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SOCIOLOGY

PAVLENOK P.D.

Social sciences: the value in the life of society

Summary. The article analyzes the concept of science, the classification of Sciences, covers the issues of their differentiation. Special attention is paid to the analysis of the social Sciences, revealing their importance in the life of society.

Keywords: science, social Sciences, classification of Sciences, spheres of activity, social relations.

Kubyakin E.O., Gorbenko A.I.

Counteraction to terrorist threats at federal and municipal levels in the conditions of transforming Russian society: sociological analysis

Summary. In modern transforming Russian society the terrorism is a system social problem. The situation becomes complicated tendencies of globalization of world space and society «Internetization» owing to what the traditional terrorism is exposed to essential changes and becomes one of the most dangerous threats for modern society. This problem at municipal level of the power when administrative structures often face the powerful terrorist groups having foreign support is especially actual.

Keywords: terrorism, the terrorist threat, transforming society, the Internet, informatization, globalization.

Kubyakin E.O., Savchenko D.V.

Social group as structural element of modern society

Summary. In modern Russian society there are essential transformations of social structure, tendencies of redefinition of a functional and role matrix of various elements of society are observed. In these conditions changes in traditional structure of social group — one of the central elements of structure of society are especially interesting.

Keywords: group, social group, society, social structure, social transformations.

BOLSHOV V.B.

Adaptation freshmen to study at universities: experience of empirical research

Summary. *In the article the peculiarities of the process of adaptation of students, on the basis of the results of applied sociological research dedicated factors of adaptation, marked the most significant problems of adaptation of students of high schools.*

Keywords: *Adaptation, assimilation, accommodation, social action, and the factors of adaptation.*

PHILOLOGY

BUBEKOVA L.B.

Typology and paradigmatics confixal verbs of Russian language

Summary. *The article deals with the status of confixation, determined for the first time, as a way of verbal derivation and form production, typical of languages, different in structure (Indonesian, Malay, Arabic, German, Japanese etc). We present a study of confixal verbs from the viewpoint of word-formative types and synonymic connections during the long historical period. The analysis results reveal common patterns of connection of word-formative formants with bases, quantitative and qualitative aspects of usage of word-formative types representatives and determine the interconnections of the derivative with the specific text blocks.*

Keywords: *Word-formative type, Word-formative meaning, Verbal word formation, Confix, Word-formative verbal synonymy.*

KOVALCHUK A.E.

Theory on the relation between the text and beyondtextual space, proposed by Y.M. Lotman and its role in drafting the preparation of the publication

Summary: *the article considers the questions on the essence of such notions as beyondtextual space of the work and its connection with the text, as a material embodiment of the author's thoughts. Based on the analysis of work of a scientist Yuri Lotman conclusions about what should be considered beyondtextual space and what impact it has on the work of an editor in the process of preparation of the original manuscript for publication.*

Keywords: *beyondtextual space, semiotics, textual criticism, editorial preparation of the edition, the theory of Y.M. Lotman, the textual code.*

BARANNIKOVA T.B., Kaziakhmedova S. Khanmagomedovna)

POETIC LEXICON AS A MODERN ENGLISH FUNCTIONAL AND STYLISTIC CATEGORY

Summary: *the article focuses on the analysis of various approaches to the structure and definition of poetic lexicon as a modern English functional and stylistic category.*

Keywords: *poetic words, archaic words, elevated lexicon.*

Pupysheva E.L.

Functioning of the precedent elements in the names of television programmes

Summary. *This article deals with the names of TV programmes, representing precedent texts or the containers of their elements and structural-semantic and functional characteristics to the names of TV programmes, which are based on the phenomenon or precedentisms.*

Keywords: *precedent texts, titles-precedentisms in names of TV-programmes, lexical transformation, grammatical transformation contamination.*

SHALAMOVA E.I.

Car vocabulary from amateur texts in professional magazines

Summary. The article reviews and analyses car vocabulary in stories and columns from selected issues of the *Za Rylyom/At the Wheel* magazine. The criteria for selecting the given texts include: frequency of automotive vocab usage (not only neologisms), various semantic types of the text (sequence of events, narration, argument), various types of speech (dialogue, monologue) and some other.

Keywords: jargon/professionalisms, text genres, linguistic analysis, car/automobile, forms of speech.

PHILOLOGY

Gerasimov A.V.

Features professional education of persons with disabilities

Summary. The article reveals the peculiarities of professional education of persons with disabilities in the unity of vocational guidance, vocational training, vocational adaptation and employment of this category of citizens.

Keywords. professional education, persons with disabilities, vocational guidance, career choice, special educational conditions.

POLITOLOGY

BOGATYROVA S.N.

Patriotism of the Russian emigration

Summary. The article deals with the interpretation of the concept «patriotism» as a special means of conceptualizing the objective reality by the representatives of the Russian emigration, where emigrants' activity is analyzed during the post-revolutionary period and the Second World War.

Keywords: Russian emigration, patriotism, a true patriot, Russian patriot, «philosophical steamship», cultural mission of emigration.

EGOROV O.G

Russia on crossroads: in search of a state ideology

Summary: The article deals with the opportunities and prospects of establishment of State ideology in modern Russia. Historical facts are attempts to implement the State ideology. Reasons the ideological crisis and two alternative ideological directions-zapadničeskogo (Liberal) and the Orthodox.

Keywords. State ideology, liberalism, orthodoxy, an ideological transformation.

PHILOSOPHY

VORONTSOV E.A.

Logic, dialectics, sophistry: at the origins of the centuries-old opposition

Summary. The purpose of this work is to give the reader a differentiated understanding of the origins and the specifics of the three major philosophical approaches to things: logical, dialectical, sophistic. In the rich historical and philosophical material analyses the relationship, as well as the advantages and disadvantages of these approaches. For all those interested in problems of classical philosophy, theory of knowledge and the principles of everyday communication.

Keywords: *existence, thinking, dialectics, logic, sophistry, relativism, science, philosophy.*

ZHELUDEVA E.V.

Jean-Marie Guyau and Friedrich Nietzsche: morality without obligations and sanctions

Summary. *The article deals with the analysis of ethical system of outstanding philosophers' (Jean-Marie Guyau 1854–1988 and Friedrich Nietzsche (1844–1900). The author turns to the little known facts of his biography and creativity of these bright personalities in history of philosophical thought, remodels the controversy of two original concepts, connected with questions of morality and culture, relationship to moral ideals.*

Keywords: *philosophy of life, immoralizm, altruistic principle, differentiated forms of human activity, cultural and ethical ideals, wide extent of life, moral values, social interaction.*

ECONOMICS

LITVINENKO I.L.

Invest climate in Russia in foreign investor eyesight

Summary. *Modernisation of Russian economy asks big investments. In virtue of shortfall of inner resources and ineffective govern policy by assembling them inside the country, key accent is done on foreign sources. These points need higher opportuneness of invest climate in Russia.*

Keywords: *economy modernisation, investments, invest climate, transnational corporations (TNCs), competitive ability.*

FROLOV V.V.

On the issue of market segmentation

Summary. *Key elements of marketing. Presentation of the book segment, segmentation and market niches. Characteristics criteria (concepts) segmentation book catalog.*

Keywords: *Marketing mix. Language marketing. Segment, segmentation, market. Book segmentation criteria.*

INFORMATION-TELECOMMUNICATION SYSTEMS

KUPRIANOVA T.G.

Interpretation of the printing editions in the electronic space

Summary. *Some features of functioning of the independent and derivativny electronic editions are being examined in the article. Considering publishing opportunities, the potential of the registration of the electronic editions is being analysed, through sound, illustration, animation, video series, infographic.*

Keywords: *electronic editions, multimedia, interactivity, work interpretation, illustrative material, information visualization, infographic, animation, soundtrack.*

THE TRIBUNE OF A YOUNG SCIENTIST

ANTONOV K.A.

General questions of organization practical classes with the students of the faculty of book publishing (**on the example of MGGI**)

Summary. *In article the author considers some general questions of organization practical classes with the students of the faculty of book publishing (on the example of MGGI).*

Keywords: *education, training of students, to practical lessons.*