ARTICLE ABSTRACTS

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HOMONYMY OF CONCEPT PARADISE IN BIBLICAL AND MODERN LANGUAGE PICTURE

The article studies homonymy of the concepts when being borrowed by the modern language picture on the example of the concept "paradise". The cultural and religious components of the concept are considered as well. The Bible is the original source of forming and revealing the concept "paradise". The Bible represents its concepts without relying on any people's culture and forms a holistic language picture.

Such pure increments of knowledge serve as the basis for successful cross-cultural interaction between representatives of different cultures. During the process of accommodation in different language pictures biblical concepts get other filling which depends on culture but keep their sign-oriented forms. The process results in discrepancy between the content of the concepts and the content of the same concepts in the biblical language picture.

The concept "paradise" is one of many examples of this process. The biblical language picture represents it as an earth notion but a modern language picture describes it as a heaven notion. Such conceptual difference causes communicative dissonance.

Key words: concept "paradise", sphere of concepts, conceptual sign, language picture, communicative dissonance, the Bible.

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CONVERSATIONAL INTERACTION THROUGH COMPLIMENTARY SPEECH ACTS (ON THE MATERIAL OF THE ENGLISH LANGUAGE)

The article is devoted to the analysis of dialogue integrity containing compliments – speech acts of positive evaluation of the speaker. The dialogue is analysed from the view point of pragmatic and semantic integrity of its component remarks. The dialogue can be defined as a spoken exchange between at least two people where illocutionary agreement between the speech acts is observed. In the formation of the dialogue pragmatic factors, not sematic-syntactic, play the leading role. Compliments can function as an initial remark as well as a response. If the speaker wants to hear a compliment, he either gives a negative self-evaluation or asks directly about his qualities. If a compliment is paid, the addressee should respond in an appropriate way. Through the response participants make sure that their contribution is rightly understood.

Key words: dialogic unity, pragmatics, speech act theory, compliment.

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LINQUISTIC AND STYLISTIC CHARACTERISTICS OF ADVERTISING LEAFLET FOR TOURISTS AS A CREOLIZED TEXT

In the article the advertising leaflet for tourists is considered as a creolized text where the unity of verbal and non-verbal components provides a highly effective impact on intellectual and emotional spheres of the addressee. The positive image of tourist attractions is created by both non-verbal (photos) and verbal means. The analysis of the verbal component reveals its structural, lexical and stylistic peculiarities through the prism of its functional characteristics. On the verbal level the impact on the addressee of the leaflet is realized through epithets, metaphors, similes, hyperboles and other stylistic devices providing a positive evaluation of the advertised product. A wide range of effective speech means is also represented at the level of expressive syntax.

Key words: verbal, iconic, creolized text, advertising leaflet

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TRANSFORMATIONS OF INTERTEXTUAL INCLUSIONS IN HEADLINES OF MEDIA TEXTS

The article deals with intertextual inclusions in headlines of media texts as means of influence upon a recipient. Such constituents of reference filed as allusions and reminiscences represent the most frequent intertextual means in headlines. Such transformation techniques as null transformation, substitution, extension and shortening of the original unit, grammatical transformation, morphemic transformation, combination of several kinds of transformations, semantic and formal modifications of utterances were analyzed. The degree of perception of an intertextual inclusion depends on personal characteristics of the recipient, that is why the same inclusion may be interpreted as intertextual or non-intertextual by different recipients. The publicistic headline may also presuppose an ambiguous interpretation of the in-texts.

Key words: headline, intertextuality, allusion, reminiscence, intext, transformation.

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SEMANTIC SPACE AS PART OF NATIONAL CONCEPTUAL SPHERE

The article analyzes the semantic space as a substantial part of the national conceptual sphere. The semantic space enables to identify some cultural peculiarities and to reveal the usage volume of the basic concepts in the linguistic field. The specific language item is accompanied by the range of the association links with the other items forming some semantic sphere. These links build up the real communication space of any particular linguistic community. The individual conceptual sphere is formed under the influence of definite ethnic traditions which characterize the particular communication pattern. The concept is presented within the overall semantic system, but it seems to be like a sequence of the verbal and non-verbal acts in the communication process. The concept as an ideal entity is formed in a human being`s mind.

Key words: semantic space, cultural peculiarities, conceptual sphere, linguistic field, semiosphere, concept, semantic system, communication space, association links.

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ROLE OF SEMANTICS IN LANGUAGE DEVELOPMENT FROM ANALYTISM TO SYNTHETISM

The article discusses the issues of language evolution with reference to development trends inherent to a modern French language and new conceptions, concerning language functioning, that appeared within a communicative approach. Structural, semantic and functional features of prepositional constructions and their synthetic analogues were identified, their role in shaping the trend to the synthetism in the French language was analyzed.

The article focuses on one of the relevant problems of the structural and typological study of the Romance languages - the competition between analytical and synthetical structures in the French language in the light of new approaches to traditional assumptions about language trends.

The article researches the nominal combinations with prepositions sans, avec, de, en, à as well as the interaction between analytical and synthetical structures, which is considered as a factor of the language evolution. A preposition is considered as a marker of certain relations in the syntactical structure and as a specific element of the language system since the grammatical meaning of the preposition comes to the fore due to the function of the preposition.

The article describes different ways of expressing the same meaning due to their contextual use and the plane expression differences in semantic and stylistic nomination of semantic and morphological variants.

In the course of the research such methods as semantic and contextual analysis as well as some procedures of component analysis were used.

Key words: cognitive linguistics, ontology, gnosiology, semantic nominations , morphological and structural variants.

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PERSONALIZED CONVENTIONAL SITUATIONS IN ENGLISH SCIENTIFIC DISCOURSE

Conditional relations, presenting the events correlation, are expressed by bi – and polypredicative constructions, united by a term "prolonged syntactical form with the semantics of condition". The authors study a relevant issue of speech units with different status, functioning in the English scientific discourse and being united by the conditional semantics.

The objectives of the research are to study conditional situations in which modal and pragmatic superstructure of the prolonged syntactical form with the semantics of condition has a personalized character; and to determine a set of means which promote this character. In the course of the research such linguistic methods as the structure-functional analysis, the semantic-contextual analysis, transformation method were used.

The conclusion made is that scientific speech, which is considered to be a communication within limits, is not always objective as there are three types of personalized conditional situations. The authors of any scientific discourse make use of personalized variants of the prolonged syntactical form with the semantics of condition when they do not have any reliable information about a described phenomenon, when they assess an alternative state of things and when they make a hypothesis.

Conditional mood, verbs of supposition, modal verbs with probability meaning (may, might), a modal adverb likely and an adversative conjunction otherwise perform the function of personalizing markers of the modal and pragmatic superstructure of the prolonged syntactical form with the semantics of condition in the English scientific discourse.

Key words: condition, prolonged syntactical form, scientific discourse, English, subjective modality.

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COLOUR AND ITS REPRESENTATION IN THE NAMES OF BIRDS IN THE ENGLISH AND RUSSIAN LANGUAGES

We live our lives in the colour setting. The human eye is able to perceive an unusually wide range of colours, and the human language is capable of providing a variety of colour names and their shades. The article considers the questions of giving names to birds according to their colour in the English and the Russian languages and deals with the comparative analysis of names under study.

Colour vision of people doesn't depend on their language, however, the designation of the objectively existing sensual world of things is peculiar in each language. Different transmission of colour impressions can be explained by various verbal associations and

various types of grammatical structures of languages, as well as the practical interest of people in the designation of colour tones and the frequency with which certain tones are found in surrounding nature.

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PRAGMALINGUISTIC CHARACTERISTICS OF GERMAN POLITICAL DISCOURSE (BASED ON SPEECHES OF A. MERKEL)

The article considers the stylistic and linguistic features of a political discourse as a special form of the institutional discourse, which is characterized by a high degree of manipulation; that`s why the identification of mechanisms of political communication is important to determine the characteristics of the language as a means of influence. The article analyzes pragmalinguistic factors affecting the persuasiveness and effectiveness of the political discourse. The awareness of the factors allows politicians to create conditions for the development of optimum strategies and tactics of political activity.

German Chancellor Angela Merkel`s political speeches belong to argumentative and analytical type of political discourse with elements of information type and attract linguists` attention as a pattern formation of a new synthetic style, which incorporates elements of the official-business, scientific and journalistic styles.

The findings of the studies presented in the article confirm the author's thesis that political discourse is characterized by a special selection and organization of certain linguistic structures in accordance with the pragmatic attitudes, purposes and conditions of communication. The skillful use of language enables politicians not only to convey information, but also to provide an emotional impact on a recipient, transforming the world political picture existing in the recipient`s mind.

Key words: political discourse, style, lexical and semantic peculiarities, syntactic features, stylistic features.

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ASPECTS OF HEADLINES TRANSLATION IN NEWSPAPER DISCOURSE

The notion of newspaper discourse is considered from the viewpoint of text organization. Newspaper discourse is the basic ground for plenty of communicative systems. It represents

lexis of different spheres of human activity. Transformation of discourse has resulted in transformation of headlines; their basic aspects, types and objectives are identified on the data of modern press. Theoretical aspects of newspaper discourse translation were considered within the framework of teaching bachelors to render and annotate articles. Special emphasis was laid on the verbal character, shortage of number of words in the heading, its own grammar structure, neologisms, absence of punctuation, emotional rendering through quoting of members of the events.

Key words: system of communication, newspaper discourse, rendering of professional texts, text organization, work with headline, abbreviations, contracted words, neologisms, absence of

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PROBLEM-BASED SITUATIONS AT LESSONS OF ENGLISH IN HIGHER MEDICAL INSTITUTION AS CONCRETIZATION OF PROFESSIONAL FUTURE IMAGE

Educational milieu of the higher medical institution represents the set of conditions where the educational process is developing. Medical education being humanitarian by nature stopped to be purely professional, having become the essential part of a modern society culture as it contributes to solving the human problems, concerning health and life.

In educational context of the higher medical institution it is a problem-based situation as a foreign languages training technique that becomes the element for creativity and thinking development of a professional doctor. The problem-based situations, learning goals and assignments contribute to career and interpersonal foreign language communicative competence development.

The article in question considers the peculiarities of problem-based situation usage at the lessons of foreign languages in the higher medical school with the purpose to specify medical students` value system concerning their future professional activity.

Key words: problem-based situations, lessons of foreign language, verbal and cogitative activity, medical students

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FOREIGN LANGUAGE TEACHING IN NON-LINGUISTIC HIGHER EDUCATION INSTITUTION UNDER CURRENT CONDITIONS

The system of higher medical education has recently witnessed changes caused by the new Federal State Educational Standard-03. A new paradigm "life-long learning" replaced the old one. The term "competence" is currently considered as an innovation in language teaching at higher schools. Foreign Language as an academic subject occupies a special niche in higher education.

The goal of the language education is to study any foreign language through professionally-oriented learning. Experience gained at Orenburg State Medical Academy shows that first-year students can achieve success if they are active, self-sufficient and creative. A lot of forms and methods of academic, additional, independent work for medical students have been developed.

Teachers occupy a central place in academic activity: they plan, choose methods of teaching, make decisions, support students and give advice. They overcome a lot of difficulties on their way to achieve the goal. A short teaching course encourages teachers to search new efficient ways of foreign language teaching.

Key words: Federal State Educational Standard-03, foreign language teaching, higher medical schools, forms and methods of teaching.

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HEADLINES VERBAL DISCOURSE MARKERS IN ENGLISH POETRY FOR CHILDREN

The article makes an attempt to determine headlines verbal discourse markers in poetry works for children and to identify their specific features. Poetic discourse is becoming a target of modern linguistics as its diversity generates interest among linguists. The study of poetry enables to broaden and supplement the cognitive paradigm of a modern poetic discourse.

The titles have been chosen as a material for study because they fall in the category of mini texts and therefore they are easy to analyze. The pragmatics of the poetry titles is characterized by the informative and phatic functions. The titles for children`s verses arouse special interest as the goal of the titles is to attract attention of children who comprise the particular reader group. The titles of the poetic fragments possess the special structural and semantic status for they produce an immediate effect, attracting children whose inartificial behavior makes their perception quite different from that of the adults'.

Thus the common words represent the most popular layer in the children`s poetry titles. The choice is explained by the fact that poetry is aimed at children that's why the texts should contain simple sentences and common words to avoid misunderstanding and encourage memorizing.

Key words: discourse, marker, discourse marker, verbal discourse marker, headline, mini text (MT).

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PORTFOLIO AS MEANS OF MEDICAL STUDENT PROFESSIONAL DEVELOPMENT WHEN LEARNING FOREIGN LANGUAGES

Our country is currently solving the task of education modernization. The goal of higher education modernization is to increase the professional training level of specialists. The English and Latin languages are the components of medical education. Foreign languages constitute a part of medical students` professional development.

The efficiency improvement in foreign language training depends on teaching technologies. Portfolio is one of the modern educational technologies that enables not only to form but also to forecast the results of students` competence and professional orientation development.

Portfolio maintains a high motivation for training, generates self-esteem, increases students` activity and independence. Based on work experience of foreign language lecturers in Orenburg State Medical Academy, the article considers the application of «portfolio» as the means of medical student` professional orientation development

Key words: foreign language, Latin, learning of foreign languages, professional orientation, portfolio.

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LATIN AND FOREING LANGUAGES TRAINING SPECIFIC FEATURES IN MEDICAL HIGHER INSTITUTION

The article describes the issues of professionally-oriented foreign language teaching (English and Latin). The issue is relevant as professional communication in foreign languages is currently playing an increasingly important part. The main goal of the disciplines "The Latin Language" and "The Foreign Language" in a medical educational institution is to develop in medical students the ability to use a language as a means of professional communication and self-education.

In the course of language training the ability and willingness to analyze socially significant problems and to use in practice the methods of humanities, natural sciences, biomedical and clinical sciences in various kinds of professional and social activities are formed. Both Latin and other foreign languages are an inexhaustible source for the development of medical students` cultural and professional outlook.

Key words: foreign language, Latin, professionally-orientated foreign language teaching, competence-based approach, innovative methods of training

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CONTENTS OF MULTICULTURAL LANGUAGE EDUCATION AS APPLIED TO MAIN STAGE OF EDUCATION IN RUSSIA

Moscow is a multi-ethnic megacity that`s why educationalists consider an ethnocultural aspect and develops multi-cultural identity of students and their socio-cultural competence. The article states the idea that multi-culture communication training at the lessons of foreign languages should be supported by native and foreign languages training, preparing students to the real dialogue between cultures.

According to the research the ignorance of ethno-cultural element at educational institutions results in ethnic intolerance. The article identifies main components that compose linguistic, ethnic and cultural environment of modern megacity.

Main objectives of multi-cultural training, socialization of ethnic identity and national awareness training as well as development of interethnic communication skills in the context of social and cultural adaptation were determined in the article.

Key words: mega-city, multi-ethnic, school, pupils, dialogue between cultures, socio-cultural competence, multicultural education.

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COMMUNICATIVE AND AXIOLOGICAL TECHNOLOGIES IN FRENCH LANGUAGE TEACHING

This article specifies the concept of «educational technologies» from the axiological viewpoint. According to their contents and methods of realization the technologies are communicative and axiological since they intensify communication, help to form and express opinion as well as to adopt values and contribute to students` value self-determination. The article identifies the characteristics of communicative and axiological technologies. Describing the experience of their usage in the French language teaching the author lays emphasis on the following educational technologies: educational play technologies, academic discussions, French teaching workshops.

Key words: education axiology; communicative and axiological technologies; foreign languages training.

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ON EXPERIENCE OF TEACHING "CROSS-CULTURAL COMMUNICATION"

The article dwells on issues of cross-cultural communication as a subject abroad and in Russia, underlines its relevance due to the current demands and changes in various spheres of social life. The differences between such subjects as Country study and Cross-cultural communication are stated. The main attention is paid to teaching techniques of the subject "Introduction to Cross-cultural Communication": its aim is defined and some major topics are enumerated. The experience presented in this article describes some peculiarities in conducting lectures, seminars in this subject on the faculty of foreign languages of Orenburg State Pedagogical University. The author suggests some possible forms and kinds of activities on this subject.

Key words: cross-cultural communication, interaction of cultures, lectures, seminars

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EXPERIENCE ON CRITERIA UNIT DEVELOPMENT FOR ASSESSING PROFESSIONAL COMPETENCES IN STUDENT-PHILOLOGIST

The article presents the criteria unit development experience for student-philologist professional competences assessment, it makes an attempt to design "the technological card", based on the criteria identified within the modular competence-oriented educational program. The introduction of Federal government standard of higher education of the third generation is aimed at formation of the university graduate ability and readiness to use knowledge, skills and practical experience. Thus the assessment and control can be exercised with the help of a score-rating system, which is introduced as a means of students' rating according to the results of their studies and motivates them to improve their achievement.

The approbation of a modular educational plan for the students of 032700.62 "Philology", "Foreign Philology" began as an experiment at the faculty of Philology of Orenburg State University. The methodology of criteria unit involves the analysis of knowledge, skills and practice and suggests the criteria detection required for the technological card composition. The article presents findings of the criteria unit development of the module "The first foreign language" which includes 3 subjects. General professional and specific professional criteria for one of the professional areas – pedagogical are identified.

The results of the score-rating system prove the fact that in-depth development and specification of criteria unit enable objectivity in academic activity.

Key words: score-rating system, criteria unit, professional criteria, module, technological card

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TESTING IN FOREIGN LANGUAGE TEACHING OF LAW STUDENTS

The article deals with some academic issues of testing in teaching of foreign languages such as character and particularity of testing, basic requirements to test content and its procedure (such as observance of "Assessment Bill of Rights"), distinctive features of various kinds of test items, primary advantages and disadvantages of testing. The conclusions are made by virtue of thorough examination of work experience of faculty members in the Orenburg Institute (branch) of Moscow State Law University named after O.E. Kutafin.

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LINGUISTIC MEANS OF CREATING NEGATIVE MEDIA IMAGE "RUSSIAN WORLD" IN ENGLISH-LANGUAGE PRINTED MEDIA

Due to globalization of the information space and evolution of information flows mass media have become an instrument of forming our world-oriented ideas and knowledge. They have an impact on many areas, including politics, economics and culture. The correct choice of addressees and mechanisms largely determines the creation of the desired image.

Values are the most important constituent elements of any culture. Each nation, country, civilization have different values, which change under social and political conditions and cause changes in the attitude towards other cultures. World interest in Russia has always been high. The article examines the linguistic means creating the negative media image "Russian world" in English-language newspapers and magazines.

The well-known newspapers and magazines: The Financial Times, The Daily Telegraph, The Guardian, The Conservative Voice, The Washington Times, The Washington Post, The New York Times, The Independent, The Wall Street Journal, The Observer, The New York Arts, etc. (we used both British and the U.S. media sources) comprise the empirical basis of the research. Printed press of 2006 – 2013 was analyzed.

When studying the articles the following methods were used: analysis of scientific literature on the problem, method of continuous sampling of the material, statistical methods, method of linguistic description of data elements with extra linguistic interpretation of the linguistic facts and contextual semantic analysis.

The conclusion made is that the negative media image is created around Russia in the sphere of politics, the Russian mentality and the relationship between religion and state, but it does not affect such aspects as art, science, and sports.

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FORMATION OF INTERACTION EXPERIENCE BASED ON CRITICAL THINKING DEVELOPING TECHNOLOGY

Importance is currently attached to improving the quality of foreign language teaching, finding efficient ways that could enhance the intellectual and creative development of an individual. In this respect the methods of indirect pedagogical impact are preferentially treated: dialogical methods of communication, joint search for truth, the development through the creation of parenting situations, various creative activities. Using the latest research in this field, the author studies the formation of interactive experience on the basis of critical thinking developing technology.

According to the author, interactivity is significant mostly for students who have experience with the world, who are oriented to self-knowledge and self-realization, and who therefore are inclined to share their experience with others, especially with their peers to confirm their own value judgments. The structure of critical thinking development is logical as its stages correspond to the natural stages of identity`s cognitive activity.

Practical experience shows that starting a lesson (the evocation stage) the teacher should organize the work in such a way that students have the opportunity to prove or disprove the given statements. After exploring the basic information students should revise the statements and assess their credibility. At the understanding stage the students work with a new information. They read the text using active reading methods (marking with special icons), they make notes, looking for answers to the questions raised at the beginning of the lesson.

At the reflection stage, students are asked to reconsider the original judgments and correlate "new" and "old" information. Interactivity promotes students` choice and decision-making in situations of uncertainty or inconsistency of the original data as well as in situations of communication and behavior strategies modification.

Key words: interaction, critical thinking, critical thinking developing technology.

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GRAMMATICAL ASPECT OF FRENCH LANGUAGE TEACHING

The article considers the place and importance of the grammatical aspect in teaching the French language to students, who study linguistics, from the viewpoint of traditional, communicative and functional approaches. The complexity and diversity of grammatical skills, that include receptive (active and passive), speech and language ones, are highlighted. The article suggests an integrated approach to the development of grammatical competence in translators. The process in question consists of three stages. The article substantiates the necessity to develop a special practical course that will help the students to overcome grammatical difficulties and enhance grammar communicative orientation as well as to reconcile two opposing historically formed trends in teaching grammar: overestimation of its importance on the one hand and negligence on the part of educators on the other.

Keywords: grammatical competence, communicative approach, functional approach, students of linguistics.

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BLACK HUMOUR AS A LINGUOCULTURAL PHENOMENON

The article regards black humour as a linguocultural phenomenon of modern times in its variety of verbal means. The significance of the given study is determined by the academic interest towards aesthetic effect produced by the semiotic play. The author makes an attempt to identify the character of black humour and prove that its dual nature is paradoxical. The article reveals general and specific (national) types of black humour and gives a detailed description of its thematic scope in the number of ten themes on the material of English fiction and movies. Beside the thematic variety other linguistic, semiotic and pragmatic strategies of analyzing black humour are drawn in the paper. As a result the author concludes black humour as a certain rearrangement or a change in the combination of well-known cultural formulae.

Key words: black humour, linguostylistic devices, semiotic play, "thematic park".

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CONCEPT SPECIFICATIONS OF STYLYSTIC TENSION CHARACTERISTIC OF ENHLISH TERMINOLY USED IN LITERARY TEXTS

The article determines the range of concepts and issues arising in the study of the functioning of the term in a literary text through the prism of such a phenomenon as intertextuality. Particular attention is paid to the notion of stylistic (normative) tensions resulting from the use of domain-specific terminology in the text of a different functional style, as a special kind of foregrounding. The term, which is an element of domain-specific functional style, is regarded as a nuclear element of a stylistic device, resulting from slowing of perception as a means of creation and destruction of presuppositional attitude. The term is interpreted as a means of organizing lexical units according to their micro-and macro-contextual environment both at syntagmatic, and stylistic level of the text.

Key words: term, literary text, intertextuality, stylistic tension, presupposition

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LANGUAGE PERSONALITY AND WAYS OF PERSUSION IN SPEECHES FOR THE DEFENCE

The problem of language personality is considered in the article. The attempt at describing modern language personality and ways of persuasion is made. The language of legal discourse is of the real research value as it is the means of professional communication. The main function of a legal speech is the persuasion. A wide range of effective persuasive means is represented at all language levels.

The speech of a lawyer consists of several parts. The widespread figure of speech in opening remarks is the repetition. It intensifies the persuasion of speech. The social influence as the type of speech influence is used as well. The main function of social influence is the method of addressing.

Key words: language personality, ways of persuasion, legal speech.

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CORRELATION OF ADVERTISED PRODUCT GROUP CATEGORIES AND COMBINATIONS OF SPEECH ACTS WITHIN AD TEXT

The peculiarities of Illocutionary Acts usage in a food advertising discourse are studied in the article. In food advertising discourse the tendency to use similar speech acts to create certain product groups' advertisement can be traced both in Russian and English ad texts. For alcohol, soft drinks and confectionery advertising an addresser prefers emotional and affective way of influence on the recipient, which is manifested in the frequency and usage of expressive speech acts. For dairy products and groceries advertising messages the combination of rational arguments and affective ways of influencing is more typical. The conclusion made is that the main target of advertising discourse is the influence, so the addressers use only those Illocutionary Acts that help them to realize the dominant idea.

Key words: pragmalinguistics, influence, addresser, addressee, speech act, Illocutionary Acts, food advertising discourse, product groups, structure of speech acts.

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MODERN TRENDS IN ALTRENATIVE HIGHER EDUCATION DEVELOPMENT

The article is devoted to modern trends in higher education development (mega universities, corporate universities, international higher education, distance higher education), giving some most interesting examples of the recent trends in the named sphere (the Guangzhou Higher Education Mega Center, Hamburger University, KAMAZ university and others). The author analyses the reasons making them possible (globalization, development of new technologies, unfavourable economic situation, commercial competition and some others), revealing the secret of their success, describes arguments for and against, as well as some possible scenarios of their coexistence with traditional universities.

Key words: higher education, traditional universities, mega universities, corporate universities, global distance education.

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GENERAL PROBLEMS OF EDUCATIONAL INSTITUTIONS`INFORMATION SECURITY

The information security is currently one of the priority areas of the state policy. Unfortunately higher educational institutions are the most insecure in this sphere. The security system implementation at higher educational institutions presupposes the availability of legal and regulatory framework, security policy making, security measures, regulations and procedures development, projecting, implementation and maintenance of soft- and hardware tools of information security.
The article considers the basic issues of information security in higher institutions which are described from the viewpoint of circulating information. The main targets of information security are identified and the groups of personal profiles data are suggested. The list of information security documents, that every higher educational institution should have, is suggested.

Key words: information security, threats of information security.

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COMPREHENSIVE APPROACH TO ORGANIZING ACTIVITY OF COMPANIES` ECONOMIC SAFETY SERVICE

Modern enterprises process large quantities of information which often contain confidential data about employees and their activity as well as data which present commercial secrets. Special services, including the economic security service, ensure safety of secret information at enterprises.

The article considers the issues of providing efficient economic security service activity at the enterprise. An intellectual system, specifically an integrated data bank of decision-making support system, can help to solve the task. The implementation of the integrated bank and decision-making support system enables to lessen the subjectiveness of the decisions and to improve system operativeness.

Key words: economic security, personnel security, security service, integrated database.

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ON SOCIO-ECONOMIC EFFICIENCY EVALUATION METHOD OF MEDICAL INFORMATION SYSTEM

One of the modern tendencies in the Russian healthcare system development is the intensive information support and automation. The concept of a unified state information system in the area of healthcare, that was approved by the Ministry of Healthcare and Social Growth of the Russian Federation of April 28, 2011, acts as a catalyst for introduction of information technologies into medical organizations` activity. The article suggests the socio-economic efficiency evaluation method based on the health care operativeness criterion and medical information system.

The correlation between the index and the result of the treatment (recovery, disability, death) is determined while estimating medical information system efficiency from the perspective of timeliness of the presented information.

Keywords: medical information system, medical effect, information system efficiency criterion, health care operativeness.

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ON CHOICE OF CONNECTING ARRANGEMENTS FOR NETWORK CONSTRUCTION: MATHEMATICAL SUBSTANTIATION

While estimating technical and economic indices of network a problem of efficiency criterion identification for the decision arises. A great variety of type and configurational composition of network equipment, different prices and operating modes result in the problem under discussion. The problem is relevant as the findings of the research will enable to determine the reasonable variants for equipment integration, using the mathematical programming algorithm.

The article suggests the approach for multicriteria estimation of network equipment characteristics in uncertain environment that can be developed through more complicated methods of combined test construction at the lower level of optimization and more agile principles of optimality at the higher level. The dialogue computer network provides the efficient realization of the approach as it suggests all the necessary methods and enables to find the decision.

Key words: network, route, estimation multicriteria system, decision-making statistical model.

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COMMUNICATIVE SITUATION AS A TECHNIQUE IN TEACHING FOREIGN LANGUAGES

The article in question presents the advantages of the communicative situation as the technique in teaching foreign languages. The choice of this method is currently substantiated and determined as the most efficient one. Basic training stages are identified and the teacher's role in the pedagogical interaction is distinguished within these stages. The value of a communicative situation is that it is orientated to shaping communicative, linguistic,

speech, practical, sociolinguistic competences, when students are ready to use a foreign language as an instrument for their verbal and cogitative activity.

Key words: communicative situation, significant potential of communicative situation, teacher's functions, communicative approach.

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PECULIARITIES OF PRECEDENT PHENOMENA FUNCTIONING IN FILMTEXT

The article deals with precedent phenomena functioning as separate units in filmtexts. Filmtext is a variety of creolized text whose linguistic nature is inseparable from its nonverbal component. The heterogeneity of the filmtext influences the types of precedent units. Apart from verbal precedent units expressed by direct citation, precedent names, precedent situations and parodies, filmtext operates with precedent audio- and video sequences. The article analyses the role of intertextual components in creolized texts and the classification of source-texts. Frequency data may vary due to the type of texts and the time they were created. Filmtext relies on maximum recognizability of precedent units and their minimum form, the factors predetermined by the limited time to watch the filmtext and analyze its implications.

Key words: precedent phenomenon, intertextuality, creolized text, film text.

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REALIZATION OF MANIPULATIVE VERBAL TECHNOLOGIES IN THE POLITICAL CULTURE OF THE USA AND GREAT BRITAIN

The article raises a topical problem of a state image through the way of its presentation by the state leaders. The image building and propaganda is a process of informative impact in order to impel certain political behavior. With that, the verbal political manipulative technologies are based on perception of political reality by means of language. In this case words do not just characterize the politics, they become its essential part.

The article regards Christmas and New Year's message from the state leaders as one of the verbal forms of manipulative technologies. Thus, 'the political language", which is the PR instrument, bears the imprint of a cultural tradition.

Key words: manipulative technologies, public relations, social technology, political language.