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**The influence of w. Avenarius's stylized texts at the distortion of the heroic epos in the russian educated society at the turn of the XIX–XX centuries. The second article. "Book of bylinas. Arch of the chosen samples of the Russian traditional poem"**

The article analyzes the "Book of bylinas. Arch of the chosen samples of the Russian traditional poem", compiled by W. Avenarius and published in 1893. The compiler compares the Russian epic with the babbling of the baby and therefore ignores the original meaning of the epics. W. Avenarius's point of view drifts between positions of the mythological school and the historical school of epos studies. For him, the main thing in the epics is information about certain historical events ("the people's epic is a poeticized history of the people, told by himself"), as well as mythological meanings borrowed from neighboring peoples.

Proceeding from these ideas, W. Avenarius arbitrarily edits and corrects epic texts; removing fragments and episodes that convey values and meaning, reduces subjects mainly to battles, the outcome of which is not predetermined at the spiritual level, as in the true Russian epics, but depends solely on the physical strength and boldness of the warriors. W. Avenarius, moreover, formulates the moral of the epic. Despite these shortcomings, the Ministry of Education of the Russian Empire recommended the "The Book of the Epic" for all the country's fundamental and student libraries. Thus, the Russian epic spread in Russian society in a pseudo-national variant, and its original values and meanings were seriously reduced.

Keywords: epic, epic interpretation, the spiritual meaning of the epic, W. Avenarius, "Book of bylinas. Arch of the chosen samples of the Russian traditional poem".

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**Philosophical aspect of the normative theory of culture, thesis**

In the article, the main provisions of the Normative Theory of Culture are set out in a philosophical and philosophical perspective of understanding, which provides a higher level of generalization of the material studied, rather than the socio-functional level on which this theory was created and presented. Culture as a program of human behavior and consciousness, providing a collective way of life and people's activities. Culture as an expression of loyalty and as the normalized lack of freedom of a person. And freedom is a socially satisfying balance between collective and individual principles in culture. Culture as a symbolic text and social context of human life. Culture as an ideology and the problem of its interpretation. Culture reflects the laws of social Being and is a form of human identity. Culture is the "face" of history and a discussion of its meaning. Culture develops in history and reflects all its features. The socio-regulatory effectiveness of culture is embodied in its normality. Culture derives its origin from the sociality of animals, developing along a chain: herd instinct – generic custom – rational behavior. Culture is the stage of the evolution of living matter. The future of mankind in culture and its rational construction.

Keywords: culture, history, society, man, ideology, interpretation, evolution.

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**Problem of political culture in cultural and humanitarian knowledge and an education system**

In the article, in the context of the analysis of the specifics of Russian political culture, its role and place in the system of cultural and humanitarian knowledge and the implementation of the educational process is noted. By defining political culture as an integral part of culture as a whole, the authors focused on those traditional spiritual values that provide both the process of continuity and the imparting of new features to the political culture in conditions of democratic transformations, the formation and development of civil society. The role of political culture in the formation of citizenship of the individual and its cultural and intellectual development is underlined. The special importance of the education system is noted that has an effective complex of humanizing the individual in the education of civic responsibility, patriotism, first of all, of the younger generation, its involvement in creative activities for the benefit of society.

Keywords: political culture, humanization, national identity, etatism, democracy, civil society, education system.

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**National reconciliation as a component of political culture: on the limits of acceptability of foreign experience**

The article is devoted to the theme of national reconciliation in Russia as the conditions of the termination of the hidden conflict within the society. The author focuses on the experiences and practices of foreign countries (Germany, Spain) that have gone through this process. The essence of de-Nazification through which passed the German society after the Second world war. The author believes that far-fetched, mechanical transfer of foreign experience to the Russian reality will result in confrontation and division of society. Based on the analysis of Russian and foreign researchers, the author comes to the conclusion that the appeal of certain domestic social scientists to “decommunization” of Russia following the example of denazification in postwar Germany not only do not lead to national reconciliation and Concord, but rather intensify confrontation in society. The article puts forward a number of constructive initiatives aimed at finding a compromise in the process of national reconciliation and stability in society.

Keywords: national reconciliation, civil society, referendum, tolerance, compromise, confrontation, denazification, “decommunization”, acceptability, counterproductive, foreign experience.

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### **Distinctive features of studies of intercultural interactions in the economy**

Article is devoted to the analysis of the main problem field of researches of cross-cultural interactions. The general differentiation of researches of cross-cultural interactions in relation to researches of cross-cultural communication is carried out. The phenomenon of “intercultural” is considered. Therefore, along with comparative studies aimed at examining different cultures in contrast, scientists should actively analyze intercultural interactions in dynamics with the aim of integrating this approach into the research field of intercultural management. Practice shows that often results obtained in one area help research in another, making them more effective. Both approaches should be recognized as effective for intercultural research, although their theoretical attitudes, research methods, and historical roots lie in different areas

Keywords: cross-cultural (comparative) researches, culture, cultural differences, cross-cultural situation, concept “intercultural”, ethnocentrism researches of cross-cultural interactions, researches of cross-cultural communication.

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### **Identity and solidarity within the context of constructivist analysis**

The article addresses theoretical aspects of such concepts as “solidarity” and “identity”. The highlights of the analysis emphasize natural and artificial manifestation of, first of all, solidarity. The identity phenomenon, to a considerably greater degree reflected by modern socio-humanitarian knowledge, is given for the sake of comparison. The article is mainly based on civilization analysis. The authors characterize the formation of the socio and cultural phenomena considered in their historical dynamics and communication development. Special attention is paid to detailed description of types of solidarities, and also the protosolidarity phenomenon. The role of modern communication technologies (as exemplified by mass-media, mass communication means, PR-communications, mass culture tests) in the course of social construction is analyzed. The value bases of the solidarity phenomenon in various socio and cultural realities are characterized, its socio and cultural dynamics is shown.

Keywords: solidarity, identity, civilization, socio and cultural dynamics, social construction, communication, mass culture, folk culture.

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**Sinusoidal transformations in a communicative culture: an episode or a tendency?**

The article is devoted to the analysis of a number of processes occurring in the space of modern communicative culture. The authors put forward the concept of the wave character of changes in the historical and cultural discourse of communicativeness. The article proposes a model of the change in communicativeness in Russia, related to such a phenomenon as slang in verbal culture. Particular attention is paid to communicability in the conditions of functioning of electronic means of communication, the Internet. Here the authors put forward ideas: the effect of “sinking” the wave of its transformation; “Rhizomation”; transformation of the form of communication into a written and oral one; resuscitation of elements of electronic communication in the forms of communication of the pre-literate epoch; demoralization of electronic communication.

The authors distinguish such levels of communication as criminal, mass, subcultural, “high”, elitist, and also consider the constants and transformants of communicative culture.

Keywords: culture, communication, communion, internet, rhizome R

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**Talent and genius as resources for generating and managing a harmonious information space**

In this article, the author looks at the problem of talent and genius as key resources for generating and managing a harmonious information space like the Haosmos. This is done on the basis of identifying the specifics of the mysterious process of creating the text of the work (scientific and artistic) by various artists – creative individuals, including Nobel Prize winners, whom the author suggests to understand as a process of creating and managing the universe. Having analyzed a sufficient number of aphorisms of various representatives of the society, including Nobel laureates, author concludes that talent is what the supersubstantion, supreme intelligence bestowed on a person, and only the development and diligent work of the master over himself, his “image of the world”, can lead him to create brilliant texts of works, and / or a gradual transformation of his talent into genius.

Keywords: talent, genius, Nobel Prize winners, harmonious information Haosmos, art-management, creative process, the text of the work.

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**Aesthetic functions of the remake: from technical reception to renovation of artistic merit**

In the field of scientific research, today there is no unity in assessing the aesthetic value of the remake. Some state its negative impact on the state of art, linking it with the commercial pathos of consumption, while others, accepting the inevitability of the deconstruction of texts and meanings in modern culture, state its existence, others, in an attempt to avoid controversy with traditional aesthetics, introduce new concepts that are opposed to the concept of “remake” in particular, such as “reinterpretation”, “reconceptualization”. It is widely believed that a remake is just a repetition of the original and therefore cannot claim a self-sufficient ontological status of a work of art, and therefore is not an art object. Nevertheless, in practice, there are precedents when remakes exceed their “originals” in artistic qualities, and in the field of aesthetic research, a remake is recognized as characteristic of postmodern thinking. In this article the esthetic essence of these processes and the artistic touches caused by them comes to light, it is noted that the remake, having passed a thorny road of charges of involvement, commercialization, a kitsch, etc., became the universal phenomenon of the digital environment as his essence has coincided with the fundamental principle of an era – updating. Perhaps, it also became a decisive factor of transformation and evolution of the remake from a pastiche and a platform to the horizons of “high art”. Together with the sound industry – and video recorders the remake has undergone evolution from technique to the creative principle and a method of art thinking.

**Keywords:** aesthetics, postmodernism, art culture, remake, the art of the digital age.

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**DIGITAL LITERACY AND THE ECOLOGY GLOBAL NETWORK SPACE**

The article reveals the problems of digital literacy, critical data analysis, against the background of globalization of all processes and integration into the world community. In the current environment of rapid development of information technologies requires additional skills and mastering new competencies in all areas of human endeavor, as detached from this process has led to significant imbalances and gaps in the digital modern society. Increasing the level of digital literacy as the main task of the modern dynamically developing society, contribute to the reduction of aggression and various kinds of deviations in the network space, and development of digital content entails the development of technology, creativity and the growth of the economy as a whole. Against this background, it is necessary to teach not only critical analysis of information flows, reduction of negative behavior, but also environmentally friendly interactions in the network.

**Keywords:** digital literacy, digital technology, Internet, globalization, new media, environmentally friendly Internet

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### **Social networks as a demanded resource of civil society and a communicative tool in the digital educational environment**

In the article the axiological aspects of formation of priority settings of the users in conditions of permanent planetary expansion of networks is argued as communicative and network activity impact on the socio-political, cultural, and educational landscape on a global scale. To the attention of the authors – the results of a study of the educational potential of social networking. On the basis of systematic monitoring of the use of the students of network educational resources held in the Taurida Academy of V. I. Vernadsky Crimean Federal University, the authors show how social networks are becoming dynamic segment of the modern information society and popular communication tool in the digital educational environment.

**Keywords:** information society, social networks, University networks, advanced network subculture.

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### **Information and communication environment as a cultural factor of childhood**

This article is devoted to the items which are connected both with ontogenetic polyfunction of childhood (which determines informative and communicative orientation of person in this period) and with specific of modern informative and communicative sphere as a determine factor of personal development. Also the article concerns some forms of existence of this determination and points out some reasons of it. The conclusion which is made shows that the main problems of determination of childhood by informative and communicative sphere are caused by such characteristics of childhood as informative and communicative orientation, lack of critical and analyzing skills which are important in work with information; children also cannot check the quality of information they use, and the veracity of communicative mediator they deal with, lack of personal independence in interpretation of information. The other reason is the specific of

informative and communicative sphere, its superfluity, which is in formal and substantial plans, lack of social taboos, different cultural codes and etc.

**Keywords:** childhood, informative and communicative sphere.

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### **Traditions and innovations in Russian ballet critics of the silver age**

The article is devoted to the largest critics of the Silver age that laid the basics of Ballet Studies as a science, involving in their work the problem of interaction of traditions and innovations of modern to their ballet. The author conducts a comparative analysis on the basis of two key works – “The Old and the new ballet” of A. J. Levinson and “Modern ballet” of V. Y. Svetlov. The author comes to the conclusion that expressing opposing views on contemporary ballet, the biggest critics of the era come to a common conclusion that innovation does not exist in isolation from tradition and the ballet critics say about the triad inherent in any component of a holistic cultural process as a system: tradition – innovation – rich tradition.

**Keywords:** Silver age, ballet, ballet studies, “The Old and the new ballet” A. J. Levinson, “Contemporary ballet” V. I. Svetlov, traditions, innovations.

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### **Social and cultural and aesthetic foundations of socialist realism**

The official culture of the Soviet Russia – USSR always declared their opposition to the culture of the early twentieth century. However, it is the denial of the Bolsheviks achievements of the artistic intelligentsia of the turn of XIX–XX centuries became one of the foundations for the formation of new ideology and develop a different artistic language. The authors analyze the ideological basis for the formation of a new culture imposed by the Bolsheviks, about her perceptions. The introductory part of the article considers the causes of classification of the phenomena of culture and the assignment of representatives of the artistic intelligentsia to a certain category (“the hitcher”, “bourgeois”, etc.) immediately after the October revolution. Next, the reasons for sharp criticism from the party elite to the Russian avant-garde, there are similarities and differences in their approaches to the assessment of cultural heritage, functions of culture in the socio-political sphere, the use of expressive means of this or that kind of art culture. In the conclusion the coherence of the avant-garde and socialist realism, as some avant-garde ideas in the 1900–1910s and methods of their implementation are continued in the culture of Stalinism, creating a special artistic discourse, in which any decision with respect to culture acquires a political hue.

**Keywords:** socialist realism, avant-garde, the cultural revolution, aesthetics, intellectuals

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**Archaic initiations and informal initiations in modern times**

In this article, a comparative analysis of the ritual complexes of archaic initiations and such unofficial initiations of modernity as the adoption of newcomers into the subcultures of the drug community and the criminal prison environment is carried out. In these initiations, a significant similarity to the archaic ritual complex can be traced: a three-part composition (preliminary, liminal and post-liminal stages), an analogue of the mythological basis, marking of the past trials, etc. However, between the ancient and modern initiations, significant discrepancies are found regarding the main theme of initiation – death and resurrection, similar tests in these subcultures have a direction opposite to archaic initiations, which is due to the lack of clear and convincing ideas about the sacred world in the drug community and the criminal environment. As a result, instead of realizing the basic functions of initiation – socialization and sacralization of the neophyte, desocialization of the person and imitation of sacralization (pseudosacralization) occur. Thus, in these subcultures only the basic functions of initiation are imitated, their initiatory practices are pseudo-initiating.

**Keywords:** Archaic initiation, pseudo-initiation, initiation of drug addicts, into the drug community, prison community; initiation in a closed subculture of our time.

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**Festive culture as a way of representation of cultural memory**

The article is devoted to the phenomenon of festive culture as one of the ways of representation of cultural memory. The paper identifies the main approaches to the interpretation of the phenomena of festive culture and cultural memory. The heuristic potential of the concept of the German researcher J. Assman is emphasized, which considers cultural memory as an ongoing process in which each social stratum accumulates and reconstructs knowledge about itself and its identity. Based on the comparison of various scientific approaches, the author's definition of the concept of "cultural memory" was proposed, and a special function of the festive culture, which is to integrate and consolidate society, is emphasized.

**Keywords:** festive culture, celebration, cultural memory, ritual, myth, social consolidation.

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**The antinomicity of the creative method of the expressionists**

The article considers the problem of the characterizing antinomies of expressionism semiosis and reveals the significance of this phenomenon as the essential foundations of the expressionists' worldview. The author analyzes the development of the expressionism traditions in the uniqueness of semiosphere. The aim of the paper is the study of the expressionism base. It has allowed to

isolate a number of antinomies, revealing the inconsistency of semiosphere of this art. Following antinomies were identified: rationalism and irrationalism associated with the First world war and the influence of the conception of the famous German scientists; light and darkness, opposed to universal categories of being; black and white, like ancient antinomy; the disintegration and the triumph; catastrophism and the prophecy – concept of prophecy was related to the theme of death as an attempt to find a way out, a search of “new humanism”.

Keywords: expressionism, antinomy, creative principle, irrationalism, rationalism, the semiosphere.

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### **The domestic animal-painter as well as the cultural phenomenon of the 20th century**

The article deals with domestic animals as a distinctive phenomenon of the 20th century, presenting a visual and cultural phenomenon of the time. Noted the preconditions for its activation related to the importance of biological science of the time, pressing environmental issues. This situation has led to changing attitudes in the views of society on nature and wildlife. The artists themselves expressed the point of view of the flora and fauna that allows to identify a system of moral values and ideals of the New age. Their reasoning sounds distinctly creative personality of the artist-animal painter, deeply feeling and experiencing the “drama” of the animal world. The meaning of statements is to justify the historical role of animals in the development of civilization. Staging cultural issues are important in theoretical terms to define the place and role of animals in Russian culture and art, and practical – as a prerequisite to the creation of a complete artistic image. Here animal art demonstrated their descriptive and expressive qualities, related to specific aspects of the genre. In the twentieth century, the animal acquires a special status, becoming a popular art and is mobile in different types fitting in the concept of artistic styles of the second half of the twentieth century.

Keywords: phenomenon, wildlife, culture, nature, century, animal genre, science, biology, image, heritage and style.

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### **Algeria: anti-colonial theme as a structuring component of national cinema culture**

The development and settling of the identity of the national cinema culture are extremely important for any cinematography of the world. Comprehension of the past and the current state of the cinematographic practice of each country brings to the fore the question of questions: the ways of searching of a national identity. Only on its foundation you can grow a truly original and successful movie. In this connection, an example of the cinema art of Algeria, which originates in a tense and uncompromising struggle against the domination of French colonialism, presents for us a particular interest. Works of Algerian cinematographers were created as a response to biased French colonial films so it vividly and demonstratively conveyed the grandeur of the patriotic

exploit of their compatriots that gained wide international recognition, both sophisticated professionals and ordinary spectators. The article is devoted to the processes of the genesis of the theme of the liberation anti-colonial movement, as well as its evolution.

**Keywords:** Algeria, the era of French colonialism, the birth of the national cinema, films of the anti-colonial orientation as a factor in the formation of the national film culture.

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**Problems of organization of children’s amateur choreographic creativity at the present stage of development of leisure activities**

The article is devoted to the development of children’s amateur choreographic art at the present stage of society. In the article the questions of organization of work, especially education of artistic taste in children, the aesthetic and pedagogical tasks of the teacher of a group of children. Analyzed some aspects of managing the work of amateur collectives, and in particular – the organization of competitions and festivals. The author of the article analyzes the category dance competitions and typical errors of the organizers and the teacher of a group of children. Discusses the issues of repertoire, teaching and artistic level. The article touched on the work of the head of the children’s team as a choreographer and major errors often encountered when creating entries. The author considers some problems related to the education and training of future teachers of children’s choreographic collectives, addresses the issue of duplication of specializations in choreographic art.

**Keywords:** children’s amateur art, choreographic art, education, pageant, repertory, choreographer, teaching

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**Social and cultural conditions for the development of the creative potential of the head of the institution of additional education for children**

In the presented article processes of introduction of innovations in system of additional education of children are analyzed. Based on the continuity of the traditions of extracurricular education and the experience of cultural and educational work, modern trends in the development of the sphere of additional education are singled out. The key figure in introducing innovations into the practice of additional education for children is the leader, his creative potential largely determines the system development of the institution of additional education for children. Creative potential of the leader is a personal resource of creative consciousness and thinking, organizational abilities and motives of creative activity. This potential is realized in the professional and pedagogical activity of the leader, who needs mastering the basics of pedagogical skill and organizing creative interaction among all subjects of the educational process.

**Keywords:** creative potential, pedagogical management, socio-cultural activity, head of the institution of additional education for children, innovations, socio-cultural conditions.

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**Psycho-pedagogical conditions of formation of subjective position of a teacher in the system of additional professional education**

The article considers the main questions of development of system of continuous professional education. The system of additional professional education (APE) is one of the most important factors in the development of subjective position of a teacher. The relevance of this topic due to the increased interests in the study of modern continuous education in Russia, the development of informaing (spontaneous, self-education) to help an adult in search of his identity with the profession, age, culture. The authors propose a psycho-pedagogical conditions of formation of subjective position of a teacher. The principles of development of subjective position of a teacher in the system of additional professional education. Presents the results of the pilot experiment of the formation of subjective position of a teacher with a different experience. The results of the experiment determined the direction of development of the author’s program of teacher training which is practice oriented, contains such topics as: psychological support of educational process, evaluation of the possible psychological risks and ways of their prevention, the development of individual maps (route) of a child’s development.

Keywords: subject position, continuing education, further education, principles of development, educational process, professional development.

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**Ethno cultural peculiarities of music and choir education: theoretical aspect**

In the article examines music and choral education of children in the condition of ethno-cultural peculiarities. The author is reveals to this problem of ethno-cultural education linking folk pedagogy and ethno pedagogic. Analyzing modern schoolchildren education, we found out that there is a need in the implementation of the ethno-linguistic approach to music education, including interaction between ethnicity, culture (music) and language, focusing on the folk poetic word, semantics words, language, folklore and texts of culture. The ethno-linguistic approach to music education and choral music education is revealed on the example of the author’s technique. Ethno cultural education enhances the development of love and respect to the native country, native place, its people, native musical art and music of other peoples, development of culture of interethnic communication, development of ethnic musical competence which enables to preserve ethnic musical traditions.

Keywords: ethno cultural education, folklore, ethno cultural peculiarities of music and choir education, the formation ethno musical culture and ethno cultural competence of children.

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### **Features of training of heads of the ethnocultural centers in higher education institutions of culture and arts of Russia**

In article activities of higher education institutions of culture for formation of professionalism of future heads of the ethnocultural centers taking into account specifics of regional ethnocultural development of regions and national objectives of realization of national policy are considered. Activities of heads of the ethnocultural centers as actors of the state national policy are analyzed. On the basis of the analysis of psychology and pedagogical researches the characteristic of the concept “professionalism” is given and contents activities of higher education institutions of culture for formation of professionalism of specialists of the ethnocultural organizations in two models is shown: adaptive and professional development.

**Keywords:** ethnocultural development, higher education institutions of culture, professionalism, heads of the ethnocultural centers, models of formation of professionalism of experts of ethnocultural activity.

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### **Intercultural interaction of musicians as the basis for the development of their professionalism**

In this article, the features of the interaction of the world and national musical culture are examined on the examples of creative and pedagogical activity of the best graduates of the Moscow State Conservatory, among them S. V. Rakhmaninov, A. B Goldenweiser, and the wife of Levin (Iosif Arkadevich and Rosina Yakovlevna) who having mastered the best traditions of the piano school of Russia, exerted a strong influence on the American school, having brought up a whole galaxy of outstanding pianists, in particular – Van Cliburn. The article notes that the Tchaikovsky Competition promotes the expansion of creative contacts, forms the basis for intercultural interaction with various musicians, helping them to improve their performing skills, and along with it to develop and musical art.

**Keywords:** world culture, classical music, creativity, professionalism, musical traditions, Russian school, pianist, composer, Tchaikovsky Competition, Van Cliburn, R. Ya. Levina.

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### **The structure of professional-competence components of the educational process in the piano class**

The article raises the problem of renew the content training future musicians-teachers in the piano class in the context of modern requirements to graduates of music-pedagogical specialization. The

author substantiates the expediency of extending the list of key structural vocational and competence-based components of the educational process in the piano class taking into account the specifics of the context-competence principle of organization of training in higher educational institutions. The implementation of this methodological principle ensures graduates to achieve the high degree of professional readiness to the implementation of a wide range of qualification tasks and responsibilities imposed by the employers to the candidates for musical-pedagogical professions. At the empirical level, the author's concept was introduced as a technology of students' individual educational routes, taking into account personal and professional priorities, the starting level of profile instrumental-performing, methodical, organizational-pedagogical possibilities.

**Keywords:** educational standards, musician-pedagogue training at the University, context-competence-based principle, the educational process, the piano class, structural professional and competency-based components, individual educational routes, competence and qualification complexes, competitiveness and mobility on the labour market.

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### **Biomechanics as a technology of choreographic training for future specialists of sports ballroom dance in universities**

In the article there is a speech about the need to use scientific theoretical knowledge and achievements of biomechanics in the creation of choreographic training for future specialists of sports ballroom dancing in universities. A brief description of biomechanics as a science, its genesis and historical transformations. Some examples of the synthesis of science and art. Short characteristic of ballroom dance as a choreographic system. Made a brief analysis of the techniques of sports ballroom dance, its criteria and the essence of performance skills. Several examples of the analysis of dance figures as a system of body-movement exercises. There are some reflections on the role of the teacher in shaping the learning process, creating learning environment, designed to maximize the student's perception of the information receiving. Great attention is paid to the process of assessment by the teacher of individual peculiarities of students, their creativity, physical and technical training in the field of ballroom dancing.

**Keywords:** sports ballroom dancing, choreography, biomechanics, body-movement exercise, performance skills.

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