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Valentina Vladimirovna GORSHKOVA Dr. of Pedagogy., Prof., Chair of a research dept. Institute of Adult Education of Russian Academy of Education 2, Cherniakhovskogo str., St.Petersburg, 191119, Russia; tel. +7 (812) 404-6 Tamara Aleksandrovna ZAGRIVNAYA Cand. of Pedagogy., Assoc. Prof., Snr. Researcher Institute of Adult Education of Russian Academy of Education 2, Cherniakhovskogo str., St.Petersburg, 191119, Russia; tel. +7 (812) 404-6		
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Nina Fedorovna RADIONOVA Dr. of Pedagogy, Full Prof., Director of Institute of Continuing Pedagogical Ede Herzen State Pedagogical University of Russia 48, nab. reki Moiki, 191186, St.Petersburg, Russia; tel. +7 (812) 312-16-87 Alla Prokofievna TRYAPITSINA Dr. of Pedagogy, Full Prof., Corresponding Member of Russian Academy od E Herzen State Pedagogical University of Russia 48, nab. reki Moiki, 191186, St.Petersburg, Russia; tel. +7 (812) 312-16-87; THE PROBLEM OF DEVELOPMENT OF RESEARCH PROGRAMS FOR CONTINUOUS The article looks at the problem of research organization in the sphere of provides an example of a complex interdisciplinary research program develops The novelty and theoretical significance of the expected results are stated Key words: continuous education, pedagogical education, research program, in	ducation, Chair of Dept. of Pedagogy e-mail herzen-kp(at)mail.ru PEDAGOGICAL EDUCATION	
Zoya Georgievna NAYDIONOVA Cand. of Pedagogy, Assoc. Prof., Vice-Rector Leningrad Regional Institute of Education Development 25-a, Chkalovskiy pr., St.Petersburg, 197136, Russia; tel. +7 (812) 316-39-4. INNOVATIVE PROCESSES DEVELOPMENT IN REGIONAL EDUCATION SYSTEM The article analyses the possibilities and problems associated with innovance mechanisms of innovative environment formation are described and the company of the compa	vations in regional education. The	

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Snr. Lecturer., Dept. of Social Works Saint-Petersburg University of Humanities and Social Sciences			
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Tatiana Nikolaevna POLYAKOVA Cand. of Pedagogy, Assoc. Prof., Dept. of Humanities and Social Education Saint-Peterburg Academy of In-Service Pedagogical Education 11, Lomonosova str., St.Peterburg, 191002, Russia; tel. +7 (812) 713-35-89; e-mail academy(at)spbappo.com THEATRICAL GAME ACTIVITY AS A PEDAGOGICAL PHENOMENON The article considers philosophic and cultural basis of studying theatrical game play as a pedagogic phenomenon which is to be included into the educational programme to develop creative abilities of an individual	78
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Yuri Mikhailovich IPATOV Institute of Adult Education of Russian Academy of Education 2, Cherniakhovskogo str., St.Petersburg, 191119, Russia; tel. +7 (812) 404-62-38; e-mail iovrao(at)mail.ru Rostislav Ivanovich YUNATSKEVICH Institute of Adult Education of Russian Academy of Education 2, Cherniakhovskogo str., St.Petersburg, 191119, Russia; tel. +7 (812) 404-62-38; e-mail iovrao(at)mail.ru SYSTEM-MODELLING APPROACH TO THE REGIONAL VOCATIONAL EDUCATION CONSTRUCTION	94
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Tatiana Anatilievna SKOPITSKAYA Teaching methods specialist, Faculty of vocational education Leningrad Regional Institute of Education Development 25-a, Chkalovskiy pr., St.Petersburg, 197136, Russia; tel. +7 (812) 235-26-77; e-mail loiro.nauka(at)list.ru	
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Liudmila Tserenovna KHMELEVA Teacher of foreign languages Grammar school (Gymnasium) No.363 15/3, Dimitrova str., St.Petersburg, 192284, Russia; tel. +7 (812) 772-62-74; e-mail school363(at)spb.edu.ru	
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13, Pobedy Ave., Orenburg, 460018, Russia; tel. +7 (3532) 37-24-31; e-mail ffj(at)mail.osu.ru PERSONALLY ORIENTED SYSTEM OF TEACHING VERBAL COMMUNICATION CULTURE	148
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Tatiana Viktorovna GULEVSKAYA Ovatinskaya secondary school. Ovata village, Tselinniy region, Kalmyk Republic.Teacher of Russian language and literature. Post-Teacher of Russian language and literature, Postgrad. Student at Kalmyk State University Secondary school of Ovata settlement	
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Key words: moral education, moral concept, moral competence, pedagogical situation, Kugultinov

Lydia Adykhanovna ENEYEVA Cand. of Pedagogy, Head of the school Republican Gymnasium (Grammar School) No.1 16, Akademicheskaya str., Dolinsk, Nalchik, Republic of Kabardino-Balkaria, 360002, Russian Federation; tel. +7 (8662) 720-868 SOCIOCULTURAL IDENTITY FORMATION IN HIGH SCHOOL AS A PART OF COMPLEX EDUCATIONAL PROCESS The article interprets the term "identity" as a behavior characteristic. It is proved that identity formation is a part of person's spiritual becoming at the time of a cultural epoch shift Key words: identity, self-consciousness, culture adoption, culture philosophy, sociocultural identity	160
Denis Valerievich BUKHAROV School Head School No. 438 21/7, A, Novotsentralnaya str., Lisiy Nos, St.Petersburg, 197755, Russia THE PUBLIC IMAGE OF A SCHOOL The author deals with the conception of public image of comprehensive school and its urgency under conditions of increasing competition between schools. The preparatory period of school image forming is examined	165
Key words: competition between comprehensive schools, school image, image creating, image investigation, SWOT-analysis Nina Fedorovna KARATAYEVA Postgrad. Student, Dept. of Artistic Education Folk Arts State Higher School 2-A, Griboyedov Channel, Saint-Petersburg, 191011, Russia; tel. +7 (812) 710-4254; e-mail vshni(at)mail.ru TEACHING ARTISTIC STYLE BY THE MEANS OF SCULPTURE AND ARCHITECTURE In this article the author discusses the problem of students' education in Arts colleges. The author claims that it is essential to develop a taste in arts for at present we evidence a decay of the plastic arts. The Folk Art Higher School experience in education is summarized Key words: sculpture, architecture, education, upbringing, folk art, taste, style	169
Piotr Evgenievich SEROV Snr. Lecturer, Dept. of Painting Folk Arts State Higher School 2-A, Griboyedov Channel, Saint-Petersburg, 191011, Russia; tel. +7 (812) 710-4254; e-mail vshni(at)mail.ru THE ROLE OF STUDYING PAINTING IN EDUCATING AN ARTISTIC PERSON	173
Boris Yurievich ANUSHIN Postgrad. Student Folk Arts State Higher School 2-A, Griboyedov Channel, Saint-Petersburg, 191011, Russia; tel. +7 (812) 710-4254; e-mail vshni(at)mail.ru DEVELOPING PROJECT ACTIVITIES IN TEACHING DESIGNERS The paper considers principles of students' graduation project work organization which is oriented to development of professional readiness to independent creative activities. It is shown that at this final period of learning all phases of artistic projecting process are modelled Key words: graduation work, composition, modelling methods, designing	177
Dr. of Psychology., Full Prof., Chair of a research dept. Institute of Adult Education of Russian Academy of Education 2, Cherniakhovskogo str., St.Petersburg, 191119, Russia; tel. +7 (812) 404-62-38; e-mail iovrao(at)mail.ru ADULT EDUCATION IN THE SPHERE OF FAMILY STUDIES (THE BASICS) The paper analyses the destructive processes existing in the modern society, which can compromise the quality of family life. The author claims that it is useful to address the problems of family education in the context of the models existing in perinatal psychology, pedagogy and family psychotherapy, as a part of the projects realized by the International Academy of Family. Key words: family, family consolidation, demography, family life, adult education concept	180