

# Contents

## HISTORICAL SCIENCE

<i>S. V. Novikov</i> . The national relations and results of national state policy in the Russian Federation in consciousness of the rural municipality officials (Historical aspect)	5
<i>G. V. Fedorova</i> . The role of Galen in the development of medical knowledge in the view of S. G. Kovner and L. Z. Morokhovets	10
<i>N. V. Algazina</i> . Architectural and art metal of Omsk of 1920–1930s years (Historical and architectural review)	13
<i>G. P. Volkhonskaya, A. S. Musakhmetova</i> . Extreme tourism of Russia: the history of development	17
<i>A. G. Dianov</i> . Development of network and changing the composition of students in school of working youth and rural youth in Western Siberia in the post-war years (1946–1958). Part 2	21
<i>B. Yu. Kassal</i> . Two-horned rhinos — art-objects realities Pleistocene	26
<i>B. Yu. Kassal</i> . Practice of pens hunting group on banks of Siberian rivers in Pleistocene	38

## PHILOLOGICAL SCIENCE

<i>A. A. Inzhechik</i> . The origin of German political terms in connection with the formation of political linguistics as science	49
--	----

## PHILOSOPHICAL SCIENCE

<i>I. G. Pendikova</i> . Clip and conceptual mindsets as different levels of thinking	53
---	----

## PEDAGOGICAL SCIENCE

<i>A. V. Sushko, V. R. Bliev</i> . Teaching methods and features of teaching in Cultural Studies for foreign military experts	57
<i>N. V. Kaigorodtseva, E. Yu. Shkuro</i> . The application of concept «flipped classroom» in system of higher education	61
<i>H. V. Tsoupikova</i> . Organization and construction specificities of lecture form of teaching in optimization technology of educational process	64
<i>Yu. P. Chistyakov, H. V. Tsoupikova</i> . Structuring professional vocabulary for effective learning in educational process	70
<i>T. V. Koltoshova, N. A. Lisytina, G. A. Petrova</i> . School of rehabilitation of spine as a form of kinesiological counseling of students	76
<i>E. M. Revenko, T. F. Zelova</i> . Dynamics of physical preparedness students with different level of intelligence	80

## ECONOMIC SCIENCES

<i>N. V. Borovskikh</i> . Development of marketing of rural territories	83
<i>A. E. Miller, N. V. Miller</i> . Research of the influence of tax culture on tax revenues in regional budget	88
<i>E. V. Yakovleva</i> . Condition-criteria of effective management of innovative focused intellectualization for personnel	93
<i>G. Z. Akhmetova, M. Yu. Makovetskiy, D. V. Rudakov, D. I. Chernyavskiy</i> . The place and role of intellectual and creative resources in the innovation strategy of development of economy of Omsk region	96
<i>M. Yu. Makovetskiy, E. N. Makovetskaya</i> . Socio-demographic aspects of the behavior of households in financial market of Russia	102
<i>S. S. Staurisky, E. S. Staurisky</i> . The government and social partnership	108
<i>S. S. Staurisky, E. S. Staurisky</i> . The state's role in the system of social partnership. Part 1	110
<i>P. A. Ganin</i> . The effectiveness of international competitions in Russia	113

## Summary. Keywords

### HISTORICAL SCIENCE

**S. V. Novikov**

**The national relations and results of national state policy in the Russian Federation in consciousness of the rural municipality officials (Historical aspect)**

The officials of rural municipal authority bodies do not consider ethnic and confessional questions paramount in their activity. The development of the national and confessional situation in the Russian Federation and its subject of the Omsk region isn't the content of a unified process. External factors dominate in the assessment of the reasons of the crisis phenomena. Official mass media and the fact of authorities' participation have the impact on opinion on the matters. As a result this group of managers can experience difficulties with acceptance of any independent decisions on the national and confessional relations.

Keywords: municipal employee, national policy, etnoconfessional problems.

**G. V. Fedorova**

**The role of Galen in the development of medical knowledge in the view of S. G. Kovner and L. Z. Morokhovets**

In the article the activity of the famous scientist of antiquity Galen is analyzed based on the works of S. G. Kovner (1878) and L. Z. Morokhovets (1903). Special attention is paid to works in physiology, anatomy, philosophy, as well as diagnosis and course of diseases. While Galen reflected the characteristics of many diseases and are already known, for example, the color of the skin, fevers, etc. The text provides the names of his works; cite excerpts from them, allowing you to get a more accurate picture of this famous scientist activity.

Keywords: S. G. Kovner, L. Z. Morokhovets, history of medicine, physiology, anatomy, philosophy, diagnosis.

**N. V. Algazina**

**Architectural and art metal of Omsk of 1920–1930s years (Historical and architectural review)**

In the article there is presented a brief historical overview of the development of architectural and artistic metal of Omsk and its stylistic peculiarities of the period of constructivism. The analysis of the metal elements most characteristic architectural monuments of the Omsk of 1920–1930s years is done. Tendencies of the continuity of aesthetic and form design principles of the constructivists in contemporary architectural and design destinations are presented.

Keywords: architecture of Omsk, constructivism, architectural and art metal, gallery balconies, metal protections.

**G. P. Volkhonskaya, A. S. Musakhmetova**

**Extreme tourism of Russia: the history of development**

The article discusses the historical conditions, the types and forms of organization of the extreme travel in Russia. It deals with the historical periods of their development. The article analyzes the position of this tourism segment in the Russian tourist industry from the beginning of the XXI century.

Keywords: history, historical period, Russia, tourism, extreme tourism.

**A. G. Dianov**

**Development of network and changing the composition of students in school of working youth and rural youth in Western Siberia in the post-war years (1946–1958). Part 2**

This article analyzes the emergence and development of schools of working youth and rural youth were in this period, the main form of general education in-service training. The focus of the author's network is made on development and changing the composition of students.

There are identified objective and subjective reasons, affecting the implementation of the set.

Keywords: Western Siberia, the post-war years, part-time education, and school of working youth, rural youth, and school set, general educational level.

**B. Yu. Kassal**

**Two-horned rhinos — art-objects realities Pleistocene**

A collection of famous art-objects Pleistocene of two-horned rhinos with images to assess their basic biological and ethological features is presented. From the author's methodology is possible species differentiation of Pleistocene image two-horned rhinoceros grazing and leaf-eater, both lived in Northern Eurasia during the 31 000 — 13 000 years ago.

Keywords: history, customs, art-object, sculpture, drawing, photography, two-horned rhinoceros fossils.

**B. Yu. Kassal**

**Practice of pens hunting group on banks of Siberian rivers in Pleistocene**

Practice of pens hunting group in the Pleistocene and early Holocene includes the range of knowledge and skills to manage large herds of hoofed animals, had significant nuances for different types — bison, horses, etc., The use of hunting guns for wounding animals incompatible with life, the ways of mass preparation significant number of meat, the mass production of meat products and hides, and their subsequent use. Famous modern art objects with the appropriate renovations include defects due to ignorance of the culture.

Keywords: history, customs, art objects, Pleistocene, driving hunt, Siberian rivers.

**PHILOLOGICAL SCIENCE**

**A. A. Inzhechik**

**The origin of German political terms in connection with the formation of political linguistics as science**

In this article the author takes a look at the stages of formation and development of the German political terminology in direct relation to the establishment and development of political linguistics. To achieve the goal of this study the author reveals the emergence of political linguistics and the history of its development and current state, however, defines the difference between such concepts as «political language» and «political terminology». The analysis of the material allowed to distinguish the six stages in the development of German political terms, the study of which facilitates international communication among professionals, as well as, contributes to the most accurate transmission of information and perception.

Keywords: political linguistics, political language, political terminology.

**PHILOSOPHICAL SCIENCE**

**I. G. Pendikova**

**Clip and conceptual mindsets as different levels of thinking**

It is suggested that conceptual mindset naturally occurs: in the process of clip perception of information; clip and conceptual mindsets — are not opposites, but they are different levels of the process of thinking; determined that conceptual mindset is based on syncretism of rational-logical, moral, artistic and aesthetic paradigms of consciousness; the essential characteristic of the conceptual mindset is the visualization of information by concepts and images.

Keywords: clip and conceptual mindsets, visual mindsets, design.

**PEDAGOGICAL SCIENCE**

**A. V. Sushko, V. R. Bliev**

**Teaching methods and features of teaching in Cultural Studies for foreign military experts**

The article is devoted to the modern education problem of improving quality of teaching in Cultural Studies for foreign citizens enrolled in military educational institutions of the Russian Federation. It describes the methodological procedures based on the principle of clarity, which can significantly facilitate the learning process for foreigners. The described methods are applicable not only in military education but also in general.

Keywords: Cultural Studies, training of foreigners, foreign military experts, instructional techniques, the principle of clarity.

**N. V. Kaigorodtseva, E. Yu. Shkuro**

**The application of concept «flipped classroom» in system of higher education**

There is described model of teaching «flipped classroom». The analysis of educational concepts is done. There is developed basic aspects of the «flipped classroom». The article reveals features of the model training. It discusses the teaching model «flipped classroom» on the example of Omsk State Technical University.

Keywords: flipped classroom, aspect, video lectures.

**H. V. Tsoupikova**

**Organization and construction specificities of lecture form of teaching in optimization technology of educational process**

The article is devoted to the problems of lecture forms organization and construction. The author points out, describes and proves some conditions which give the lecture mobilize, stimulating organizing and developing meaning and activate students' cognitive thinking processes.

Keywords: lectures, knowledge, information, intellectual skills.

**Yu. P. Chistyakov, H. V. Tsoupikova**

**Structuring professional vocabulary for effective learning in educational process**

This article discusses various ways of material structuring, diagramming principles, options of schemes expanding and compression.

Keywords: information, structuring material, support scheme, thinking operations.

**T. V. Koltoshova, N. A. Lisyutina, G. A. Petrova**

**School of rehabilitation of spine as a form of kinesiological counseling of students**

The article presents the health condition of spine in students, the risk factors of its disorders and prevention measures, based on kinesiological approaches. There is developed the school program of rehabilitation of spine with standardized navigation, and resistive unloading gymnastics allows you to extend adhesive potential of each individual student.

Keywords: students, functional disorders of the spine, kinesiology counseling, health.

**E. M. Revenko, T. F. Zelova**

**Dynamics of physical preparedness students with different level of intelligence**

The results of the study of the dynamics of physical preparedness of young men at the age of 17 till 20 years with different level of intelligence are given. It is found that high rates of physical training are observed at a lower level of intelligence. On the contrary, smaller dynamics of physical fitness is typical for the students with a relatively high level of intelligence. The results indicate the discrepancy between the pace of physical fitness and intellectual development. The established fact, in our opinion, is manifestation of individual-typological peculiarities of age-specific development, reflected in uneven approaching the level of the functional maturity in motor and mental spheres of the individual. Based on these facts the conclusion may be as follows: the organization of physical education should be based on the individual-typological peculiarities of age — specific development of individuals.

Keywords: physical education, individual approach, dynamics of physical fitness, motor ability, intelligence, individual and typological peculiarities of age-specific development.

**ECONOMIC SCIENCES**

**N. V. Borovskikh**

**Development of marketing of rural territories**

The process of marketing of rural territory is considered in the article, methodology of determination of marketing potential of rural municipal district is offered and approved, the main marketing strategy of development of the territory are formulated.

Keywords: territorial marketing, municipal marketing, marketing potential, marketing strategies.

**A. E. Miller, N. V. Miller**

**Research of the influence of tax culture on tax revenues in regional budget**

Theoretical and methodical bases of influence of tax culture on tax revenues are investigated. The interrelation of tax culture and tax

behavior is opened. The social importance of implementation of obligations for payment of taxes for all category of the population is proved. Actions for increase of tax culture, target orientation on stimulation of tax revenues in the regional budget are offered.

Keywords: tax culture, regional budget, tax revenues, tax behavior, taxpayer.

**E. V. Yakovleva**  
**Condition-criteria of effective management of innovative focused intellectualization for personnel**

Specifics of management of intellectualization of personnel which valuable reference points are determined by the interconnected components forming intellectual potential of personnel are disclosed, and the target orientation is focused on achievement of the purposes of the enterprise caused by priorities of innovative development. Proceeding from specific features of management in subject domain of research, conditions criteria of effective management are proved. Results of research are practically focused on development of personnel management systems of the enterprises of the industry, including, represent relevance for industrial sector of economy Omsk region.

Keywords: human resource management, innovative focused intellectualization, intellectual potential of personnel, enterprise of the industry, criteria of effective management.

**G. Z. Akhmetova, M. Yu. Makovetskiy, D. V. Rudakov, D. I. Chernyavskiy**  
**The place and role of intellectual and creative resources in the innovation strategy of development of economy of Omsk region**

The article describes the modern approaches to the study of place and role of intellectual and creative resources in the modern economy, and the nature of the relationships and interdependence of the functioning of the labour market and use of labour resources of regions. It focuses on the study of the concept of productivity of intellectual and creative resources and the rationale for their significant role in ensuring the reproduction process on the basis of innovation. Its central idea is perception of creativity as a driving force of economic development and the growing influence of the quantity and quality of labour resources in the innovation process, economic growth and economic development in general.

Keywords: regional economy, human capital, labor force, labor resources, creative resources, intellectual resources, innovative.

**M. Yu. Makovetskiy, E. N. Makovetskaya**  
**Socio-demographic aspects of the behavior of households in financial market of Russia**

The presented article is a continuation of author's research devoted to the analysis of the influence of socio-demographic and socio-status

parameters on the level of financial literacy and public engagement in the conduct of operations on the financial market. The authors aim to determine the extent to which the economic behavior of households and their underlying solutions are formed under the influence of socio-psychological factors, the extent to which age and gender differences in the psychology of people is reflected in their economic way of thinking, and also to choose a particular strategy of economic behavior.

Keywords: households, financial market, financial behavior, savings and investment strategies, age and gender characteristics, socio-psychological factors.

**S. S. Staurisky, E. S. Staurisky**  
**The government and social partnership**

The author describes the features of the interaction of the state and the system of social partnership. The necessity of the development of social partnership and the need to stimulate the development of the system and the mechanism of social partnership with the state structures is shown. The authors substantiate the necessity of entering into economic terminology of a new concept — «social and economic partnership».

Keywords: social partnership system and the mechanism of social partnership, the state and social partnership, social and economic partnership.

**S. S. Staurisky, E. S. Staurisky**  
**The state's role in the system of social partnership. Part I**

The authors examined the role of and interaction between the state and social partnership. The necessity of the development of social partnership and the need to stimulate the development of the system and the mechanism of social partnership of the state and public bodies is shown. The authors consider the main components of the state policy in the sphere of social partnership.

Keywords: social partnership, social partnership model, the system and the mechanism of social partnership, the government and social partnership.

**P. A. Ganin**  
**The effectiveness of international competitions in Russia**

The article describes the features of the international competitions. There is considered not only economic but also social efficiency. Also, special attention is given to the costs and effects of the Winter Olympic Games in Sochi.

Keywords: efficiency, sport, Olympic Games, competitions, sporting infrastructure.