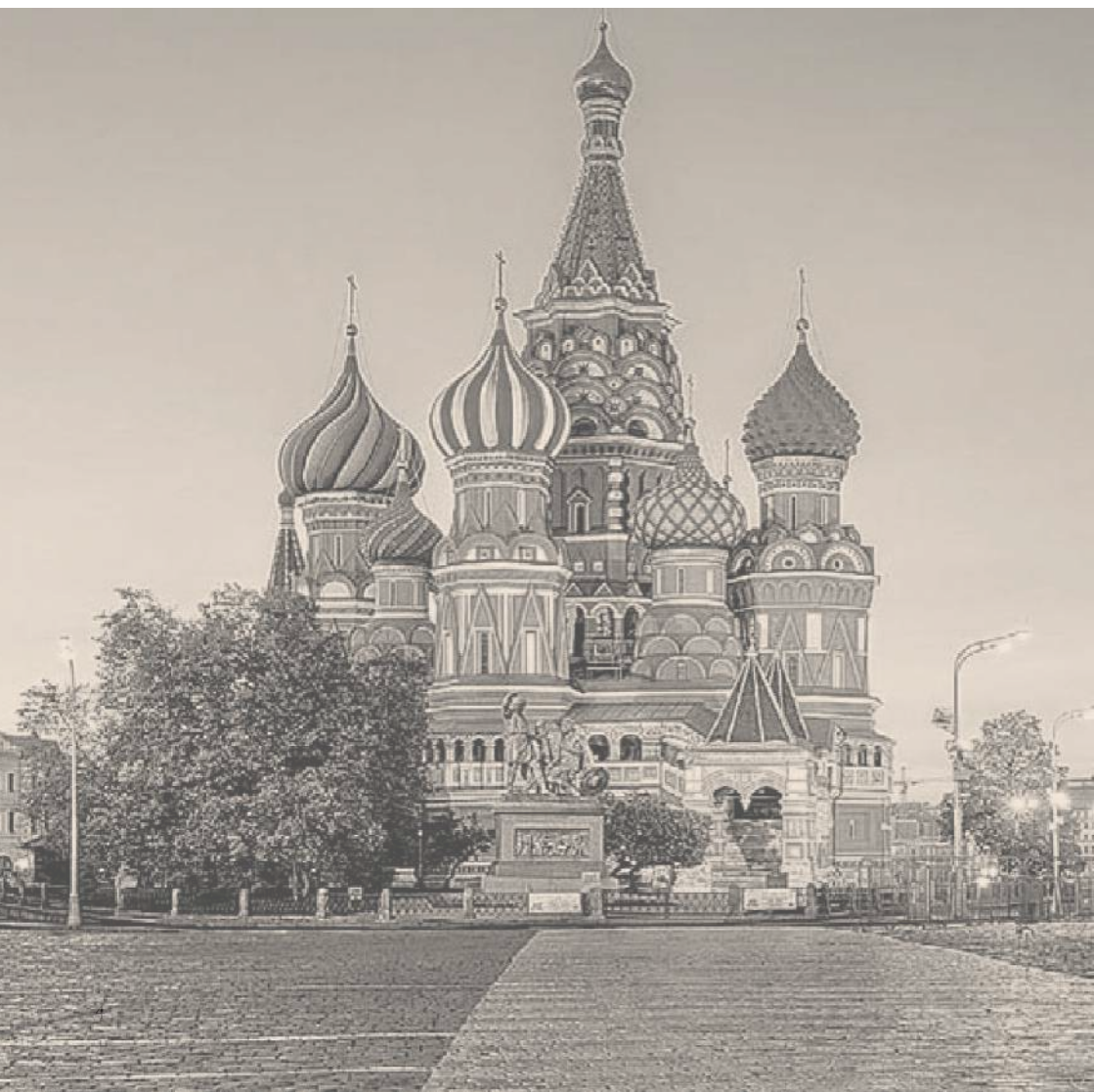
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POSTER PRESENTATIONS & ABSTRACTS



Conjugacy of Moral's Development Features and Intellectual Competence and It's Components

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The article studies the differences between older adolescents in terms of intellectual competence, conceptual, metacognitive and intentional abilities, depending on the severity of the characteristics of the moral development of the individual. The study involved 90 schoolchildren of older adolescents (15 years old). The methodological base of the study was: "Interpretation of the moral dilemma" (methodological method for assessing the characteristics of moral choices and the level of intellectual competence; indicators of the complexity of the interpretation text were evaluated), "Conceptual synthesis", "Mood", "Method for diagnosing the level of reflexivity", Modification of the methodology "Comparison of Similar Drawings" by J. Kagan. The results of the study show the lack of conjugation of indicators of conceptual (conceptual), metacognitive (voluntary and involuntary), intentional (mentality and beliefs) abilities and characteristics of the moral and moral development of a person in older teens. Such facts probably speak in favor of the insufficient degree of formation of the construct of moral and moral experience of man. The established facts improve our ideas about the moral development of the individual, inspiring us to study the dynamics of this important construct.

Keywords: Moral development, intellectual competence, ability.

Resilience in The Semantic Space of Education for Sustainable Development

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The success of education for sustainable development largely depends on the linguistic means used. Education for sustainable development sets the tasks for every person to master the knowledge and skills that contribute to the sustainable development of society. To make his language understandable for everyone, he cannot be limited only by scientific concepts. To change the assessments of the world, values, human behavior, education for sustainable development has to be connected with the human feelings, culture, traditions, everyday practice, include symbols, myths, metaphors that reflect the environment-saving type of relations between society and nature. The authors substantiate the necessity of developing linguistic means of education for sustainable development. The purpose of the research is to study the influence of sustainable development metaphors on the understanding of teachers of the essence of the new concept of resilience. In the second of these groups, teachers, unlike the first, consider the introduction to teaching of the new term "resilience" to be necessary, understand their responsibility for its formation in children, consider that not only material, but also spiritual factors are important for this (knowledge, values, worldview) and are confident that they can do it. The conclusion is made about the importance of metaphorical modeling of the language of instruction of teachers in the formation of the semantic space of education for sustainable development.

Keywords: Semiotics of Teaching, sustainable development, resilience.

Coaching Methods in Teaching Self-Cognition and Enhancing Methodical Competencies of Teachers

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Since the school subject of Self-Cognition in Kazakhstan is aimed at developing moral values and attitudes in students, students can take advantage of the use coaching methods in teaching to deepen and enrich the semantic perception of universal human values. Research questions: What coaching methods can be used in teaching Self-Cognition? What coaching bases and methods can enhance methodical competencies in university students? How methodical competencies of preservice teaching can be enhanced with the help of the coaching approach? The purpose of this research is to integrate the coaching approach with the methods in Self-Cognition teaching and to design a coaching program for the enhancement of methodical competencies of students - preservice teachers. The basis of integration of Self-Cognition provisions and the coaching approach is the humanistic position: H-concept of coaching, 5 principles of coaching. Coaching methods: scaling, Windows of Values, open-ended questions in transformational conversations, the Wheel Method and others can be used to enrich and enhance the methodical competencies in teaching Self-Cognition. In addition to coaching methods, coaching techniques have been used, such as tones in teaching; three levels of listening for enhancement of teaching skills of students. A coaching program consisting of 5 themes has been developed, and conducted in the form of lectures and workshops for students. Following the workshop, the students showed high level of methodical competencies, 46% - middle level, and 17% - low level. Methodical framework for the use of coaching approach in teaching Self-Cognition has been developed for teachers.

Keywords: Methodical competence, Self-Cognition, coaching.

Perspectives in The Development of Russia's Universities in the 2020s

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The present scientific paper deals with modern impacts on the development of science and higher education, in particular in Russia. The indicated effects make the traditional methods of students training to be ineffective. In this regard, research of potential trends in the evolution of universities is of immediate interest. The authors used foresight method for identification of the potential promising trends. They also used the expert interview method to characterize their consequences. Results of the tests were classified and structurized. In the present scientific work, the obtained by the authors trends that may arise in the 2020s in evolution of the Russian universities are discussed. Circumstances important for working out the growth policy for universities in Russia are also considered. Strategy tasks for development of higher education in specific conditions of Russia are identified. Finally, remedies necessary for development of a promising strategy for improving the university activities in Russia are also observed.

Keywords: Universities, higher education, competition, stratification, management.

Social and Pedagogical Advocacy for Children with Disabilities: Conditions and Requirements

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The article describes specific features of advocacy of the rights of children with disabilities (CWD). It also considers the most important requirements for advocacy of the rights of CWD, such as personal data security, psychological and ethical norms, as well as the specifics of social, education, and healthcare systems in the region. The most common problems that need advocacy are described in detail. These problems primarily concern education, medical treatment, social and pedagogical support. Types of advocacy activities are listed. Among the most common activities are face-to-face individual consultations, phone consultations, online, e-mail, or group consultations (both face-to-face and online), on-site counselling, as well as accompanying parents to public institutions and other organisations to solve any arising problems. The article also describes the structure of an advocacy counselling session. In our research, we studied the advocacy activities of the Voronezh regional organisation for the disabled “Iskra nadezhdy”. Having analysed 177 requests from 23 subjects of the Russian Federation, we accumulated statistical data on the situations that require advocacy of the rights of children with disabilities.

Keywords: Social and pedagogical advocacy, children with disabilities, conditions and requirements for advocacy.

The Statistic Model of Suicide Risk Among Russian Students

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In this paper we analyze the modern world tendencies in theoretical and empirical studies of the risk factors for suicidal behavior among adolescents and youth. Developing a model of suicide risk among adolescents considering the inner and external factors determinating suicidal risk, we conducted an empirical research. 276 pupils (151 male и 125 female) were assessed on a number of measures such as The hopelessness scale for children, Beck Depression Inventory (BDI), The Reasons for Living Inventory», Zung Self-Rating Depression Scale) Nemchin's Questionnaire, Kulikov's Questionnaire, Amirkchan's Questionnaire, Orel's Questionnaire to obtain inner risks and our specially developed measure: Hopeless Situation Inventory to find situational external risks. In our model we consider inner determinants of suicidal risk to be hierarchic and on the first level to be united into three components: Emotional and regulative component, Cognitive and evaluation component and Behavioral component. Our fussy model of suicide risk also considers external determinants to be the triggers of suicide attempt when inner risk is high. Using our model we could predict the risk of suicidal behaviour among our adolescents' sample.

Keywords: Suicidal risk, suicidal prevention, fussy model.

Body Image in Teenage Girls

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Adolescence is a critical period for the body image development. The current study examined the peculiarities of body image of Russian girls. Participants included 136 teenage girls (13-15). Determine the characteristics of the teenage body image, characterize girls with different types of body image, check whether there is relationship between the body image and parental feedback. The purpose of this study is to analyze the subjective characteristics of the body image of girls in teens (13-15-year-old). Measures: 'Body characteristics inventory', 'Life Dynamics of Satisfaction with the External Image', projective measure 'Self-portrait', semi-structured interview Data Analyses: descriptive statistics, t-test, correlation analysis, ANOVA (Analysis of variance) and cluster analysis. Our work revealed the influence of maternal messages on the body image that is formed in adolescence. Cluster analysis was carried out using a hierarchical classification by complete-linkage clustering. As a result, three clusters were obtained: adolescents with positive body image (31%), teens with an ambivalent body image (26%), teens with negative body image (43%). Teenage girls aged 13-15 are characterized by a low degree of body acceptance, by a significant gap between the images of a real and ideal body. The self-respect and self-incrimination of girls depend on the degree of positive - negative body image. Functional characteristics, positive body image are connected both with external standards and internal standards of teenage girls.

Keywords: Body image, teenage, positive body image.

Development of Information Processing Skills on Mathematics Lessons at Primary School

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The article describes the possibility of development of certain general learning actions that characterize the information literacy of junior students. It considers the actions: to search for data in a mathematical task; provide information in a predetermined or independently selected form (a text, a table, a picture, etc.); interpret the information obtained when solving the task as a response, a conclusion, or an explanation. The article also presents some results of TIMSS tests of 2011 and 2015, that allowed to highlight difficulties of Russian schoolchildren in performing mathematical tasks because of lacking skills to work with information. It describes three pedagogical conditions of the successful development of younger students ability to work with information using means of the subject "Mathematics" in the primary school: the designation of common mathematical and information literacy skills and actions; the help to a pedagogue in the development of the said skills in the study of different sections of the course; the use of the group work to motivate and maximize the involvement of children in the learning activities. Three stages of the organization of work are proposed to prevent and eliminate difficulties the students face while working with information. The first stage provides for a team work on the search of all the data given by a mathematical task; the second stage is about making sets of exercises by students that are similar to the proposed assignment; and the third one includes the review of the solution and an explanation of mistakes.

Keywords: Information, mathematics, group work, primary school.

Torah, New Testament and Koran On Inevitability of Women's Emancipation

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The article shows that the processes of cardinal change of the role and place of women in the social, political and economic life over the last two centuries are by no means accidental. They are foretold in the Torah, the New Testament and the Koran considered by the Koran to be the three messages to mankind from the Entity which at a certain historical stage presented itself to mankind as the sole and true God. This Entity created the Universe and made our planet habitable for the people created in His "image and likeness." This Entity, according to the Scriptures, charted the strategic course of the development of humans and predetermined the role and mission of women in the process of historical development. Having fulfilled their mission of breeding on our planet a certain mental-biological type of people, women over time inevitably transform themselves, like men, into basically new genderless beings (entities). This new type of genderless people, having achieved the maximum level of development possible on earth may, according to the Torah, the New Testament and the Koran, pass over to "eternal life in heaven" becoming similar to their Creator. In the author's opinion, the emancipation of women is but one manifestation of the general strategy of the development of mankind anticipated by such eternal "information sources" as the Holy Scriptures.

Keywords: Holy Scriptures, paganism, monotheism, women's emancipation.

Mechanisms for Selecting Criteria for World University Rankings in A Post-Industrial Society

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Criteria for university rankings determine the degree of the university development in such a way that it includes certain positive aspects that are easily assessed without visiting an educational institution. However, separately selected aspects characterizing the education process in an educational organization do not determine the entire level of the university development and its potential. Mechanisms for selecting criteria for university rankings vary depending on the ranking originators, their main interests and resources. In case these criteria are used not as indicators of the university development, but as its directions, this can lead to setting goals that do not correspond to the overall strategy of the organization and its capabilities. However, the potential of the university, in turn, is largely determined by its geographical location, the socio-economic conditions of the state and/or a particular region. These features can be determined through the integrated use of other ratings, i.e. ratings of countries and regions. Therefore, when analysing the activities of a university, information describing both individual indicators of an educational organization and its educational space is useful. A joint analysis of the university and region rankings provides information for which areas of development in the region and country favourable conditions have been created or are being created at the moment. The authors show that the selection mechanism of criteria can take into account the interests of stakeholders, describe the ways of simultaneous use of rankings as correct indicators of development.

Keywords: University rankings, ranking criteria, ranking approach.

Infocognitive Technologies In Axiological Linguistics and Linguodidactics

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Modern education is characterized by emphasis on the axiological problems caused by the task of personality development. Linguodidactics has not fully embraced the ideas of the infocognitive and axiological approaches. The question to be studied deals with the concept of infocognitive didactics as applied to solving axiological problems of teaching the native language with the help of modern infocognitive technologies. To consider the axiological and infocognitive approaches in the framework of linguistics and linguodidactics, to determine the prospects of integrating these approaches in the process of teaching the native language, to identify the conditions for the effective use of new educational technologies, to trace the features of their implementation. In the study we considered the axiological aspects of language learning, revealed the correlation of value and language pictures of the world; clarified the concept of infocognitive linguodidactics (infodidactics), developed a multi-level gradual system of exercises, suggested infocognitive forms and means of teaching the Russian language that implement the value approach in philological education. Modern society, which is called cognitive, needs a new, infocognitive didactics, contributing to the value orientation of the individual in the dynamic flow of information. By infodidactics we understand the organization of value-oriented language learning in the information educational environment with the help of information and cognitive technologies, taking into account the cognitive patterns of text processing.

Keywords: Infocognitive didactics, linguodidactics, axiological linguistics.

Concept “Motherland” And the Image of Motherland Defender in Modern School Textbooks

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Educational literature in the face of countervailing trends of sociocultural development (globalization and nationalization) must organize students for knowledge creation about their native-land and responsibility for it saving. The article reveals semantic and stylistic representation of the concept of “Motherland” in textbooks, the way textbooks present the image of a man as a defender of the motherland. To identify and analyze the meaning and content of the concept “Motherland” in some modern textbooks, to identify and give interpretation to the image of a man as a defender of the motherland as it presented in these textbooks. In terms of methodology, the research was organized in: linguistic philosophy, cultural linguistics, cognitive linguistics, linguodidactics, pedagogical semiology. The key results that the authors obtained in the research and present in this paper helped to refine modern scientific-pedagogical ideas of educational literature in the modern learning space. There are analytical materials containing description and characteristics of the concept “Motherland” and the image of a man as a defender of the motherland, contained in school textbooks. Textbook is a tutorial for student and teacher, enabling them to build regular educational interaction that will help student to make a good life and incorporate into cultural and economic contexts. Tools are used in the study, provide an opportunity to examine and evaluate the concept “Motherland” and the image of a man as a defender of the motherland.

Keywords: Education, power, society, communities, family.

Information Occasion in Journalism and Public Relations

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The notion of ‘information occasion’ is one of the basic notions in research works and the professional discourse of journalists and PR experts. We will consider various interpretations of the ‘information occasion’ term in journalism in Russia and other countries. Our objective is to compare its usage in different spheres for the purpose of its theoretic comprehension as a key notion in mass communications theory. Analysis of research literature on journalism and public relations helped us produce a continuous sampling of terms corresponding to or being synonymous with the ‘information occasion’. Comparative analysis allowed to compare them and to establish the differences and concurrences of meanings. The method of classification made it possible to range approaches to the understanding of ‘information occasions’ as an instrument of journalism and public relations. Analysis of Russian and foreign research literature shows that Russian journalists and PR specialists use practically only one term – ‘information occasion’. The terms one that comes across in foreign sources include ‘newsworthy event’, ‘newsworthiness’, ‘information subject’, ‘newsbreaks topicality’. Also, the essence of this term in journalism and public relations differs considerably. Given the current globalization of international activities and the prospective internationalization of the training of journalists, specialists in PR and integrated mass communications under dual programs, as well as the student exchanges, it is important to study and compare the different approaches in curricula and the contents of the education process and, in addition to it, the stocks of professional terms adopted in different countries.

Keywords: Information occasion, journalism, public relations, terminology.

Historical-Pedagogical Methodology: Squeezed Between History and Education

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The history of pedagogy observes the process of education theories and practices evolution and, revealing “the most important”, which survives through the times, could bridge the gap between the phenomena of the present and the past. The present research is intended to reveal high didactic and gnostic value of the history of pedagogy, which is often underestimated by both historical and educational sciences. Generally, the given theoretical investigation will be set within the frame of conceptual modelling of historical and pedagogical thought, both drawing on specific historical and pedagogical scientific methods. Specifically, it is largely confined to the interpretive process, routed in the critical approach and the hermeneutics methodology. As the result, we can state that the historical-pedagogical approach in education enhances deeper comprehension of the current educational theory and practice, allowing: to systematize pedagogical phenomena, to formulate and solve educational problems today, to identify the reference models, the norms of theoretical and practical pedagogic activity.

Keywords: The history of pedagogy, the scope of the history of pedagogy, the historical-pedagogical methodology, the history of education.

From “Transit” To “Transitive” University

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The term “transitive” suggested by the research team, means “being in transit”, “transformational”, devising constant and efficient new models of strategically important interactions of all regional stakeholders. The analysis of regional university development versus global, national and regional challenges resulted in identifications of most crucial developmental problems. Insufficient financial resources, outmoded infrastructure and facilities, non-compensated educational and professional migrations, outflow of young professionals and aging of highly-qualified staff, lack of perspective for professional and career growth, low regional initiative, concerted project development are recognized as the most critical issues to be debated. Building region-oriented infrastructure, aiming to develop innovative culture of local community, should be the mission of a regional university. Lack of such culture decreases the demand for high-tech products and services, their manufacturing and selling. To achieve this goal any regional university should devise the developmental programmes by taking into account an existing demand and, on top of that it should develop university enhancement strategies in the region and beyond. With the operational management major risks of transition to transitive university are connected with Human Resources Management. Management strategies of self-contained isolationism is the highest risk for the development of university eco-system.

Keywords: University, Transitive University, strategic development.

Features of A Cognitive Image of Motherhood Among Student's Youth

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Relevance of research is determined by need to create a system of measures of value attitude education to motherhood among modern students and an insufficient research of this phenomenon from psychological point of view. The article presents the results of an empirical research aimed at identifying the structural and content characteristics of cognitive image of motherhood among student's youth. For this purpose, we used a range of complementary methods of research: theoretical and methodological analysis of literature, psycho-diagnostic methods (the method of semantic differential, developed by Ch. Osgood, a projective technique of "Incomplete Sentences", the Questionnaire "Role Expectations and Claims in Marriage" by A. N. Volkova), methods of applied statistics (the Kolmogorov-Smirnov test for one sample, correlation analysis). The study involved 1109 students aged 15 to 22 years. It is established that sex influences the content and hierarchical structure of qualities in the cognitive image of ideal mother among young men and women. Student's youth in the ideas of ideal mother focuses on the image of his own mother. Among young women, the features of cognitive image of "I am a future mother" differ from the image of ideal mother. The obtained results actualize the importance and necessity of psychological and pedagogical support of preparation of students for marriage and family relations, formation of readiness for parenthood in the educational environment of university.

Keywords: Parenting, motherhood, student's youth.

Developing Foreign Medical Students' Communicative Competence: Rhetorical Aspect)

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In our study, we proceed from the fact that classical and new rhetoric can be both a subject of special study and a means of developing communicative competence of foreign medical students who study Russian in such disciplines as “Russian as a foreign language”, “Russian speech culture”, “Medical rhetoric”, “Russian as a foreign language for special purposes”, which are compulsory in the curriculum as well as in some selective courses. This study is of a theoretical and applied nature, since, on the one hand, it formulates the theoretical foundations of the conducted pedagogical experiment, on the other hand, it proposes to discuss and apply a rhetorical model for developing foreign medical students' communicative competence. The study is based on a wide range of scientific literature on the history, theory and practice of developing foreign students' communicative competence, on the theory and criticism of rhetoric as well as on pedagogical theories and practical applications of a rhetorical approach to teaching foreign and Russian students. The primary focus is on the rhetorical canons as tools to prepare students for delivering public speeches, in particular, and as reference points for the rhetorical model of teaching Russian as a foreign language in general. A pilot experiment was conducted to prove the effectiveness of the integrated rhetorical model in the “Russian as a foreign language”, “Medical rhetoric” courses, in a special course for medical residents – “Russian as a foreign language for special purposes” – with a view to form and develop professional-communicative competence of foreign medical students.

Keywords: Communicative competence, rhetorical model, rhetorical canons, medical rhetoric.

Pedagogical Technologies of Realization of Education for Sustainable Development: Comparative Research

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The study identifies pedagogical technologies, which are effective for an implementation of United Nations Economic Commission for Europe (UNECE) Strategy for education for sustainable development (ESD). An implementation of ESD principles takes place at the varying degrees on different levels of formal, non-formal and informal education; various pedagogical technologies are used. It is important to identify the most effective and promising technologies, taking into account national and cultural features of different countries, including Russia. Main purpose of our research is an identification and comparative analysis of ESD pedagogical technologies of different levels of education from different countries and justification of their potential application in Russian Federation. Based on the best practices of UNECE countries, we aim to justify an implementation of affordable and effective educational technologies; it will allow realizing ESD principles in practical work of educational institutions of different levels and types (kindergartens, schools, colleges, universities, organizations of additional education etc.) in Russian Federation. In the course of our study, we analysed national reports on the implementation of UNECE Strategy for ESD (phase III, 2011–2015) from 37 countries. We composed the list of suitable pedagogical technologies, have compiled their classification and ranking. We have revealed and classified pedagogical technologies which are used for an implementation of UNECE Strategy for ESD in the system of formal, non-formal and informal education. We have justified theoretical possibility of their application in Russian Federation.

Keywords: Education for sustainable development, pedagogical technology.

The Role of Ethno-Cultural Knowledge in The Development of Multicultural Student's Personality

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The role of ethno-cultural knowledge in the development of a multicultural student's personality is substantiated in the article. The study emphasizes the need for the development of a multicultural personality due to the processes of globalization, ethnic diversification of our society, some tension of interstate relations and other factors that influence the world outlook of an individual and the constructiveness of interethnic interaction. The methodological basis for conducting the study of the problem is given. The main contradiction states the necessity of creating a modern psychological and pedagogical system for the development of a multicultural personality. The results of the empirical research, reflecting the correlation between the process of multicultural personality development and the level of ethno-cultural knowledge of students, are presented. The findings of the study are based on diagnostic surveys carried out in three Russian cities. In the course of study the dependencies are revealed and the principles taken into account at the formative investigating stage are developed. The article describes the mechanism of multicultural personality development at higher education. The conclusions concerning the need for working-out psychological and pedagogical conditions for the effective development of a multicultural student's personality in the educational process are formulated. The results obtained will be of use to higher education institutions.

Keywords: Ethno-cultural knowledge, multicultural personality, interethnic relations.

Students' Willingness for Cross-Cultural Dialogue as A Basis for Constructive Interaction

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The paper sets out the case for forming students' willingness and readiness for cross-cultural dialogue in the higher education process at the present stage of societal development. The theoretical analysis resulted in relevant ideas and conceptual methodological approaches as a scientific basis for the research methodology of students' readiness for cross-cultural dialogue. In the article readiness for dialogue is considered as such a kind of personal education that makes mutual constructive interaction possible without any difficulty. The paper presents the results of the empirical research applying critical incident situations, group discussions, observation, methods of "Participation in ethnic contacts", "Diagnostics of reflexivity development", "Method of unfinished sentences", tests of foreign language knowledge assessment. The data obtained during the study showed positive effect of the formative experiment carried out in the educational process. The correlation between the level of students' readiness for cross-cultural dialogue and subjects' constructive interaction is revealed. The psychological and pedagogical work aimed at the effective development of students' readiness for cross-cultural dialogue is presented in the article. In pursuing the study objective the common principles are identified and emphasized, their taking into account made it possible to achieve results indicating the effectiveness of the formation mechanism of students' readiness for cross-cultural dialogue. The results obtained will be of use to teachers, students, professionals involved in the development of personality in the circumstances of ethnic diversification of the society.

Keywords: Cross-cultural dialogue, intercultural interaction, students.

Foreign Language for Interdisciplinary Studies in The Digital Age

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The article reveals the main causes and directions of innovative processes in the system of professionally oriented linguistic education for specialties with interdisciplinary character in the digital age. We indicate the conceptual guidelines for designing a foreign language course for the “Economic security” bachelor degree program, they are 1) interdisciplinary orientation of specialties; 2) the growing role of multimedia technologies in business and educational spheres. The main components of the course, which involves vocabulary, grammar, and translation tasks for special purposes, are determined. The necessity of the creation of autonomous didactic blocks in lexical and grammatical sections of the course is proved. We represent the results of approbation of the textbook, which is aimed at the development of skills of professional communication through a system of lexical, phonetic, receptive, reproductive and productive communicative exercises to professionally-oriented texts. We analyze the problems of organization of the course, involving a combination of traditional and e-learning tools for the successful preparation of students to 1) work with different types of information sources in a foreign language; 2) study the latest achievements in the professional field at the international level; 3) find the necessary materials in electronic resources. We study the specifics of hybrid teaching of linguistic disciplines associated with the integration of traditional and multimedia technologies. We also analyze the results of the approbation of an interactive online professionally-oriented grammar textbook.

Keywords: Innovation, interdisciplinarity, hybridization, online tutorial, multimedia technologies.

Linguistic Manipulation Strategy (Linguopragmatic Aspect)

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The problem of the study of linguistic manipulation strategy is relevant in many fields of knowledge. A large number of works by Russian and foreign linguists are devoted to the study of various aspects of linguistic manipulation strategy. In modern linguistics, there is no common classification of linguistic manipulation methods, since this definition is used by scientists differently due to various linguistic approaches. However, it is indisputable that the main task of linguistic manipulation is to try to influence the interlocutor's opinion and induce him to perform an action by using both verbal and non-verbal language means. The proposed study is based on the analysis of verbal means and makes an attempt to identify the significance of the linguistic organization of the utterance (in particular, at the syntactic level) to realize its pragmatic potential and reflect the author's intention. The study focuses on the importance of linguopragmatics for the theory of communication and advertising at the present stage of development and functioning of the English language. Cream advertising slogans were used as the language material for the analysis which implement the linguistic manipulation strategy of differentiation to influence on the target audience at large. The study shows the further directions of scientific research in this sphere.

Keywords: Linguistic manipulation strategy, communication, linguopragmatics, advertising, syntactical structure.

Auditory-Visual Perception Analysis of Multimodal Content Associated with Aggressive Behavior

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Introduction: Stable and dynamic parameters of speech production associated with aggressive behavior as well as the intensity of emotional background of multimodal communication are rarely investigated. The aim of the research is to characterize discrete discursive units associated with aggressive behavior and to contribute to the knowledge of auditory and visual perception on the basis of aggressive behavior in relation to different degrees of the emotional intensity of communication. Methods: perceptual-auditory and perceptual-visual analysis. Participants: 31 females aged 18-22. Stimuli: two discursive situations in Russian language, produced by males, taken out of the original database of multimodal content evaluated as aggressive behavior. The experiment was conducted in two sessions: 1) visual perception (facial expressions and body movements), 2) auditory perception (verbal and prosodic). Statistical reliability of the results obtained was measured using ANOVA. Findings: The majority of participants perceived the stimuli as aggressive behavior. They estimated emotional intensity of communication lower when perceived through the visual channel, than when perceived through the auditory channel. Nominations of emotions mentioned by recipients in perceptual-visual and perceptual-auditory sessions correlate with each other and relate to the complex of emotional states associated with aggressive behavior. The most stable parameters during auditory perception were voice pitch, voice intensity, speech tempo; during visual perception – movements of eyes and eyelids, eyebrows and forehead muscles, movements of arms.

Keywords: Visual perception, auditory perception, emotions, aggressive behavior, prosody, facial expressions, gesticulation.

Development of The Children's Socio-Cultural Experience as A Problem of Modern Education

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The social and digital reality determines the development of the children's social-cultural experience. It is essential for educational institutions to establish educational content that developing personal communication skills, effective nurture methods, interaction technologies between school and family. The article refers to the problem of the nurture of students on the literature lessons, emphasizes the need to introduce traditional values to students and to develop their moral sphere. The acquisition of the socio-cultural experience depends on the teacher's readiness to talk with a child about the questions of his/her concern, to discuss literary works in the modern conditions and to strengthen the students' interest to literature. In the article, the level of schoolchildren's socio-cultural development and their ideas about significant values are shown and the conclusions about the development of new nurture methods are made. We emphasize the specifics of the development of children's socio-cultural experience as the goal and the result of studying religious cultures. This is conditioned by cultural characteristics and needs of families, the circle of a child's communication, the local socio-cultural environment and the opportunity of studying religious cultures at school. The article presents quantitative data on the characteristics of parental experience (raising one or two children) which is significant to the child's socio-cultural development, such as the attitudes towards the difficulties in the upbringing of children and towards digitalization of the child's life. We discuss the strategies for helping teachers to create trustful relations with the parents considering their parental experience.

Keywords: Socio-cultural experience of children, education, literature lessons, courses on religious cultures, school-family links.

Modern Childhood and Development of Education as A Socialization Space: Milestone 2020

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The article refers the trends and prospects of nurture development in Russia. The beginning of the 2020s has a symbolic meaning of a new phase, the reason for a retrospective analysis of the nurture development and defining its prospects. During these 30 years nurture as a social institute has passed a complicated way from almost complete demolition in the beginning of the 1990s to obtaining recognition as a priority of the state policy in the field of childhood in the middle of the 2010s. At the turn of the decade a question arises: What is new? Do the factors to be changed exist? What are the trends of nurture development, characteristics and risks of socialization in the beginning of the 2020s? The key for reconsidering the novelty of the situation in the field of nurture, which is introduced in the article, is called “the phenomenon of childhood”. The article shows that the transformations of childhood in the modern world condition the actualization of the subjective format of nurture. Nurture today is not a transfer of experience from generation to generation, but the interaction between generations, mutual creation of culture, in which the development of a growing personality occurs. The methodological meaning for the science of nurture is in recognizing children as the subjects of the process of creating culture; reconsideration of the growing role of a personal social experience of a child; shift of emphasis on the pedagogical support of self-actualization of children, their self-determination, recognizing the value of childhood.

Keywords: Childhood, education, nurture, socialization, milestone 2020.

Students' Entrepreneurial Competencies - The Bridge Between Traditional and Progressive Higher Education

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The article analyzes the materials on the students' training in vocational and higher schools aimed at the formation of entrepreneurial competencies. One of the mechanisms for the strategic development is the consolidation and synchronization of scientific research with the needs of the economic sector, including the format of technological consortia and clusters. The article considers the problem of improving a set of measures aimed at developing of technological entrepreneurship. The main research questions in the article are the transformation of technological entrepreneurship into an important direction and a way to implement state policy in the field of education and science. The solution of these questions fills the gap in science and offers a review of the means to solve actual scientific problems. The purpose of the article is to develop a structural-component model for the formation of entrepreneurial competencies of students, young scientists in the field of technological entrepreneurship. The study was conducted among students of Moscow University of finance and law. The study used qualitative research methods: situational analysis, deep interviews and document analysis. The study allowed the authors to do the conclusion: it is important to use different instruments to involve the students in launching a high-tech business. The authors note that high level of forming of entrepreneurial competencies is possible under the realization of interaction of competency, synergetic, resource approaches to the educational process. The authors recommend use a model given in the article for the interaction of education, science and production.

Keywords: Progressive education, entrepreneurial competence.

Home Reading in an E-Learning Environment

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The article presents the results of the study of the place and role of home reading as one of the main types of speech activity in teaching in the electronic educational environment. On the example of the e-course on home reading in Italian created by students of the master's degree program of Pyatigorsk state University, the system of work of pupils of full-time and correspondence forms of training in the electronic educational environment, promoting further development of their communicative competences is shown. The importance of home reading in the process of learning a foreign language is undeniable. Home reading contributes to the formation of an independent aesthetic attitude to the world, critical, creative thinking, humanistic value orientation in the process of acquaintance with the best literary works of foreign literature.

Keywords: E-learning, distance learning, home reading, communicative competence.

The Features of The Cognitive Image of Fatherhood Among Student's Youth

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The relevance of the study is determined by the need to create a system of measures for the formation of parental competence, effective models of paternal behavior, value-positive attitude towards fatherhood among students and an insufficient study of this phenomenon from a psychological point of view. The theoretical analysis of the study of the problem of fatherhood in psychological science, the question of the formation of ideas about parenthood, psychological readiness for fatherhood in adolescence and early adulthood are shown here. The presented empirical study, which aims to identify the structural and content characteristics of the cognitive image of fatherhood among young men and women, describes the methods and results. The study involved 1109 students, where there are 420 young men and 689 young women. It is established that the content and hierarchical structure of qualities in the image of an ideal father are determined by the gender of respondents. Student's youth in the idea of an ideal father focuses on the image of his own father. Among young men there is a discrepancy in the content-structural characteristics of the images of an ideal father and "I am a future father". The obtained results complement the concept of fatherhood and allow to determine corrective measures for prevention of misalignment of the views of young men and women, discrepancies in role expectations, the formation of an adequate and realistic images of fatherhood in the conditions of the educational environment of the University.

Keywords: Parenting, fatherhood, student's youth.

Career Guidance of Architects in The System of Continuous Education

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Often, architects who have failed to embrace innovation, are “washed away” from the profession. Is it possible to reduce the risk of the unsuccessful career using vocational guidance? What are the career guidance goals in the post-industrial society? In which areas apart from the architectural design, could the architect’s career progress? By comparing the specificities of the human development, the human lives phases and goals of education in the ISCED 2011, identify the meanings of the professional guidance in the lifelong continuous architectural education system. Exploring the modern legislative practice in the field of academic and supplementary architectural education; the sociological research’s methods – the architect’s interviewing; online blog data analysis; analysis of the literary sources on the prestigious architect’s biographies. Existing research shows that the architects have six different areas of the professional implementation. But the High school of architecture focuses on career guidance only in design. They receive far too little attention for other opportunities of the professional development of the architects. Architects who mast change their profession sphere do not receive supports from Universities and Union of Architects. Professional architects are competitive in other areas of professional activity. The Architecture High schools should take into account the dynamic changes in the labor market and the possibility of changing the professional development. The Architects should develop the communication with colleagues who have “left the profession” in order to jointly implement programs for the reconstruction of the built-up environment.

Keywords: Career guidance, lifelong architect’s development.

The Digital Entrepreneurship as A New Generation Software of The Mind

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The Fourth Industrial Revolution as a new technological way of production and services requires a new type of entrepreneurs with a new generation software of the mind as a complex of values, norms and beliefs. In the foreground come out the so-called digital entrepreneurs, whose creative and innovative potential, self-motivation and self-management are the key to business success. The aim of this article is to analyse the value model of digital entrepreneurship via empirical evidence from Bulgaria, using the Schwartz Value Survey. An empirical study among 566 entrepreneurs, conducted in 2018, shows that their value priorities include both collective values (embeddedness and egalitarianism) and individual ones (such as mastery). The value conflicts are dealt with in favour of the values of the status quo, equal social relations and exploitation of the environment. These findings reveal the flexibility of value model and related business behaviour of contemporary entrepreneurs as an adaptive mechanism to the dynamics and uncertainty of the environment. The new business situation requires a new value system type, including many individually- and socially-determined features that make their value profile more complex. The study also identifies some possible obstacles to the Bulgarian entrepreneurial culture as the priority position of embeddedness.

Keywords: Digital entrepreneurship, software of the mind, value orientations, value priorities, value conflicts.

Art Education at School: Quality Assessment and Search for Objective Criteria

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The article reveals some findings of a study on a problem associated with developing objective criteria for evaluating the quality of general art education for basic and advanced learning of art and culture items. The article also contains an analytical review of existing methods to assess the quality of general art education (professional, fine art, problem development); shows the criteria for each of the approaches, and demonstrates their obvious advantages and some limitations. Based on the study conducted, the authors introduce optimum indicators for an objective assessment of the quality of education for schoolchildren grades 1 through 9 on such disciplines as “Music”, “Visual Arts”, “World Art Culture” in a modern secondary education school (such as intellect, creativity, communicability, etc.); describe the newly developed criteria to assess the quality of teaching art and culture-related disciplines (knowledge of the subject matter, methodological training and interaction with students and colleagues, creative approach to teaching and technical or artistic performance skills). The work outlines general, specific and additional criteria for assessing the quality of general art education system (educational esthetic environment in the school, participation in School Olympics on art and global art culture, presence of intra-school model of extracurricular activities on general culture education, etc.). The article draws conclusions on the necessity and possibility of assessing the education quality by a combination of three components – children’s education, teaching activities for art and culture-related disciplines, and organization of the entire general art education system in the modern-day school.

Keywords: Criteria, objectivity, quality, assessment, art education.

The Influence of The Cultural-Educational Environment on The Social Practices of Students

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The article presents the experience of theoretical understanding of the problem of the relationship between eventfulness and cultural-educational environment, eventfulness and social practices in the aspect of influence on the choice of social practices by students. Purpose of the Study: substantiate the relationship between the eventfulness of the cultural-educational environment and the choice of social practices by students. The research methodology consists of sociocultural, activity, personal-activity, environmental, eventfulness approaches. Theoretical research methods are used: analysis, synthesis, interpretation, systematization. In the process of developing the problem, an analysis of the basic concepts is presented, the essence of the relationship between the eventfulness and the cultural-educational environment, the influence of these events on the choice of social practices by young people is emphasized. The following levels are singled out and described: formalized eventfulness as specially organized, having pedagogical goal-setting (for example, educational events); informal eventfulness which are filled with student practices as subcultural; individual eventfulness, which is determined by the processes of formation of the inner life-purpose space, in which the developed cultural-educational environment is joined. It is concluded that the cultural-educational environment is filled with events and quasi-events. The latter, as a rule, have different endowed and demanded significance. The formal, informal, individual eventfulness of the cultural-educational environment stimulates young people to choose typical social practices for the CEE.

Keywords: Cultural-educational environment, event, eventfulness, social practices, choice.

Self-Esteem and Lifestyle of Financial Institution Managers in East Latvia

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The current research is devoted to finding out what lifestyle and self-esteem levels dominate among east Latvian financial institution managers for solving work and life problems. 23 respondents aged 25 to 33 participated in the study. This age is characterised by dynamics in the perception of the world and the ability to adapt to new life situations, as well as the ability and desire to act in accordance with the modern requirements. Kern “Lifestyle Scale” (KLS) and S.A. Budassi test “Quantitative Expression of Self-esteem” were used. It was found that two lifestyle and self-esteem level combinations prevail: the Victim lifestyle related to low self-esteem and the Perfectionist lifestyle related to high self-esteem. As a result of the study, the authors state that determining a lifestyle type helps understanding the individual traits of the managers, their principles of organising communication and cooperation with colleagues. Adequate self-esteem provides the opportunity to promote employees’ personal growth and quality of life, and improve the participation of managers in professional work. The authors also describe personality type features and suggest taking into account behavioural features in problem situations to mitigate possible confrontations in workplace relationships.

Keywords: Financial institution manager, lifestyle, self-esteem.

Predictors of Burnout and Mental Health in Professional Activity of Latvian Teachers

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The issue of burnout and mental health of teachers is urgent in Latvia and requires attention at the level of education institutions and national programmes. In the process of burnout, teachers experience constant irritability, anxiety, decreased ability to focus, various psychosomatic disorders caused by performing professional duties under constant stress; interest towards work and the need for communication is decreased, and social isolation is observed. Predictors of burnout and mental health are currently little studied in Latvia. Since, during their professional activity, a teacher is using significant mental and personal resources, it was necessary to determine the prognostic effect of burnout and mental health. 100 teachers from general education schools in Latvia took part in the study. The Maslach Burnout Inventory – Educators Survey (MBI-ES) and the Jagdish & Srivastava Mental Health Inventory (MHI) were used. It was found that significant predictors of professional burnout are Group-Oriented Attitude and Integration of Personality. The professional burnout dimensions Emotional Exhaustion, Depersonalisation and reduced Personal Accomplishment have the most effect on mental health. The main predictors that promote a decrease of professional burnout in teachers are Group-oriented Attitude and Integration of Personality; whereas Emotional Exhaustion, Depersonalization and lack of Personal Accomplishment have a negative effect on mental health.

Keywords: Burnout, mental health, predictors, teachers.

Professional Burnout Level and Mental Health of Teachers in Latvia

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The growing frequency of the negative manifestation of the burnout syndrome in professional activity calls for research into the relationship between professional burnout and mental health of teachers in Latvia. The purpose of the research is to study the relationship between low and high levels of professional burnout and the dimensions of mental health in Latvian teachers. The participants in the study were 100 teachers from general education schools in Latvia. The Maslach Burnout Inventory-Educators Survey (MBI-ES) was used to study the professional burnout syndrome in teachers' professional activity and the Jagdish & Srivastava Mental Health Inventory (MHI) was used to study the teachers' mental health dimensions. At low burnout levels, a significant negative correlation of burnout dimensions Emotional Exhaustion and reduced Personal Accomplishment was found with mental health dimension Positive Self-evaluation. At high burnout levels, Emotional Exhaustion, Depersonalization and Personal Accomplishment show a significant negative correlation with mental health. No correlation was found between burnout and Positive Self-evaluation and Autonomy. Low and high levels of professional burnout in teachers indicate a correlation with mental health. Positive self-evaluation is an important indicator of the prevention of professional burnout syndrome, which promotes a decrease in depersonalization and increase in personal accomplishments in Latvian teachers.

Keywords: Mental health, professional burnout, teacher.

Conservative Personality Development System in The Context of Russian Educational Development Trends

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The article attempts to comprehend how relevant the ideas of the conservative personality development system are to the modern demands of society and the state. In the modern educational space, there is a question of revising content and technology of education. How to organize the process of shaping the values, ideals of the learner, finding new forms of communication with the youth. We identify contradiction between the demands of the society and the state education policy, and propose to include the ideological component of Russian conservatism into the substance of the personality development educational process. The main trends in modern society include change of the technological paradigm and, as a result, change of communication platform; lack of time due to the rapid development of the society. We criticize the ongoing trend of deideologization of the system of education and personality development, and propose an alternative methodological approach - the concept of reideologization. Reideologization is understood as an endowment of the educational process with the ideological imperatives. Conservative personality development system will allow restoring the process of socialization as well as reorienting the learner to master cultural norms while restoring the mechanism of social inheritance. Education and personality development are not only closely related, but they are also two aspects of a single process of socialization of the individual.

Keywords: Conservative personality development, socialization, education technologies.

Social Responsibility of Vietnamese Journalism Through The “Fish Sauce with Arsenic” Scandal

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Journalism is playing an integral role in socio-economic development. It is believed to be a particular socio-political activity which has an indirect impact on readers and even on the political apparatus of society. Only when journalists are fully aware of their roles and responsibilities will the media perform its functions properly in modern society. Through the "traditional fish sauce with arsenic" scandal, the author examines the role of Vietnamese journalism in providing information and reflecting on hot issues. At the same time, we also consider the social responsibility and professionalism of journalists today. The author studied 48 articles published in the electronic newspaper Danviet.vn from October 12, 2016 (when the scandal began) until November 21, 2016 (when the Ministry of Information and Communications announced the handling of violations for posting wrongful reports. The result of using content analysis of articles shows that this scandal attracted the attention of not only consumers and fish sauce businesses but also the authorities. Although in this affair, many journalists did not fulfill their responsibilities, in general it was found that Vietnamese journalism acts in the interests of the people, their economic, political, social and cultural needs. In the end, newspapers posting inaccurate fish sauce reports were fined, and traditional fish sauce has been vindicated.

Keywords: Vietnamese Journalism, social responsibility, fish sauce, arsenic.

Professional Socialization of Foreign Students Based on The Dialogue of Cultures

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The article discusses the features of professional socialization of foreign students studying in Russian universities, taking into account the value, dialogical nature of the educational process and the leading role of the cultural component in it. The professional socialization of foreign students is considered from the standpoint of a humanitarian (post-non-classical) pedagogical paradigm, at the center of which is the position of a person as a carrier and exponent of the values of national and world culture, as well as on the process of assigning values in the dialogue through the identification of their meanings. Two aspects of the professional socialization of foreign students at the stage of professional education are considered: adaptation to the educational conditions of a Russian university and appropriation of values, mastery of the knowledge, skills and behavior necessary for the successful professional activities and interaction with representatives of the professional community. The article presents the results of an empirical study conducted among students' foreign citizens planning to study at the Volgograd State Socio-Pedagogical University and allowed to identify prerequisites for successful professional socialization of foreign students. The features of professional socialization of foreign students based on the dialogue of cultures are characterized: assignment of professional values as a starting point of professional socialization, identification of concepts meanings of professional thesaurus, inclusion of students in the wide social environment for the purpose of professional culture values assignment.

Keywords: Professional socialization, dialogue of cultures, foreign students, foreign cultural educational environment, humanitarian pedagogical paradigm.

Communications Behavior of Russian Youth as A Target Audience

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The study of youth audience has been actualized in Russia. Such researches are conducted in the context of the worldview of young consumers and their behavior on media platforms. We combined both approaches in order to determine the communication behavior of youth consumer of educational services and the possible recommendations for a communication strategy to promote the university. The aim of our research was to determine the evaluation of the reputation of the Russian university brand by the target audience, the strengths and weaknesses of the education by point of view of the students and the description of the priority of communicative models of information consumption. In December 2016 the authors conducted a survey of the bachelor and master's degree students of the Institute of World Economy and Business of People Friendship University of Russia (RUDN University). The questionnaire consisted of several informative modules, including priority distribution channels of information, the type of content consumed, the dominant interest groups, etc. The results of the survey made it possible to assess the effectiveness of using various dissemination channels for this target audience, the priority of information content, and the idea about the compliance of a media channel to the needs of the audience. At the result of the study there was started the development of corporate communication strategy to improve the organization's reputation in the specific target audience - an audience of consumers of educational products.

Keywords: Reputation, public opinion, university, media, survey.

Self-Organization of Children of The Digital Generation in The System of Education

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Proneness to conflicts in the relationships, discrepancy in the values of the pedagogues and the children can be settled by self-organization, which is the main characteristic of the digital generation. What are the characteristics of the digital generation and main problems of their interaction with other members of the educational relations and conditions of self-organization at school? Defining the pedagogical essence of self-organization of the children and adolescents; describing methodological basis and principles of its development in education, revealing the means of pedagogical support of self-organization of a child and self-organization of children's communities basing on the theory of generations and existential approach to nurture. The survey in the focus-groups; mass distance survey by questionnaire of the subjects of the modern educational relations in the Internet; analysis and interpretation of the Russian and foreign literature concerning the theory of generations, theory and practice of nurture in the modern Russia; studying the practice of self-organization of the subjects of educational relations in the educational organizations. Self-organization considers to be a prospective opportunity of development of the digital generation, which is proved by the research of different generations, existing in the system of education nowadays. We have managed to study the main contradictions between the teachers and the students (excessive regulation of the activity, on the one hand, tendency to creative activity, self-independence and communication). Self-organization is the essential characteristic of the modern generation of the children. Self-organization is the most effective way of solving the issues, connected with the difference in the values of pedagogues and students. The representatives of different generations have their points of divergence, of intersection of their interests, of development to be considered in pedagogical practice when developing self-organization.

Keywords: Self-organization, education, digital generation, relations, contradictions.

Creativity and Career Success of Entrepreneurs and Professionals

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The issue that this article addresses is the need to deepen our understanding of the factors of career success, which currently is explained primarily by the educational level and intelligence. The purpose of the study is to examine the relationship between creativity and career success of entrepreneurs and professionals working in the private sector. To gather the data, we conducted intelligence and creativity tests with 124 respondents in Russia, who have worked in their profession or industry for 10 years or more. The Torrance Creativity Test was used to measure the level of creativity of the respondents. The data leads to the conclusion that successful entrepreneurs and professionals are more creative than those who are less successful. Creativity explains more variation in career success than intelligence. This finding suggests that creativity should play a more important role in educational and training strategies of firms and individuals, striving to succeed in the environment of constant change.

Keywords: Creativity, intelligence, career success, entrepreneurs, Torrance.

Training of It-Specialists in Russian And European Higher Education: A Comparative Study

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Modern society is characterized by a new stage of its social and economic development, namely “digital economy”, and this paper studies the current issues in the development of modern IT specialists training in the context of the global digitalization of economy. Since Russian universities apply new Federal State Educational Standard of Higher Education (FSES 3++) that has a framework nature and is based on the occupational standards, it becomes reasonable to implement foreign experience into Russian training of IT specialists with due regard to Computing Curricula 2005 (CC2005) (2005) and the particular nature of a given university. The paper shows the results of a comparative study of bachelor’s degree programs in IT of Russian and EU regional universities: Nizhnevartovsk State University (Russia) and Liepaja University (Latvia). The analysis carried out by experts from academia and the professional community (regional IT employers) reveals how disciplines from the degree programs’ curricula of these universities correlate with the main levels of CC2005 models: organizational issues and information systems, application technologies, software methods and technologies, systems infrastructure, and computer hardware and architecture. To illustrate how the degree programs correspond to the characteristic features of CC2005 models, their graphical views were created. The study proves the proposed research hypothesis that both universities use Software Engineering model (CC2005) in their IT training. Moreover, the results of the study provide some guidelines for degree programs in IT and their improvement.

Keywords: Information technology, IT education, educational standard, occupational standard, international standards, degree program.

Archival Science and Pedagogics Practice in Terms of Theory on Cognitive History

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In the era of globalization, informatization and increasing cultural interactions intensity the issues of evaluation of the historical past and its documentary heritage become more important. The theory and methodology of cognitive history, developed by an outstanding Russian researcher O.M. Medushevskaya in her works, is a new paradigm of humanitarian cognition which allows to combining a number of research areas – philosophy of history, psychology, information and artificial intelligence theory, source science, archival science, as well as to realizing the coordination of these disciplines as a result of their integration in the teaching methodology. The object of research of all these disciplines is a whole totality of works created in the process of purposeful human actions – sources of all kinds and types, forms of fixation represented physically, have a structure appropriate to their creation purpose and act, in the process of their operating, as the actual realization of organizing relations in society, state, sociocultural community, civilization. The article provides a reconstruction of this theory's contribution to the formation of the modern concept of document science, archival science and archivistics – providing their information opportunities, refining the subject matter and terminology, important interdisciplinary relations. A particular focus is placed on determination of the parameters of structural, methodological and applied contribution of the theory to the solution of VNIIDAD's central problems of appraisal of the documentary heritage and its use, legal support of scientific and commercial use of information, publishing, scientific and pedagogics practice, optimization of data intelligence, archives, expert-level and consulting structures

Keywords: Archival science, source studies, pedagogical practice.

Development of Digital Education in Russia: Some Questions Strategy

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The article discusses the features of the development and implementation of digital technologies in Russian education. The rational creation and implementation of projects for the development of information systems (digitalization) of education can and should be a step towards removing the Russian secondary and higher schools from the protracted crisis, modernizing it in accordance with global trends in the development of the modern economy and society and, accordingly, solving the problems of Russian society and States accumulated to date. The article analyzes the risks and threats associated with these processes. Approaches to the analysis and minimization of the risks of the possible negative impact of digitalization in education are proposed. It is proposed to implement these approaches within the framework of the state project “Designing a Strategic Management System for the Development of Digital Education in the Russian Federation”. This will allow preserving the continuity of the positive traditions of Russian education to implement a harmonious implementation of digitalization projects in it, in line with modern development trends.

Keywords: Digitalization, education, strategy, risks, trends.

Ethnic and Cultural Features Of Education Law Origin In Russia

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In the era of globalization, informatization and increasing cultural interactions intensity the issues of evaluation of the historical past and its documentary heritage become more important. The theory and methodology of cognitive history, developed by an outstanding Russian researcher O.M. Medushevskaya in her works, is a new paradigm of humanitarian cognition which allows to combining a number of research areas – philosophy of history, psychology, information and artificial intelligence theory, source science, archival science, as well as to realizing the coordination of these disciplines as a result of their integration in the teaching methodology. The object of research of all these disciplines is a whole totality of works created in the process of purposeful human actions – sources of all kinds and types, forms of fixation represented physically, have a structure appropriate to their creation purpose and act, in the process of their operating, as the actual realization of organizing relations in society, state, sociocultural community, civilization. The article provides a reconstruction of this theory's contribution to the formation of the modern concept of document science, archival science and archivistics – providing their information opportunities, refining the subject matter and terminology, important interdisciplinary relations. A particular focus is placed on determination of the parameters of structural, methodological and applied contribution of the theory to the solution of VNIIDAD's central problems of appraisal of the documentary heritage and its use, legal support of scientific and commercial use of information, publishing, scientific and pedagogics practice, optimization of data intelligence, archives, expert-level and consulting structures

Keywords: Archival science, source studies, pedagogical practice.

Monitoring the Intellectual And Social-Moral Education Of Youth: Global And Local Trends

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Monitoring the quality of students' education usually includes assessments of cognitive achievements, but it is necessary to evaluate student development in a comprehensive manner, measuring their intellectual social-moral levels. Should the monitoring of learning outcomes include the measurement of students' social-moral development and how to combine global and local trends into a measurement tools? Examinations of educational achievements and the social and moral status of school graduates and university students are reviewed by an international Russian-Kazakhstan team. Global trends in their national incarnation are considered in the examples of these countries. Different tools are analyzed for a comprehensive measurement of youth development. Main methods were studying the experience of selected countries, comparing changes in measuring the quality of education, questioning and testing the graduates and students, statistical mathematical analysis, cross-analysis of global and local changes, the key indicators selection for study of youth achievements in the monitoring mode. Global trends of comprehensive dimensions of youth development are implemented in different countries in different ways considering the national and local traditions of monitoring educational achievements and moral development. A comparative cross-analysis of the Russian interdisciplinary multidimensional multiplex with an interdisciplinary survey of Kazakh youth showed the need for comprehensive tools for measuring the quality of education. This study led to a broader study of the impact of global trends on countries: Singapore, South Korea, Kazakhstan and Russia. We would like to continue this study taking into account local monitoring of the integrated development of not only young people, but also other groups of the population within each country.

Keywords: Measurement, assessment, achievement, social-moral, multi-dimensional, cross-comparative.

Economic Socialization as A Part of Children Education in The Family Settings

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Economic socialization is considered to be an important part of a person's life affecting the prosperity of not only individuals but also the society. What are the attitudes of adults towards money based on their own childhood experiences and what are their attitudes to the importance of the economic education of their children? Topics of economic socialization, e.g. pocket money, the domestic budget, which significantly affect the economic thinking of children and their future economic behaviour, are currently gaining social importance. The parents' opinions and habits about money are considered to be one of the important co-determinant of this process. To obtain the data The Economic Socialization Questionnaire and the Money attitude scale were used. There were gender differences found in the attitudes towards the children education and how it should be handled. The decisive factor was learning from childhood in the family and the family's general attitude to economic education of children. Important aspects of our findings were to engage children in financial communication with parents, discuss with children issues associated with money, show interest in their budget plans, explain what and why they can and cannot have, involve them in budgetary discussions and teach them to outline their own budget.

Keywords: Economic socialization, parents, education, money attitude.

Formation of the Civil Society in the Habsburg Monarchy After 1848

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Forms and specifics of the civil society and political, respectively parliamentary life within the Habsburg monarchy after 1848 with regard to the Czech lands. How the gradual expansion of civil society, parliamentarism and political partyism influenced and changed the shape of the state (Austria-Hungarian monarchy) and its institutions. Analysis and description of specifics of the civil society formation, parliamentarism and political partyism in the Habsburg monarchy with regard to the Czech lands. Empirical research on historical process of civil society formation in conditions of Habsburg monarchy with analysis of specifics of this process. Combination of quantitative and qualitative research methods. Description of the civil society formation, parliamentarism and political partyism in the Habsburg monarchy, including the specifics given by the internal administrative and political structure of the monarchy. Putting the issue into the wider Central European and European context. How the formation of civil society and political partyism influenced the development of the Habsburg monarchy between the years 1848–1914. How the individual institutions at central and provincial level, the internal governance structure, political culture were transformed. How these factors were reflected in the relationships between individual nationalities and ethnic groups living within the Austro-Hungarian Empire.

Keywords: Civil Society, Austria-Hungary Monarchy, Czechs, Education.

Regional Political and Cultural Activities of Teachers in Czechoslovakia In the Period Of 1968–1989

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The extension of current knowledge about the Czechoslovak educational system in the period of so-called normalization and its interaction with a suppressed civil society. What was the development of the civil society and the teacher's position between 1938 and 1989, with an emphasis on the Communist era? What were the teachers' duties? What influenced the professional career of teachers? The purpose of the study is to find out the specifics typical for the profession of a teacher in socialist education in Czechoslovakia between 1968-1989 in the context of a suppressed civil society, which partly followed the preceding period of 1918-1938, when a pluralistic political system existed in Czechoslovakia and after 1989 it enabled the link to the democratic First Republic. Empirical research of the suppressed civil society in the context of professional and personal life of the teachers in the conditions of Czechoslovakia between the years 1968-1989 and the analysis of the specifics of this research problem. Combination of quantitative and qualitative research methods (oral history, data collection from literature and archival materials). Description of the process of forming civil society in the context of Czechoslovak educational system, including the political and cultural specifics given by the totalitarian regime in the twentieth century. Putting the issue into the wider Central European and European context. Findings on formation process of the civil society in the twentieth century with an emphasis on the political influence of totalitarian regimes. How the role of the teacher was changed over the period and what was its impact on the young generation of pupils and students. How the teacher got involved in political and cultural life in his/her community.

Keywords: Policy culture teachers 1968-1989.

Comparing the In-Store Use of Smartphones Between Shoppers of Generations X-Y-Z

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This research aims to contribute to digital shopper marketing and omnichannel themes, by analyzing if the generations X (also called “13th generation”), Generation Y (also called “Millennials”) and Generation Z (also called “Centennials”) have different behaviors on the use of smartphones during their shopping journeys in bricks-and-mortar retail stores. For that purpose, an empirical quantitative study was conducted, via an online questionnaire. The questionnaire was applied to a sample of 913 individuals, corresponding to 27% of generation X, 44% from generation Y, and 29% from generation Z. There were found some differences between those generations regarding the actions made with the help of smartphones during the visit to the physical store. The main differences were found on the actions: checking for prices online on competitor websites; checking for prices online on the physical store own website; asking for advice with the help of the smartphone, showing pictures of products to store employees and on the use of smartphones to search online for coupons or discounts.

Keywords: Omnichannel, Mobile marketing, Shopper marketing, Generation Z, Generation Y, Generation X.

The Impact of Non-Commercial Recommendations on Store Attributes Salience: An Empirical Study on Electronics Retail

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This study investigates the impact of non-commercial recommendation sources on store attribute saliences and store choice for electronics bricks-and-mortar stores. For that purpose, an empirical quantitative study was conducted with face-to-face interviews to a sample of 555 store customers. In the quantitative hypothesis testing, we correlated the store-attributes saliences with the possible non-commercial recommendation sources. The results revealed several positive correlations, and every recommendation source analyzed had between five to thirteen positive significant correlations, out of fifteen possible. The most expressive correlations found were between: the store attribute "cozy/elegant" and the recommendation sources "other customers", "third parties" and "friends or family"; the attribute "possibility to choose between different models of one product" with the sources "friends or family", "third parties" and "other customers"; the attribute "the store carries the latest products" with the sources "other customers", "friends or family" and "third parties".

Keywords: Retailing, Word-of-mouth, Store choice criteria.



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