

STRATEGIES FOR THE SOCIO-ECONOMIC DEVELOPMENT OF RUSSIA

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THE SPACE OF SIBERIA AND THE FAR EAST OF RUSSIA:  
GEOPOLITICAL AND ECONOMIC ASPECTS OF DEVELOPMENT

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**Abstract.** The problem of the spatial development of Russia is extremely topical: both from the point of view of territorial disproportions, and taking into account the current state of government. The authors understand the term "spatial development" as a system-structural approach to scalable territorial tasks of managing holistic development. This article discusses the spatial development of Siberia and the Far East of Russia — where 2/3 of the territory of Russia has the lowest population density (and its continuing outflow) and one donor entity. Method — deductive approach, cartographic and tabular analysis, synthesis, visualization. The role of federal districts as established macroregions is considered — in optimizing spatial planning and correcting interregional management, given that plenipotentiaries currently do not have sufficient powers to influence the socio-economic development of the district as a macroregion. It was proposed to form (isolate) within these districts of five project federal territories (PFT) — as objects of sustainably safe spatial development: PST ZPSib, TFT Yenisei, PFT Baikal, TFT Far East and PF Vostok. CFT are characterized by a certain economic and geographical location and territorial unity. The main focus is on economic decentralization and reformatting of plenipotentiaries into subsidiary management centers that are commensurate in scale, as well as holistic (environmentally, socially, economically, etc.) facilities — the PFT — with expanded regulatory powers delegated from the federal center. Recommendations were made on changing the regulatory frameworks of the aspects of planning and organizational capabilities of embassies, creating conditions for the modern development of the country's macroregions. The findings of the study can be used both in strategic planning at the level of federal districts, and in further research at the national and interregional levels.

**Keywords:** spatial development, territorial planning, macro-region, federal district, embassy, subject of the Federation, project federal territory (PFT), advanced growth node, subsidiary management, economic decentralization

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SOCIAL PROCESSES

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CRITERIA FOR SOCIAL DEVELOPMENT AT MACRO LEVEL  
AS A BASIS FOR EFFECTIVE MANAGEMENT

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**Abstract.** The study of social development is key to a dynamic society. Achieving the goals of social development and solving problems in this area can improve the quality of life of the population and improve their well-being. Effective management of social development requires comprehensive research, including the identification of the main criteria for social development itself. A criterion is an indication on the basis of which an existing phenomenon or process can be assessed. Management impact on social processes occurring at the macro and micro levels is based on the relationship of economic, political and social parameters and changes in the social characteristics of social communities, organizations and groups. Therefore, it is necessary to consider the criteria of social development in the aggregate of all interrelated subsystems, allowing subsequently to assess the level and quality of social development, to develop appropriate management methods to improve the identified characteristics.

**Keyword:** management of social development; social processes; economic processes; political processes; spiritual processes; social conditions; social development; social development criteria.

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Rodyukova T.N. Criteria for Social Development at Macro Level as a Basis for Effective Management. *Nauchnoe obozrenie. Seriya 2. Gumanitarnye nauki* [Scientific Review. Series 2. Human Sciences]. 2019. No. 1-2. P. 24-31. DOI: 10.26653/2076-4685-2019-1-2-02. (in Russ.)

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SOCIOLOGY OF MANAGEMENT

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SOME ASPECTS OF THE DEVELOPMENT AND IMPROVEMENT OF HUMAN POTENTIAL

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**Abstract.** The article deals with the problems associated with human development. It is emphasized that in the center of the new economy is a person who is a generator of ideas and a source of capital. This is the basis of the paradigm of the new world economy and international relations. The socio-economic life of a modern society is in constant motion, which manifests itself in a variety of quantitative and qualitative changes. We live in a world characterized by rapid change, rapid flows of information and global competition. Being at the beginning of the next historical stage of world economic and political development, we are witnessing the emergence of a new global mega-economic system based on the economy of innovations and knowledge — economic processes take place at an unusual pace and the key role is acquired by human capital development factor. The socio-economic life of modern society is in constant motion, which manifests itself in a variety of quantitative and qualitative changes. We live in a world characterized by rapid change, rapid flows of information and global competition. Currently, global world players have not yet begun to conquer the emerging niche and actively develop the theme of capitalization of human potential. Because of this, key positions in the new economy are still not occupied by them, and our country has a real opportunity not only to avoid lagging forever behind the world leaders in the economy, but also to lead the world process of capitalizing on human potential.

**Keywords:** human potential, society, socio-economic development, ideology, politics, municipal cadres, development concept, diagnosis, system of values, philosophy of history, innovative scientific basis, social mechanism.

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CONCEPTS OF THE SOCIAL ADMINISTRATION

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**Abstract.** In the article is analyzed the basic direction of the domestic policy of state, the signs, which characterize social state, and also, the basic task of social policy. Special attention is given to the examination of the contemporary concepts of social control. Is revealed the sense of concept "human capital". In the article it is explained, how society can contribute to the accumulation of human capital, and also, the classification of human capital is given. Are analyzed concepts "quality of population" and "social capital". Article makes it possible more depth to understand the role of human intellectual activity and of its accumulated results in the influence on the quality and the rates of the social and economic development of society. As still one contemporary concept of social control is represented the theory "base needs", which provides for a number of the conditions for guaranteeing effective control by society and with organization. Are named the basic individual needs, which relate to the base needs of man. Is in sufficient detail subjected to analysis the concept of social control – "quality of the life", in which are examined the resources, which expand the possibilities of the selection of directions, means and the methods of the actions of man in the society. In the article Scandinavian and Anglo-American approaches in the evaluation of welfare of the society are represented. Furthermore, in it are revealed the components of national wealth of the country as the factor, which has the decisive effect on the quality of the life of the population of the country. Ten indices of quality measurement of life in the country in detail are examined. Is revealed the concept "general indices", and the possibility of their application in social control also shows. In the article the range of the calculation of the indices of the development of man, used by the United Nations, is examined.

**Keywords:** human capital, base needs, the quality of life, the development of human potential, social capital, national wealth.

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Nikolayev A.A. Concepts of the Social Administration. *Nauchnoe obozrenie. Seriya 2. Gumanitarnye nauki* [Scientific Review. Series 2. Human Sciences]. 2019. No. 1-2. P. 43-50. DOI: 10.26653/2076-4685-2019-1-2-04 (in Russ.)

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SOCIO-CULTURAL PROCESSES

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INFORMATION AND MARKETING WAR IN MODERN ADVERTISING DISCOURSE:  
THE TRANSFORMATION OF GENDER STEREOTYPES

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**Abstract.** The article analyzes aspects of the process of advertising manipulation of public consciousness as one of the directions of the modern information war, in the context of marketing campaigns. The authors vividly demonstrate the use of the Overton window technique in the information and marketing war not only to introduce some priority idea (product, concept) in society, but also to transform traditional gender roles in society. Researchers show how attitudes towards gender roles in society are changing, how “substitution” of gender roles takes place in commercials. The article describes the process of substitution of gender norms, focusing on the fact that all stages from the inadmissibility of the norm to its full adoption are gradual, but with each subsequent step this or that idea that claims to become a new norm, takes root in the mass consciousness and no longer looks like something blatant and unacceptable. Joseph Overton described in some detail how ideas completely alien to the society seemed to have been raised from the very bottom of the “garbage can” of public censure, cleaned and consolidated at the legislative level. At present, it should be said that there have been major changes in the liberation of women and men from the oppression of rigid gender ties to a particular sex. The mass audience is no longer so anxious and, with a fear of uncertainty, perceives changes in human behavior. The study of gender transformation in advertising allows for an analysis of stereotypes, which is characteristic of a step in the Overton window from “radically” to “acceptable”, as well as those social roles and models that will be systematically “imposed” by advertising. It is this impact of advertising on the consciousness of the audience through the use of gender stereotypes that contributes to a more productive construction of advertising communication. Gender stereotypes are simplified, schematized, emotionally clearly colored, stable images of men and women, usually distributed to all members of a particular gender community, regardless of the personal characteristics of particular representatives. Stereotypes depend on geography and culture. So, for the Russian Federation, a certain patriarchal model with the center, “a male earner and a family protector,” is still relevant, and the role of a woman, a “fairies of the hearth”. During the transgender transformation in the advertising discourse, the Overton Windows technique aims to actively introduce stereotypes of certain socially approved roles into the consumer’s mind. In this article, attention will be paid to the transgender transformation in commercials and their connection with the “Overton window”.

**Keywords:** information war, marketing war, Overton window, gender, transformation, advertising, brand, manipulation, information and image bomb.

**For citation:**

Karabulatova I.S., Savchuk I.P. Information and Marketing War in Modern Advertising Discourse: the Transformation of Gender Stereotypes. *Nauchnoe obozrenie. Seriya 2. Gumanitarnye nauki [Scientific Review. Series 2. Human Sciences]*. 2019. No. 1-2. P. 51-65. DOI: 10.26653/2076-4685-2019-1-2-05. (in Russ.)

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PSYCHOLOGY OF PERSONALITY

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PERSONALITY CHARACTERISTICS OF SPECIALISTS OF EXTREME AND NON-EXTREME PROFESSIONS WITH A LONG WORK EXPERIENCE

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**Abstract.** The article discusses the psychological characteristics of the personality of specialists of extreme and non-extreme professional groups with a long working life. In the process of performing professional tasks, rescuers, firemen, operational duty officers of the fire and rescue services are exposed to a variety of extreme factors. Prolonged exposure to extreme factors of professional activity can lead to various changes at both the physiological and mental and psychological levels, lead to partial or complete professional maladjustment, influence the formation of various professional deformations. At the same time, a different development of a professional is possible under conditions of extreme activity, in which, as professional experience accumulates and akmeological development takes place, adaptation takes place in difficult conditions of professional activity through certain personal changes of a compensatory and adaptive nature. The results of the obtained empirical data can be demanded by specialists engaged in the field of professional selection, psychological support, as well as performing psychocorrective and psycho-prophylactic work with persons whose professional activity takes place under extreme conditions.

**Keywords:** professional activity, extreme conditions, firefighters, rescuers, operational duty officers, builders, psychological features.

**For citation:**

Mansuri O.V., Osipova A.A. Personality Characteristics of specialists of Extreme and Non-extreme Professions with a Long Work Experience. *Nauchnoe obozrenie. Seriya 2. Gumanitarnye nauki* [Scientific Review. Series 2. Human Sciences]. 2019. No. 1-2. P. 66-76. DOI: 10.26653/2076-4685-2019-1-2-06 (in Russ.)

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PEDAGOGICAL PSYCHOLOGY

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THE INTERACTION OF EDUCATIONAL INSTITUTIONS AND FAMILIES  
IN THE DEVELOPMENT OF THE PERSONALITY OF A PRESCHOOLER CHILD

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**Abstract.** The article discusses the interaction of kindergarten and family in the development of a preschooler child. Creation of a consolidated educational space of preschool and family is nowadays a priority for the modern education system in the development of children. The first social institution for parents is a preschool institution. This is the first place where parents receive psychological and pedagogical education in the development, upbringing and education of children. Participation of parents in life of their small children helps the little ones grow and develop harmoniously. The article discusses the system of working with parents on the development of children's skills of correct behavior and this system's impact on the development of cognitive processes in children of younger and middle preschool age. The basis of this model is the development of a child through the development of children's behavioral skills through systematic joint activities of teachers and parents with children, implemented in both preschool groups and parents at home. The results of this work are reflected in the pilot study presented in the article. The findings suggest that the involvement of parents in the lives of their young children helps them grow and develop harmoniously, and contributes to the emotional and spiritual rapprochement of family members.

**Keywords:** family, kindergarten and family interaction, behavioral skills, child's personality development, preschooler, preschool education, interaction model.

**For citation:**

Lvova S.V., Nedelkovich E.G. The Interaction of Educational Institutions and Families in the Development of the Personality of Preschooler Child. *Nauchnoe obozrenie. Seriya 2. Gumanitarnye nauki [Scientific Review. Series 2. Human Sciences]*. 2019. No. 1-2. P. 77-86. DOI: 10.26653/2076-4685-2019-1-2-07. (in Russ.)

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СОЦИАЛЬНАЯ ПСИХОЛОГИЯ

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METHODOLOGY OF SOCIAL PSYCHOLOGY  
IN THE CONTEXT OF PARADIGMATIC DYNAMICS

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**Abstract.** The article presents the results of the analysis of the methodology of socio-psychological research through the prism of changing scientific paradigms. The influence of classical, non-classical and post-non-classical period of development of scientific knowledge on the methodology of psychology in General and the methodology of social psychology in particular. In the framework of the dominant worldview, ideas about the objects under study justified the emergence of certain foreign and domestic psychological schools.

**Keywords:** methodology, social psychology, classical paradigm, non-classical paradigm, post-non-classical paradigm, world view, the principle of determinism, interdisciplinary research, humanitarian knowledge, natural science knowledge, synergetics, self-developing systems.

**For citation:**

Shchetinina V.V. Methodology of Social Psychology in the Context of Paradigmatic Dynamics. *Nauchnoe obozrenie. Seriya 2. Gumanitarnye nauki* [Scientific Review. Series 2. Human Sciences]. 2019. No. 1-2. P. 87-95. DOI: 10.26653/2076-4685-2019-1-2-08. (in Russ.)

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**EXPERIMENTAL INVESTIGATION OF THE EFFECTIVENESS OF THE PROGRAM  
OF GROUP PSYCHOLOGICAL CORRECTION OF DYSFUNCTIONAL CONDITIONS  
OF LAW ENFORCEMENT OFFICERS**

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**Abstract.** The article presents the results of an experimental psychological study of the effectiveness of the program of group psychological correction of dysfunctional States of law enforcement officers. The complex of methods including observation, psychological testing, study of literature sources, forming experiment, methods of mathematical statistics and data analysis was used. The program of group psychological correction is developed and proposed on the basis of existing theoretical and practical ideas about the manifestation of dysfunctional States. The program can be used as a basis for optimizing dysfunctional States. The content of the main stages is disclosed. Testing and empirical substantiation of the program was carried out in the course of remedial studies conducted with 40 employees. Some results of an experimental study of the effectiveness of the correction program are presented. It is established that the training developed within the framework of the program contributes to the correction of the main manifestations of dysfunctional States.

**Keywords:** dysfunctional state, group psychological correction program, training.

**For citation:**

Enin K.A. Enina V.V. Experimental Study of the Effectiveness of the Program of Group Psychological Correction of Dysfunctional States of Law Enforcement Officers. *Nauchnoe obozrenie. Seriya 2. Gumanitarnye nauki* [Scientific Review. Series 2. Human Sciences]. 2019. No. 1-2. P. 96-101 DOI: 10.26653/2076-4685-2019-1-2-09. (in Russ.)

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**INTUITIVE DRAWING AS A PROJECTIVE METHOD OF RESEARCH AND CORRECTION  
OF NEGATIVE MENTAL STATES OF EMPLOYEES OF SPECIAL POLICE UNITS  
WHO PARTICIPATED IN HOSTILITIES**

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**Abstract.** The purpose of this article is to consider one of the methods of art therapy (intuitive drawing) from the point of view of the projective method, the use of which makes it possible to investigate the emotional and psychological states of employees of special units of the Ministry of Internal Affairs who participated in hostilities in the territory of Donetsk People's Republic.

For a practical psychologist, the result of intuitive drawing is a symbolic map of the inner life of the "artist", which makes it possible, if necessary, to determine the direction and methods of psychocorrectional work to improve the emotional state, mood and well-being of employees of special police units.

In the course of intuitive drawing, expressing their feelings and thoughts with the help of lines and color, employees of special units transform negative emotions into creative energy and find for themselves an effective reception on their own, without the help of a specialist, to stabilize the emotional state and relieve stress.

**Keywords:** special units, psyche, combatant, rehabilitation, psycho-emotional state, self-regulation, art-therapeutic methods, intuitive drawing, psycho-correction, psychoanalysis.

**For citation:**

Sbitneva O.Yu. Intuitive Drawing as a Projective Method of Research and Correction of Negative Mental States of Employees of Special Police Units who Participated in Hostilities. *Nauchnoe obozrenie. Seriya 2. Gumanitarnye nauki* [Scientific Review. Series 2. Human Sciences]. 2019. No. 1-2. P. 102-113. DOI: 10.26653/2076-4685-2019-1-2-10 (in Russ.)

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THE DEVELOPMENT OF INTERNAL MOTIVATION OF CIVIL SERVANTS  
(FOR EXAMPLE THE FEDERAL TAX SERVICE OF RUSSIA)

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**Abstract.** The article considers the issues connected to motivation of the professional activity of civil servants. The relevance of the research topic is due to the need to develop their internal motivation, influencing the efficiency of work and job satisfaction. The content and procedural approaches to the study of labor motivation are considered. The results of a study of the motivational complex of civil servants are presented on the example of tax service employees, as well as the severity of various types of professional motivation (internal motivation, external positive motivation and internal negative motivation). As a result of the study, it was revealed that, for the majority of respondents, internal motivation is not dominant. Accordingly, there is a need for focused and systematic work on the development of the internal motivation of civil servants. There are proposals for motivating public civil servants, based on the satisfaction of such basic needs of individual as the desire to feel own competence and self-realization, the satisfaction of which in professional activity leads to the appearance of internal motivation in the job.

**Keywords:** motivation, motives of professional activity, internal motivation, external positive motivation, external negative motivation, motivation complex.

**For citation:**

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ТЕОРИЯ И МЕТОДИКА ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ /  
THEORY AND METHODS OF PROFESSIONAL EDUCATION

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PROPAEDEUTIC AND PROFESSIONAL ORIENTATION POTENTIAL OF SUBJECT AREA  
«TECHNOLOGY» AT SCHOOL IN THE CONTEXT OF PROBLEMS OF THE HIGHER EDUCATION

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**Abstract.** Secondary school is the first level of propaedeutic technological education. However, at present, the possibilities of the school in this context of preparing the student for the subsequent choice of profession are not fully realized. Graduates are not sufficiently oriented in the world of modern professions and technologies. This does not allow them to make an adequate choice of specialty when entering universities. Subject area «Technology» has a high untapped potential in the case of propaedeutic training. Based on the analysis of the situation, the authors formulated the main problems in the implementation of the discipline «Technology» in secondary school, identified a number of contradictions between the request of civil society, the modern economy and the current practice in the field of training of school students. At the heart of the proposed integrated solutions, the authors see the implementation of an integrated approach that affects the training of future teachers of technology, strategic and tactical changes in the teaching of the discipline at school. The authors believe that the suggested approach needs to be discussed by the scientific community. This will allow to formulate and test in practice pedagogical techniques and specific training programs of the discipline «Technology». The authors hope for the formation of strong logical links between different levels of education. This will make it possible to successfully solve the problems of career guidance and motivation of students at the stage of choosing a future profession.

**Keywords:** interrelation of general and higher education levels, career guidance for future students, information content of the subject area «technology» in school, training of teachers in the subject area «technology» at the University.

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**CROSS-DISCIPLINARY COMMUNICATIONS: LITERATURE AND PAINTING  
(WITHIN TEACHING DISCIPLINE «LITERATURE»)**

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**Abstract.** In article problems of teaching discipline «Literature» in the institutions of art orientation implementing programs of secondary professional education are considered. The phenomenon of loss of interest in non-core disciplines of a general education cycle, according to the author, plays a crucial role in the course of successful realization of the competence-based approach which is the integral component of federal state educational standards. The receptions developed in this regard used for development of the program for discipline «Literature» at students of the VO Ryazan branch FGBOU «The higher school of folk arts (academy)» in 54.02.02 Arts and crafts and national crafts (by types), allow to consider possible ways of overcoming current situation of rejection by students of disciplines of a general education cycle. The proposed solution of a problem of «rehabilitation» of a non-core subject by strengthening of cross-disciplinary communications brightly illustrates possibilities of integrated approach and its efficiency in the system of professional education.

**Keywords:** cross-disciplinary communications, painting, literature, secondary professional education, competence-based approach, the integrated training, a technique of teaching literature, integration of literature and art, arts and crafts, efficiency of education, common cultural competence.

**For citation:**

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**CATEGORY OF MODALITY  
IN THE PROCESS OF BUSINESS COMMUNICATION IN THE ENGLISH LANGUAGE**

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**Abstract.** As part of the foreign language teaching, the article considers the question of the development of grammar skills of using the category of modality as a necessary condition for foreign business communication. The author shows the difference between two types of modality — objective and subjective. The paper lays an emphasis on the study of grammar forms of subjective modality because the semantic volume of the latter is greater. The author has carried out an analysis of using modal verbs, adverbs, directive expressions, degrees of comparison, negation and minimizers, which characterize the degree of modality. Special attention is paid to the comparative analysis of a categorical expression and a polite form of the sentence in the English language. Besides, the paper covers researchers' studies of the concept "grammar skill". The author presents the step-by-step technology of the formation of grammar skills of using the category of modality via certain training, conditional-communicative and communicative exercises in the process of business communication in the English language.

**Keywords:** foreign language teaching, modality, business communication, communicative approach, discourse, grammar skills, polite expression, categorical expression, foreign language, English language.

**For citation:**

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**ORGANIZATIONAL AND PEDAGOGICAL CONDITIONS OF EFFECTIVE USE  
OF RATING EVALUATION IN THE SYSTEM OF PROFESSIONAL RETRAINING**

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**Abstract.** The article presents the organizational and pedagogical conditions for the effective use of rating in the vocational retraining system, identified on the basis of the study conducted by the author of the issues of evaluation in educational organizations implementing additional professional education. A variant is proposed for evaluating the competences formed in students as a set of knowledge, skills, possessions, motivation to learn, personal characteristics and experience through the construction of a mathematical model. The conclusion is made about the need for strict observance by all teachers of the principles and methods of rating in order to correctly implement the assessment tools. The necessity of building informative rating systems, allowing to get acquainted with intermediate results, is substantiated. The necessity of evaluating independent work is presented depending on the task issued type, and the reflection of the teacher and student in the learning process.

**Keywords:** rating, cumulative score, assessment, competence, reflection, educational trajectory, knowledge, skill, possession, experience.

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