

ECONOMIC SOCIOLOGY AND DEMOGRAPHY

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THE MEASUREMENT OF SOCIO-ECONOMIC DIFFERENTIATION OF THE POPULATION

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Abstract. The article considers the principles of measurement of population socio-economic differentiation. It is given the basis of interrelation of social and economic differentiation, level of income and belonging to a socio-economical group of population. Particular attention is paid to international approaches of the definition of the income groups' boundaries, which are determining belonging to different socio-economic groups of the population, primarily the poor and middle class. The problem of the weak studying of the middle class is caused by the disparity of the boundaries of its identification. So the processes of qualitative and quantitative changes occurring in this social group are the problems for researching. The level of income should not be considered as the only reason for bounding middle class and poor, however, it determines other than income, signs of belonging to each of these socio-economic groups. The main practical approaches to poverty assessment, both in Russian and foreign statistical practice, were analyzed in the paper. The features of socio-economic differentiation of the Russian population in urban and rural areas were described. Also there were noticed the differences in the structure of income of households living in different types territories in recent years, such as: what part of income is in natural form and why this part differs between groups with high and low income.

Keywords: socio-economic differentiation, living standarts, the measurement of differentiation, poverty.

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SOCIOLOGY OF MANAGEMENT

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THE DECLINE OF PROFESSIONALISM: SOCIOANTHROPOLOGICAL APPROACH

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Abstract. The Article is devoted to the study of the process of reducing professionalism in terms of concepts and categories of social philosophy. The relevance of the study is dictated by the prevalence of the phenomenon in modern Russian society and its influence on various spheres of human life. The results of the study should be reflected in the approaches to the organization of labor education, regulation of employment and labor management. The main directions of the analysis of the phenomenon of decrease of professionalism on the basis of the system methodology of social philosophy are allocated.

Changes of the person who accompany this process, it is legitimate to consider in the context of systemic transformations, because they are holistic and cover all levels of human activity — psychophysiological, material and practical, social and spiritual. The main feature in the process of reducing professionalism is the transformation of spiritual and ideological meanings of work. Negative phenomena in the labour market as well as in the management of labour give rise to alienation affecting all components of labour and labour itself. The use of socio-anthropological approach allows to distinguish the levels of professionalism transformation. The threat of declining human capital requires the development of new approaches to labour and employment management. Use of methods of management and support of employment which are widely applied in the countries of social market economy is proved.

Keywords: work, professionalism, social anthropology, system approach, subject, motive, social ideal, Outlook, alienation.

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MOTIVATION OF THE WORKING ACTIVITY

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Abstract. The experience of the experience of working motivation is analyzed. Special attention is given to the examination of the concepts “working motivation”, “motivational process”. The keywords. Motivation of working activity, the stimulation of labor, motivational process, need, the purpose of organization, the structure of the motives of working behavior, the model of the behavior of workers. The discussion deals with the structure of the motives of working behavior, its mobility, mobility, the flexible response to a change in the system of external stimuli. Value for effective management of the organization of the knowledge of the dominant motives of colleagues is determined. Is revealed the knowledge of the structure of the working motivation of workers, which helps the service of personnel of organization more substantiated and to effectively solve a number of the key tasks of control of the working association: the formation of regular service personnel — the effective solution of questions of hire, arrangement, displacement of personnel; the organization of labor — the formation of rescue parties, the manifestation of creation and initiative; instruction and the development of personnel — the selection of forms and forms of instruction and increase in the qualification of personnel, the estimation of the career orientations of different groups of personnel, the career development of workers in accordance with the personal intentions and the purposes of organization; the communication of management and personnel of organization, since it helps to better luminesce the circle of the problems of relations in the working association. In the article are examined three composing motivations working behavior: realization by the worker of its needs, whose satisfaction it connects with the working activity; the reflection of the goods, which the worker can obtain as reward for his work; reflection in the consciousness of the process of the connection between the needs and those goods, which them satisfy. In the article motivational meaningful and processual theories were analyzed. On the basis of this analysis the author made a number of conclusions and recommendations for the colleagues of divisions regarding the work with the human resource and as a whole for the management of organization. In addition to this, the retrospective analysis of motivational theories made it possible to formulate a number of the principles of the effective organization of labor.

The keywords. Motivation of working activity, the stimulation of labor, motivational process, need, the purpose of organization, the structure of the motives of working behavior, the model of the behavior of workers.

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**SOCIOLOGICAL AND PSYCHOLOGICAL ASPECTS OF SOCIAL MANAGEMENT AND CONTROL IN
THE CONDITIONS OF THE MILITARY SERVICE**

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Abstract. The article substantiates the trends in the change in the functional orientation of the social control of military service, caused by the managerial revolution and the democratization of social life, reveals the features of the sociological and psychological approaches to the organization of social control in military personnel. Based on the methodology of dichotomous analysis, it is suggested that the soldier's personality be sociologically interpreted as a person of a civil servant and as a person of a citizen. This allowed using the "logical square" method to describe the differences of the distinguished basic types. The role of the moral and legal aspect in the mechanism of the functioning of social control is revealed. Accounting for trends and the basic sociological pattern of social control allowed us to develop the basis for its optimization. The priority is personal-oriented control. The correlation of social control and self-control is shown, and their features are revealed in the conditions of the social institution — the institute of military service.

Keywords: Social management, social control, military service, military labor, serviceman's personality, armed forces.

For citation:

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PEDAGOGICAL PSYCHOLOGY

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EXPERIENCE OF APPLICATION OF THE CONTEXTUAL APPROACH DURING
PREPARATION OF FUTURE EDUCATIONAL PSYCHOLOGISTS TO PROFESSIONAL ACTIVITY
(ON THE EXAMPLE OF TRANSNISTRIA)

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Abstract. The article summarizes the requirements for the educational product of Transnistrian school of higher education and shows the need to change the essence of higher professional education. There are presented results of experience analysis of experience analysis, of applying contextual training during future educational psychologists' preparation for professional activities, under the implementation of the competence approach in higher education. The theoretical origins and content of contextual education and competency-based approaches in learning are analyzed hereto. Using a pilot empirical study, the authors summarize the experience of contextual education realization of "Educational Psychology" section students, on the basis of the Taras Shevchenko Transnistria State University, while preparing future educational psychologists for professional work. Here are presented research results of students' ideas and point of view about readiness for professional activities, as well as the reasons for its insufficient formation, and the psychological phenomena that contribute to its development. It is carried out the study results on the applicability during professional education of future educational psychologists of certain forms and technologies of contextual learning, as well as their subjective significance for future professional activities. The role and importance of practice and practical training for forming readiness for the implementation of professional activity is analyzed. The conclusions summarizing the experience of using contextual learning in the Transnistrian State University are presented.

Keywords: contextual approach, competency-based approach, competence, expertise, future educational psychologists, students, academic type of learning activity, quasi-professional activity, educational and professional activities, professional activity, preparation for professional activity.

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DEVELOPMENT OF IMAGINATION AND CREATIVITY OF YOUNGER SCHOOL STUDENTS IN THE CONTEXT OF ADDITIONAL EDUCATION

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Abstract. The article presents research data of the influence of classes in lego engineering, in the field of additional education, the development of imagination and creative thinking of children of primary school age. Additional education program "Lego-engineering" approved on the basis of school №15, school department № 4 and was conducted during the 2016-17 school year. The purpose of this program was the development of fine motor skills primary school students, the formation of creativity, logical thinking, attention and communication skills. In total, the study involved 288 children of primary school age. In this part of the study involved 104 second grade students. The experimental group consisted of primary school students who attended classes in lego-engineering during the academic year. The control group consisted of elementary school children who have not attended classes in lego-engineering. Age of children 7-8 years old. The research was conducted in three stages: primary diagnosis — the determination of the level of development of the studied parameters before testing the program "Lego-engineering". The stage was held in September — the beginning of the school year. The second stage — the forming stage — the actual stage when the classes participated in the program for obtaining additional education. Third stage is the control stage — determine the dynamics of the studied parameters among the respondents included in the experimental and control groups. In the experimental group, the dynamics were mediated by participation in classes in Lego engineering. For younger school students, is included in the control group, the dynamics were mediated by the natural causes of age-related development. This stage was conducted in may — end of school year. As a result, the study showed a significant dynamics of the studied parameters in children of the experimental group. Presents the results of the study demonstrated the effectiveness of addiction, education program "Lego-engineering". Imagination and creative thinking of younger school students will develop more effectively if the students are including in the sphere of additional education. It is possible to learn and play at the same time. Participating in classes of additional education, children can become more creative adults who will acquire knowledge, life experience, to solve problems not according to the classical scenarios, but creative positions.

Keywords: creative thinking; imaginary; additional education; younger school students; creative development; capacity development.

For citation:

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SOCIAL PSYCHOLOGY

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OBSERVATION AS A METHOD OF SOCIO-PSYCHOLOGICAL RESEARCH OF
THE TENDENCY TO DEVIANT BEHAVIOR

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Abstract. Currently, there is growing interest in the professional and psychological selection of personnel for positions requiring advanced socio-psychological qualities; to professional skills in the use of scientific methods. This article is devoted to the peculiarities of the use of the method of observation in studies of the tendency to deviant (deviating) behavior. Observation as a scientific method, in our opinion, deserves special attention in the framework of professional training, and in the future, and the professional activities of police officers, as the sphere of activity is associated with a large number of communicative, interactive and perceptive processes with different categories of persons entering into communication and interaction; with situations of direct or potential threat, the danger of the professional environment; the intensity of the impact on mental and physical health; In the article the author draws the attention of readers to the necessity of timely study of the propensity to deviant (deviating) behavior of the individual (group) by scientific methods, including the method of observation. Reveals the basic concepts-observation, deviant behavior; describes the General procedure of observation, difficulties in using the method and the approximate plan (program) of observation; and gives examples of forms of recording the results of observation, describes the features of working with the scientific method of observation in social and psychological research propensity to deviating behavior.

Keywords: psychology, socio-psychological research, method, observation, propensity, behavior, deviant (deviating) behavior.

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SHOCK, EPATAGE AND PROVOCATION AS STEREOTYPIC METHODS OF
INFLUENCE IN TEXTS OF MASS COMMUNICATIONS

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Abstract. This article is a description of the use of shock, epatage and provocation as stereotypical methods of influence in the texts of mass communications: journalism, PR and advertising. The authors consider this topic in a complex and interdisciplinary manner, analyzing both the social and psychological aspects of this phenomenon, as well as its philosophical, linguistic, and ethical components, referring to art, literature and other spheres of life and activity. The text of this article answers the following questions: why shock, epatage and provocation are often used in advertising, PR and even journalism; what are definitions of the terms "shock", "epatage" and "provocation"; what is a difference between these three similar concepts; what kind of psychological reaction triggers the shocking mechanism and how a consumer reacts on it. Analyzing numerous examples from mass communications, the authors describe some stereotypic, schematic templates by which they imply the repeated reproduction of once created models. In addition, the authors present their list of stereotypical topics in which Russian PR, advertising and journalism actively exploit shock, epatage and provocation as methods of influence.

Keywords: shock, epatage, provocation, stereotypes, stereotyping, text, mass communications, impact, influence, manipulation.

For citation:

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THE TYPES OF COHESION AND THEIR RELATIONSHIP WITH THE PERFORMANCE OF THE SPECIAL PURPOSE UNIT

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Abstract. The article is devoted to the results of the study of types of cohesion of special purpose units. A brief analysis of the concept of efficiency of joint activities. The key areas of activity of the special purpose unit and the types of cohesion corresponding to them are identified. In each area of activity described a comprehensive indicator of the level of cohesion, which reflects the development of a specific area of activity of the special purpose. The author briefly reflects the content of each sphere of activity and the type of cohesion corresponding to them. Also in the article the interrelation of the factors influencing cohesion in each sphere of activity of division of special purpose with indicators of efficiency of joint activity is reflected. The author defines the factors influencing the cohesion and efficiency of the unit.

Keywords: cohesion; motivational and value cohesion; cohesion of interpersonal communication; content-professional cohesion; efficiency.

For citation:

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GENERAL PEDAGOGICS. THE HISTORY OF PEDAGOGICS AND EDUCATION

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PERSONAL-PROFESSIONAL FORMATION OF CADETS OF MILITARY EDUCATIONAL INSTITUTIONS OF RUSSIA IN THE PRE-REVOLUTIONARY AND SOVIET PERIODS

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Abstract. The article considers the main tendencies in the development of the theory and practice of personal and professional development of cadets in the military educational institutions of Russia in the pre-revolutionary and Soviet periods. The concept of personal-professional formation as a unity of training and education of cadets is disclosed. The main tendencies of the formation of cadets of military educational institutions in the pre-revolutionary period have been revealed. It is emphasized that during this period the cadets' education was carried out on the dogmas of religion, devotion to serving their emperor, the Fatherland, and in professional terms the pattern and schematism in training cadets, the introduction of Suvorov's principles of educating soldiers and conducting military operations were overcome. In the article the main tendencies of formation of cadets of military schools in the Soviet period are considered. They are given a brief description. In addition to the main trends, it is noted that during the Soviet period military pedagogy was dynamically developed, which ensured the solution of important tasks in the training and education of servicemen, including cadets of military schools. The article reflects the main pedagogical dissertation studies that deepened the idea of the personal and professional development of military cadets and provided significant assistance to the leading and teaching staff in the training of future officers.

Keywords: process, personal-professional formation, cadet, cadet, military schools, cadet corps, trends, periods, humanization.

For citation:

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**THE ESSENCE, STRUCTURE AND CONTENT OF THE FORMATION OF
FAMILY VALUES AMONG SERVICEMEN UNDER CONTRACT**

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Abstract: the article substantiates the pedagogical model of the formation of family values among servicemen who pass military service in the Armed Forces of the Russian Federation under a contract, its substantive, substantial and structural bases are explained reasonably. The logic of the triad approach made it possible to reveal the interdependence of the individual, society (state) and family culture, which has its own peculiarities at different stages of the life cycle of the family and, depending on its type. The pedagogical description of the features of the process of formation of family values takes into account the individual and social functions of the family as a small group and the institution of society, as well as internal and external factors that affect them. Thus, in accordance with this, the interdependence of family and extra-family (service and non-service: household and leisure) activities has been proved. The interrelation of family education and formation of family values is revealed, the principles, means and ways of formation of the value attitude of servicemen to the institution of family and marriage are analyzed.

Keywords: Family value, family values, family education, serviceman's personality, contract servicemen, armed forces.

For citation:

Polonsky D.A. The Essence, Structure and Content of the Formation of Family Values among Servicemen under Contract. *Nauchnoe obozrenie. Seriya 2. Gumanitarnye nauki [Scientific Review. Series 2. Human Sciences]*. 2018. No. 1. P. 119-130. DOI: 10.26653/2076-4685-2018-1-11. (in Russ.)

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**HISTORICAL AND PEDAGOGICAL ANALYSIS OF DEVELOPMENT OF PHYSICAL TRAINING IN THE ARMY, IN
MILITARY EDUCATIONAL INSTITUTIONS AND EDUCATIONAL INSTITUTIONS OF SPECIAL SERVICES**

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Abstract. The article provides a step-by-step historical and pedagogical analysis of the development of physical training in the army, in military schools and educational institutions of special services. A comparative analysis of physical training systems in the Soviet Army and Navy since 1938, and in special services from 1996 to the present time. The historical reconstruction of the Genesis of physical training in the army, in military schools and educational organizations of special services in the period from 1917 — to the present, on the basis of which generalizations and conclusions.

Keywords: physical training; development, content and organization of physical training; regulations, instructions and guidelines for physical training.

For citation:

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TRAINING IN PISTOL SHOOTING: HISTORICAL EXPERIENCE AND LESSONS

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Abstract. The article reveals the historical experience of development of methods of teaching shooting different types of firearms and the possibility of its application in modern conditions. Discusses the techniques of firing of the first samples of firearms. Methods of firearms training as training methods, weapons handling: loading and ignition of the powder charge, ready to fire, holding the rifle, aiming in the direction of the barrel. "The system of collective fire." Features of development of small learning in Russia in the late 19th — early 20th centuries. The contribution of the South Slavic peoples to the improvement of shooting techniques. Sighting shooting, instinctive shooting, shooting "offhand". Shooting training from the combat arms servicemen of the Soviet Army. Development of the technique of shooting sports. Inseparable in marksmanship training sniper shooting rapid fire. The basic directions of an effective system of tactical and technical training.

Keywords: training system for shooting, aimed shooting, instinctive shooting, shooting "offhand", sniper shooting, methods of firearms training.

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THEORY AND METHODS OF PROFESSIONAL EDUCATION

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METHODOLOGICAL SUPPORT OF PROCESS OF FORMATION OF PROFESSIONAL COMMUNICATIVE COMPETENCE OF CADETS OF UNIVERSITIES OF THE FPS OF RUSSIA IN STUDYING RUSSIAN LANGUAGE AND STANDARD OF SPEECH

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Abstract. The article deals with the problem of shaping communicative competence of cadets at the lessons of the Russian Language and Standard of Speech. The author believes that of the research is to prove that the study of the discipline 'Russian Language and Standard of Speech' is the first step in the process of formation of professional communicative competence of cadets. This discipline lays communication skills to optimally use the funds of the Russian language not only in everyday communication but also in professional communication. The author analyzes the Federal State Standard on Higher Professional Education of the third generation and the Programme of the subject 'the Russian Language and Standard of Speech' of Perm Institute of the Perm Institute of the FPS of Russia in search of means of shaping this communicative competence. The course content is considered in three aspects: the invariant, variable and specific. The article describes the main educational technology, methods and means of teaching, examples of tasks and exercises. The author notes that the proposed option is recommendation, and the teacher may use other training materials. The results of the study can be used to develop learning technologies 'Russian Language and Standard of Speech' in the universities of the FPS of Russia.

Keywords: competence, competence approach, professional communicative competence, the Russian Language and Standard of Speech, educational technology, interactive methods of training, the invariant contents, variable contents, specific contents, training, departmental University.

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INTERDISCIPLINARY RESEARCH

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«MENTALECENTRIC» PHILOSOPHY OF EDUCATION: STATEMENT OF THE PROBLEM

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Abstract. The article is dedicated to the modern understanding of the mentality phenomenon in the Russian humanitarian discourse, which borrowed this word from the European mediaevalists. The authors of the article substantiate the thesis about the non-random nature of the occurrence of this word precisely among the historians exploring the Middle Ages. The European Middle Ages, characterized by absolute theocentrism, saw its spiritual foundation in the mythological and religious substratum — religious faith, which was and continues to be an essential component of mentality. The medieval environment specifically shaped and translated the archetypal collective unconscious, which is the essence of the mental component. Therefore, there was a powerful splash of religious feeling, taking place in extreme forms, bordering on the state of affect of believers. Today, the "mentality" undergoes serious metamorphoses in the Russian humanitarian reality: from its close to adequate meaning to substituting it for the opposite sign. The substitution is represented by the myriad of connotations that are very far from the denotatum; connotations, which are quite incorrect and close to absurd as it seems to the authors. The authors believe that the mentality phenomenon, being a duality of the conscious and unconscious, is especially evident during the moments of social and spiritual uncertainty in the society. In particular, the authors are concerned with the attempt of individual scientists to give the mental-forming function to the native educational system. The authors challenge the issue of the legitimacy of setting mentality in the center of the educational paradigm as the leading spiritual value.

Keywords: mentality, collective unconscious, denotate, connotate, education system.

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PEDAGOGICS: PROBLEMS AND SOLUTIONS

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**THE METHODOLOGY OF DIDACTIC PLANNING BASED ON
THE HARMONY OF THE SCIENTIFIC SECTOR**

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Abstract. The article deals with the methodology of planning the training process for students of the profile «Accounting, analysis and audit» as the result of the pedagogical research, which is based on the pre-built construction of scientific harmony of economic knowledge. The analysis of the structure of the primary special subject is done according to the current curriculum and the aspects of disharmony are found. The use of the recommended techniques allowed to output economic and didactic indicators by which the quality of the educational process can be controlled.

Keywords: pedagogical logistics, scientific harmony, didactic units, didactic planning.

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