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CREATIVITY AND CREATIVE THINKING: TOWARDS THE PROBLEM OF TERMS' CORRENPENDENCE

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The paper refers to several Russian and foreign approaches towards "creativity" and "creative thinking" correspondence. The special focus is made on cognitive creativity conception. The lack of solidarity is shown on what concerns creativity and creative thinking terms' correspondence. That lack can be considered as a cause of difficulties faced when constructing united creative thinking theory.

Keywords: creativity, creative thinking, theories of creative thinking.

CONTACT THE VARIOUS LAYERS OF THE IMAGE OF THE WORLD WITH THE PROFESSIONAL EXPERTISE OF PERSONALITY

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The work examines the relation between the nuclear and the semantic component of the image of the world (A.N. Leontyev and E.Yu. Artemyeva) in two groups of professionals – psychologists and teachers. It emphasizes that a concept of the image of the world, its components and their interrelation is crucial in the context of developing a methodology of the system and activity approach as well as in the context of solving practical issues related to reconstruction of individual systems of meanings (significance and sense) with account for the leading activity of the subject.

Key words: activity theory (A.N. Leontyev), psycho semantic, image of the world (according to A.N. Leontyev), professional's image of the world, image of the world components (according to E.Yu. Artemyeva), internal and external professional motivation, values.

MANIPULATION OF MASS CONSCIOUSNESS WITH THE HELP OF THE FOLKLORE AND MENTAL ELEMENTS OF COMMUNICATION

A.A. Sergeev

Hidden psychological impact on the mass consciousness is oriented mainly to the unconscious sphere of the personality of the recipient. This exposure may be through informal channels of communication. Myth, as folklore-the mental element of informal communication, based on социогенетическом, cultural and historical experience of mankind, adjusts the social behavior of the masses.

Keywords: *folklore-mental elements of the informal communication, the myth, the manipulation of mass consciousness, the algorithm of mythologizing*

AFFECTIVE “CHARGE” OF TACTILE ACTIONS IN SOCIAL INTERACTION

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Article devoted to the "affective" charge of tactile actions in the social interaction, which acts as a destructive emotive irritant in the process of destructive emotive effect.

Keywords: *tactile actions, "affective" charge, social interaction, addressee, initiator, dialogue.*

NARRATIVE AS A SPEECH -AND- BEHAVIOR MODEL

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The author considers the phenomenon of narrative as a speech -and- behavior model of telling the information about a social experience of a person. Characteristic features of the narrative are given, the functions and forms are determined. Particular attention is given to the personality narrative. The author says about the possibility of the use of the narrative methods of training in the educational process.

Keywords:*narrative, speech-and-behavior model, personality narrative, metaphors.*

ORGANIZATIONAL CULTURE AS THE BASES OF SUSTANABLE DEVELOPMENT AND SELF-ORGANIZATION OF THE SOCIAL-ECONOMIC SYSTEMS

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In the article the concept of organizational culture and “cultural space” is considered. And is reviewed the algorithm the creation of the “culture space” of the organization. The mechanism of the assessment of the degree of organizational culture’s penetration is proposed. Research has shown that organizational culture provides effective cooperation of the systems’ elements, and therefore is a base of self-organization. Also, the study showed that organizational culture is the one of the most important factors that provides creation of systems. Organizational cultureforms ideological bases of strategic objectives and thus provides sustainable development. All conclusions and results of this research may be used to manage of organizational development.

Keywords:*organizational culture, “cultural space”, self-organization, sustainability, sustainable development*

SPIRITUALLY-MORAL ORIENTATION AS PROCESS AND RESULT OF PREPARATION OF EXPERTS IN SOCIAL WORK

L.Zh. Karavanova, N.V. Gubckay–Borisova

In given article spiritually-moral development as the most important, and formation defining integrity of the person of the expert in social work is considered. The maintenance and structure of spiritually-moral orientation as process and result of purposeful systematic formation and development of the expert in social work are opened.

Key words: *social work, professional competence, spiritually-moral orientation.*

DIAGNOSIS OF READINESS OF TEACHERS TO THE SUPPORT OF SOCIALIZATION OF JUNIOR SCHOOL CHILDREN

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The article draws attention to the role of diagnosis in the training of teachers to the support of socialization of junior school children; criteria and stages of corresponding professional readiness are revealed in it and diagnostic material for their revelation is enumerated there.

Keywords: diagnosis, support of socialization of junior school children, criteria of readiness of teachers to the support, stages of readiness

CONTENT DEVELOPMENT OF SOCIAL AND CULTURAL DEVELOPMENT OF CHILDREN OF PRESCHOOL

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In this article reflected the results of theoretical and empirical research on the problem of social and cultural development of the individual, its socialization at baseline levels of ontogenesis, opens substantial aspects of the solution of this problem.

Keywords: *socialization, social and cultural development.*

ON CORRELATION OF TEACHER'S POSITION IN SOCIETY AND HIS/HER CONSCIOUSNESS

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In this article in the context of teacher's position and his/her consciousness correlation new social function in a teacher's activity (that of spiritual renovation of society) is justified. Contradictions of teacher's position in society and contradictions of his/her consciousness which are possible to solve in the process of public interest realization by a teacher which is a moral, virtuous student are revealed.

Keywords: *teacher, position, consciousness, contradiction, social function, spiritual renovation of society.*

AXIOLOGICAL AND RATIONAL TEACHER'S ACTIVITY AS A "UNIT" OF ETHICAL AND PEDAGOGICAL ACTIVITY

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The article reveals that the teacher's ethical and pedagogical activity fixes ethical and pedagogical relations. The author analyses ethical and pedagogical activity per "units" based on A.N. Leontiev's activity theory which enables him to differentiate such a "unit" of ethical and pedagogical activity as axiological and rational activity, and such system-forming features as moral motive (ethical and pedagogical activity), value of purpose (axiological and rational activity) and ways (methods) (operation).

Keywords: *ethics, education, teacher, ethical and educational activities, value-rational action.*

MULTICULTURAL TRENDS IN SOCIETY AS A FACTOR ACTUALIZATION OF PATRIOTIC EDUCATION

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The article is devoted to the realities of a multicultural environment, update the patriotic education of the younger generation.

Keywords: *multi-cultural environment, integration, differentiation, national identity, patriotic education, pedagogical risks.*

PEDAGOGIC PREPAREDNESS PUPILS OF THE SUVOROV MILITARY SCHOOL FOR INTEGRATION INTO A MULTICULTURAL SOCIETY

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The article is devoted to understanding the phenomenon of pedagogical support in the context of the formation of readiness of students of Suvorov military schools for integration in multicultural space.

Keywords: *readiness, maintenance, teacher support, multicultural space, integration.*

DEOBJECTIVATION OF CULTURAL MEANINGS AND FORMS AS INSTANCE AND PART OF ART-PEDAGOGY

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Pedagogical innovation in Art-pedagogical programs elaboration implies defining certain trends in teaching predispositions in Class Room reading practices. These may be named as fascination-focused, culture-focused, style-focused textual meaning and total text intention individuation approaches. Such trends are traced as focus on interpersonal meaning sensitivity, on Erlebnis of emotive purport within frame of text meaning construction and reconstruction. Desobjectivation of literary text meaning is viewed as the crucial point of teaching technique concerning the alexithymia problem as well as issues of (inter)cultural awareness / sensitivity, self-regulation in social context.

Keywords: *art-pedagogy, artistic text interpretation, desobjectivation of text meanings, reflectivity, hermeneutic sensitivity, regulative concept of Art.*

PRECONDITIONS FOR THE DEVELOPMENT OF SCHOOL EDUCATION IN THE USA IN THE XVIII - XIX CENTURIES

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Specific features of the development of school education in the USA are described. It is stressed that American population is neither homogeneous in ethnicon nor in race structure. Besides, never-ending migration of the population creates additional problems both for the entire country and the school education of the migrants' children in particular. In the article peculiarities of the functioning of first schools, founded on the territory of the USA by immigrants from the Europe are mentioned. Deserts of the first American presidents in the sphere of development and foundation of the school education are emphasized. A number of documents devoted to the first educational reforms are mentioned in the article. First curricula are also mentioned. Horace Mann -

the first chairman of the Committee on the educational, the member of the Senate from Massachusetts state played a very important role in the development of school education in the USA.

Keywords: *school education, immigrants, ethnos, multinational composition of school children, Declaration of Independence, B. Franklin, T. Jefferson, H. Mann, the bureau of national education, the law on compulsory universal primary education, G. Barnard.*

PEDAGOGICAL AND PSYCHOLOGICAL BASIS OF GRAMMAR-TRANSLATION IN TEACHING FOREIGN LANGUAGES

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This article focuses on theoretical (pedagogical, psychological, linguistic) basis and didactic-methodical characteristics of grammar-translation method in teaching foreign languages.

Keywords: *pedagogical, psychological and linguistic basis of linguodidactics; grammar-translation method; technocratic, cognizant, behavioural pedagogical paradigms; linguistic structuralism, cognitive psychology.*

UNIVERSITIES OF THE THIRD AGE IN CONTINUING EDUCATION

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The different models of universities 'third age', analyzes the international experience of their creation and operation. The necessity to include older people in continuing education through the project "International University" third age "" in the framework of the strategic development of the Tver State University, which has high generality and is focused on the fundamental design and solution of scientific and educational problems gerontobrazovaniya in the Tver region.

Keywords: *continuing education, international university 'third age', the elderly, an innovative educational platform, didactic model, a regional educational policy, educational programs.*

DEVELOPMENT OF PROFESSIONAL COMPETENCIES BACHELOR OF SOCIAL WORK WITH A CASE STUDY OF TECHNOLOGY

I.D. Lelchitskiy, M.V. Moroz

The theoretical and methodological basis of the method of interactive case studies. Possible applications of the method for the formation of professional competence bachelor's degree in Social Work (organizational and management, research, social and design) in the learning process at the university.

Keywords: *Bachelor in "Social Work", the competence approach, professional competence, method of case studies.*

FORMATION OF VALUE-MEANING COMPETENCES OF THE FUTURE PEDAGOGUE AT THE HIGHER EDUCATIONAL ESTABLISHMENT

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In the article there is revealed the concept of "value-meaning competences", there are given characteristics of values which are the most important in pedagogical activity. There is given nomenclature of necessary professional qualities of the pedagogue. There are described pedagogical conditions necessary for their formation.

Key words: competence of a teacher, value-meaning competences, professional values, professional qualities, pedagogical conditions.

METHODOLOGICAL ASPECTS OF SCHOOL IDEAL IN THE VIEWS HOLD BY K.D.USHINSKIY

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The author deals with retrospective analysis of pedagogic legacy of K.D.Ushinskiy that reveals essence of the school ideal, interrelation of the school and life, structural elements of school, objectives and means of education, interaction of teacher and pupil, personality of the teacher, combination of traditions and innovations.

Keywords: ideal school, the growing person, the teacher

EDUCATION IN RUSSIAN-LANGUAGE SCHOOLS ABROAD IN THE 1920-1950 AS A UNIQUE PHENOMENON OF SPIRITUAL PROGRESS OF SPIRITUAL PROGRESS OF RUSSIAN SCHOOLING

V.M.Lobzarov, G.A. Demurchyan

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At the present stage of development of Russianschooling there is a significant interest of both teachers and parents to the history of Russian elite education. Attitude towards the phenomenon of Russian elite schools is complicated and contradictory. However, we are convinced that forming of the concept of development of Russian schooling at the beginning of XXI century would be impossible without studying the spiritual heritage of Russian elite education. One of the most significant stage in the development of private elite education is the period of efficient educational activity of Russian-language schools abroad during the first half of the XX century.

Keywords: elite education, elitist education, Russian-language schools abroad, spiritual basis of the education.

THE HISTORICAL BACKGROUND OF THE SPIRITUAL FOUNDATIONS OF THE DOMESTIC ELITE EDUCATION

B.M.Lobzarov, Yu.A.Korpusova

TverStateUniversity

Modernsociety has entered astage ofinformation development.This implies aradicalchangeof conceptual frameworks,content andvalue priorities ofthe school, basedon the social,spiritual andpedagogicalreproduction ofthe Russian intelligentsia.Therefore,the interest inhistorical experience andspiritual originsof the domesticelite educationperiod,the genesis ofthe second half ofXVIII -XIXcenturies,the first quarter.

Keywords:elite education, the content of an eliteeducation, values educationpriorities, objectives elite education.

CONCEPTUAL BASES AND EXPERIENCE OF MORAL AND ETHICAL CHILDREN AND TEENAGERS EDUCATION IN PEDAGOGICAL HERITAGE OF THE OUTSTANDING TEACHER OF THE XX CENTURY V.A.SUKHOMLINSKY

I.F. Nesterova

Tver state university

In article experience of the outstanding teacher of the XX century V.A.Sukhomlinsky on moral ethically education who created unique humanistic educational system at Pavlyshsky high school of

the Kirovograd area in 60th-70th of last century is considered, allocated the central problem of education – children and youth moral and ethical education, developed its conceptual bases and embodied them in practical activities.

Key words: *moral and ethical education, moral, inner world, universal norms of normal, moral origins, civil and patriotic education.*

TEACHING HISTORY AND BASICS OF THE MAIN COMPONENTS OF VOCATIONAL EDUCATION AND TEACHING

O.I. Vaganova

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Historical and pedagoical basis of the contents of professional-pedagogical education is under analysis in the article. General determinants of the content structure of rofessional-pedagogical education were revealed.

Keywords: *contents of professional-pedagogical education, structure of the content of professional-pedagogical education, determinants of the structure of professional-pedagogical education*

USHINSKY AND CAPTEREV ABOUT THE “NATIONAL PRINCIPLE” IN RUSSIUN EDUCATION

V.M. Lobzarov, A.I.Tuzuva

Tver state University

Russian educators Ushinsky and Kapterev considered the “Nationality Principle” as a determinant for the formation of compulsory education conceptual foundations. They defined the Nationality Principle” as profound connection between theoretical content, value priorities of education, historical experience, ecclesiastical culture and characteristics related to people's livelihood. Recourse to implementation of this principle is crucial for the development of Russian society in the early XXI century.

Keywords: *Nationality Principle, traditions of Russian education, the development of education in the information society.*

EFFECTOF NATIVE LANGUAGES(ARMENIAN, GEORGIAN, AZERI)SPEECHIN RUSSIANCHILDREN-INO FONOV

E.G. Danelyan

TverStateUniversity

Errorsin the speechof children-inofony — "the result of interaction of nativeand learn the language." Speech activityin Russian, these children can be successfullyformed,iftailored to theirnative language.

Keywords: *children-inofony, comparison, especiallynative languages, interference.*

THE PROBLEMS OF MODERN HIGH TECHNOLOGIES AS A MATTER OF PRACTICE-ORIENTED RESEARCH TRAINING IN THE PREPARATION OF THE PEDAGOGICAL STAFF IN PHYSICS

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The importance of training teachers scientific basis and methods of modern high technologies to ensure continuous research training with integration of a fundamental and applied component of its contents is analyzed.

Keywords: modern high technologies, teachers training, the integration of fundamental and applied component of the content of physical education, research, project and research training.

INFORMATION TECHNOLOGIES IN INDIVIDUAL TEACHING OF GIFTED STUDENTS

E.A. Shevchenko¹, A.S. Shevchenko², T.A. Zhalagina¹

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The article deals with gifted students teaching problems and the information technology as the way to solve them.

Keywords: *giftedness, individual learning, informational technology, students.*

THE REASONS OF CHILD PARENTAL CONFLICTS' EMERGENCE AND PROSPECT OF THEIR PERMISSION IN EDUCATION ART STUDENT TEACHING

V.P. Anisimov, I.V. Pospelova

Tver State University

Article is devoted to studying of the reasons of child-parental conflicts emergence in modern practice of family education and to opportunities of constructive psychology-pedagogical maintenance of a family. Novelty of approach offered by authors in the organization of the art and pedagogical help to parents consists in development of ability of creative interpersonal conflicts transformation, considering them as the range for the personal growth of each family member by development of emotional self-control.

Keywords: *child-parental conflicts, reflection, art-pedagogical maintenance, emotional self-regulation.*

TO THE PROBLEM OF PERINATAL PSYCHOPEDAGOGICS DEVELOPMENT

V. P. Anisimov, E.A. Valieva

Tver state university

In the present article attempt of a subject definition of new branch of pedagogical science and practice – "perinatal psychopedagogics", its functions and a role in formation of the child identity and his parents' self-improvement is made. Expediency of the parents' competent psychopedagogical escort of aimed at the development of their emotional responsiveness as primary social condition of emotional intelligence disclosure of the child's emotional intelligence potential during the perinatal period of life is opened.

Keywords: *perinatal psychopedagogics; emotional intelligence; emotional responsiveness; the coordinated style of education.*

A CONCEPTUAL FRAMEWORK FOR AN INNOVATIVE COURSE ON LIFESTYLES AND HEALTH "IN TERMS OF HUMANIZATION OF EDUCATION

M.L. Zvezdina

TverStateUniversity

Describes new humanitarian direction in environmental education, in which health is recognized as an important factor in the life of the individual and society. Describes the concept of an innovative interdisciplinary course on lifestyle and health for general educational institutions of Tver Oblast. It aims to develop student's culture and the formation of relief among pupils willingness and ability to lead a healthy life.

Keywords: *environmental education, humanitarian humanitarization of culture, the concept of the course content, cross-content oriented to the humanities course modularized course.*

FEATURES OF DISPLAY OF COMMUNICATIVE COMPETENCE OF TEACHERS OF HIGHER AND SECONDARY EDUCATION IN THE CONTEXT OF PROFESSIONAL ACTIVITY

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The article discusses and provides the results of a study of features of communicative competence of teachers of higher and secondary education. Special attention is paid to aspects of communicative competence as: the need for communication, the level of emotional intelligence, listening skills assessment.

Keywords: *communicative competence, the need for communication, empathy, recognition of other people's emotions, ability to listen.*

ABOUT THE CONDITION OF SOCIAL WORK ON VOCATIONAL GUIDANCE IN YOUTH CORRECTIONAL INSTITUTION

A.V. Barysheva

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In article considered social work on vocational guidance of minors criminals as a separate direction of penitentiary social work, described stages of history of its development and current state, listed its actual problems.

Keywords: *minors criminals, social work, vocational guidance, prisons group of social protection.*

PSYCHOLOGICAL CHARACTERISTICS AND PERSONALITY SELF-ATTITUDE HIV-INFECTED MOTHERS

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The results of a comparative psychological study identified characteristics of HIV-infected women with young children: confidence in a negative social reputation, the tendency to depressed mood, a sense of the integral "against" his own, high situational and personal anxiety, etc.

Keywords: *HIV-infected mothers with young children, personality traits, self-attitude.*

THE PROBLEM OF EFFICIENCY OF STUDENTS' PERSONAL AND MEANINGFUL POSITIONS BY DEBATE FACILITIES

Song Lei

Article focuses on technology as a means of debate personal and significant positions students. It is shown that the debates contribute to a better understanding of the material, broadens the mind and creative skills of young people. The results of our experiments aimed at identifying the characteristics and level of personal and significant positions of students by means of debate. It is noted that the debate generated by student-relevant competencies have a positive impact on the future and professional life of young people.

Keywords: *development effectiveness of personal and meaningful position, educational technology, debates.*

HEALTH SAVING TECHNOLOGIES AS A METHOD OF RISKS CONTROL IN TEACHER'S SPEECH PRACTICE

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Health saving technologies possess factors of the organization and process of health saving activity, have the planned result at the same time, which is considered as the generalized prognosis. In article the author proves that application of health saving technologies with use of hardware considerably reduces adverse influence of endogenic and exogenic factors on speech and professional activity of the teacher. For the first time criteria of the speech health which formalization allows to carry out quality control and risk management in professional speech activity are given.

Keywords: *health technologies, workplace of the teacher, speech health, individual patterns, harmonization, synergetic effect, risk management.*

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