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SOCIOLOGY

CHUPROV V. I.

THE RELATION TO WORK IN CHANGING SOCIAL REALITY

Summary. Article is devoted to the social analysis of the relation to work of modern Russians.

Keywords: work, the relation to work, social phenomenology, intersubjective interactions in the work sphere.

YUZBEKOV A.K.

MONITORING THE DEMOGRAPHIC PROCESSES AND THE HEALTH STATUS OF THE POPULATION: A PREREQUISITE FOR IMPROVING THE POPULATION'S LIFE QUALITY IN THE REGION

Summary: The assessment of the demography and health of the population of the Novgorod Region revealed the complexity of the demographic situation that tends to reach a critical state. The demographic situation was characterized by a high level of overall morbidity and mortality, and a low life expectancy of the population. A study of the socio - ecological - economic indicators of the region development identified the main factors that are responsible for the current demographic situation. These factors should be taken into account when regulating the main processes that influence the quality of life of the population.

Keywords: demographic situation, health, mortality, life expectancy of the population, life quality.

EREMENKO S.L.

EMPIRICAL RESEARCHES OF ECONOMIC BEHAVIOUR OF INHABITANTS OF MODERN RUSSIA

Summary: the material containing data on empirical researches of economic behavior of inhabitants of modern Russia is presented in article. The author forms the original concept of sociological research of economic behavior of Russians, in a context of transformational society.

Keywords: empirical researches, Russians, economic behavior.

ZHELUDEVA E.V.

PHILOSOPHICAL HERITAGE JEAN-MARIE GUYAU IN THE HISTORY OF SOCIAL THOUGHT (the 160th birth anniversary the great French thinker of the nineteenth century Jean-Marie Guyau (1854-1888))

Annotation. In connection with the anniversary re-open for philosophical science, the name of the great French thinker Jean-Marie Guyau (1854 - 1888), the author turns to the little-known facts of his biography and creativity, currently still has not found a wide display on the pages of scientific journals. Also considers the importance works Guyau in the history of philosophical social thought.

Keywords: moral problems, analysis of the ethical ideas, the notion of life, aesthetic concept of social-philosophical views G.-M Guyau, dominant social existence of man, historical and philosophical reconstruction.

OVSYANNIKOVA O.A.

FORMATION SPEECH COMPETENCE STUDENTS ENROLLED IN NOT LANGUAGE HIGH SCHOOLS ON SUBJECTS' RUSSIAN LANGUAGE AND CULTURE OF SPEECH "

Abstract: *The article considers the theoretical and methodological foundations of speech competence of students of the University, focusing on the different concepts of the creation of textbooks for studying of the Russian language and speech culture» students both linguistic and non-linguistic universities.*

Keywords: *speech competence, science-like approach, culture of speech, rhetoric, pragmatics, stylistics, knowledge approach, philosophical anthropology, axiological approach, activity approach, subjective approach, anthropological approach, interactive approaches, hermeneutics approach, spiritual-anthropological approach.*

RUDENKO I.L.

ACTUAL PROBLEMS OF THE HIGHEST PROFESSIONAL EDUCATION

Annotation. The article, from the standpoint of a systematic, scientific and pedagogical approach addresses the problems diagnosticity educational goals, motivation learning activities of students, the priority of interactive learning, the organization of the educational process, the way of building competence professional models.

Keywords: pedagogical paradigm, qualifications, competence approach, pedagogical system, the logical structure, a competence model professional, interactive teaching, learning motivation, assimilation levels of educational information, training context.

RUDNEV V.N.

INCLUSIVE EDUCATION AND AESTHETIC EDUCATION IN THE CONTEXT OF SELF-REALIZATION OF PERSONS WITH DISABILITIES

Summary. In this article the author continues the study of the problems of esthetic education, which it had commenced in previous publications.

Keywords: inclusive education, aesthetic education, self-realization, art therapy, reading.

EGOROV P.A.

Sightseeing activities as a factor of educational work

Summary. *The article emphasizes the need for sightseeing activities at the university. Is an example of the excursion program in the city of Dzerzhinsk of Moscow Region.*

Keywords: *guided activities, trips, aesthetic education, inclusive education, routing tours, tourist facilities.*

BELOZERTSEVA N.V., ALYPKACHEVA P.I.

“CULTURE OF PROJECT WORK” OF A LECTURER IN THE CONTEMPORARY UNIVERSITY: NOTION AND CONCEPT CONTENT

Summary. The article considers different approaches towards the notion and peculiarities of the project work culture, taking into account the knowledge domain, where this culture is used. As the lecturer's work in the socio-cultural sphere is multifold, several approaches and ideas are generalized in the article.

Keywords. Culture of project work, socio-cultural activity, professional training, social institutes, culture and leisure realm, designed environment, set of qualities.

Fomin A.Y.

**THEME OF ART IN THE NOVEL M.A. BULGAKOV'S "MASTER AND MARGARITA",
OR WHY EVERYTHING HAPPENED AS IT WAS SAID**

Summary: The article considers the problem-themed novel component M.A. Bulgakov's "Master and Margarita", analyzed and shaped his compositional structure. Drawing on examples from other works of the writer, the author argues that the main theme of the novel is the theme of art, interpreted M.A. Bulgakov both personally and in the general philosophical and partly theological aspects.

Key words: M.A. Bulgakov "The Master and Margarita", a medical theme in the works of M. A. Bulgakov, the theme of art works in M.A. Bulgakov motive temptation Pontius Pilate, wine master, Margarita, the theme of love in the work of M.A. Bulgakov.

FROLOV V.V.

BOOK AS A PRODUCT AND A GOOD

Summary. The features of the publication of the book in the modern context of book.

Keywords: book, book publishing, books, publishing repertoire, bookselling range.

BEMBETOV A.P.

**SPECIFICS OF SOCIAL INTEGRATION OF PERSONS WITH DISABILITIES IN MOD-
ERN RUSSIA**

Summary: In the article the main problems and features of integration of disabled people in modern society of Russia on the basis of the analysis of statistical data is considered.

Keywords: Persons with Disabilities, modern Russian society

THE TRIBUNE OF A YOUNG SCIENTIST

DURYAGINA A.I.

The State as the main Object of Patriotism Manifestation

Summary: Historical and political preconditions of the state formation as the main subject of patriotism manifestation are analyzed. The paper provides the results of the analyses of the following concepts FAHERLAND, COUNTRY and STATE as the complementary categories in determining the object of patriotic feelings manifestation and subjects' activities.

Keywords: state, patriotism, Fatherland.

O.S. Leichtling

**THE PROBLEM OF FOREIGN STUDENT LINGUISTIC INTEGRATION AS A PHASED
SYSTEM OF VALUE-ORIENTED FEATURES**

Summary: The current system of higher education with its own laws of development and operation designed to form a human ability to actively participate in the processes taking place in a rapidly changing circumstances, guided by the integration process of self-realization of the individual. In this aspect, the author examines the concept of "educational, linguistic integration" based on per-

sonal values and orientations of the surrounding society, as well as the concept of "value" and "internalization" as an integral part of the process of language integration.

Keywords: Pedagogical integration, language integration, value and personal guidance, value, culture, internalization.

Goncharuk T.V., Grigoriev S.

Peculiarities of promotion and advertising activities profit organizations

In article the features of advertising activity of various organizational-legal forms of non-profit organizations (NPOs) are analyzed. A classification of promotion methods depending on attraction of outside organizations are introduced.

Keywords: a way forward, a non-profit organization, advertising, target audience, marketing.

MAZUNINA N.A.

WARFARE IN MODERN CONDITIONS

Summary: *This article addresses the issue of information warrior and features of their course with the influence of modern information technologies, as well as the process of globalization. Separately, we consider the general theory of information warrior and gives examples of this kind of action.*

Keywords: *Information self-learning system, information warfare, information weapons, manipulation of information.*