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ABSTRACTS.

content: interaction in educational process, pedagogical interaction, relationship of activities, interrelated activities, joint activities, cooperation of persons in pedagogical process

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content: additional teachers’ training, types of additional education, professional development mechanisms

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content: standards, quality of vocational training, specialists’ vocational training, professional standard, standardization in education

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**YOUNG TEACHER’S PROFESSIONAL DEVELOPMENT BY MEANS OF COMPETITIVE MOVEMENT**  
*The article highlights the opportunities of professional competitions in promoting and providing young teachers’ professional development. The competition “Herzen Pedagogical Olympiad of Young Teachers”, initiated by the Pedagogical University, is characterized in details*

**Key words:** professional development, teacher, professional competition, professional challenge, professional reflection

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**SCIENTIFIC DEVELOPMENT OF PHILOLOGISTS IN THE MAGISTRATURE**  
*The paper considers specialist’s scientific development as an important intellectual potential. A higher school magistrate student has to master the rules and principles of searching, experimental and statistical activities which are necessary for his/her further cognitive and research activities*

**Key words:** master in science, magister, philology, authoring program, research activities, educational standard

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**ABILITY TO WORK WITH INFORMATION AS A BASIS FOR CONTINUING EDUCATION**  
*The article describes possible approaches to the development of information culture in transition to the new generation Federal standards of general education*

**Key words:** activity approach, information, information literacy, information culture, continuing education, new generation Federal State general education standard

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**METHODOLOGICAL CULTURE AS A CONDITION FOR IMPROVING PROFESSIONAL ACTIVITIES AND PERSONAL QUALITIES OF THE TEACHERS**  
*The article examines the impact of methodological culture and level of its development on the quality of teachers’ implementation of their professional activities and teachers’ personal qualities*

**Key words:** methodology, culture, methodological culture, personality, activities, pedagogue
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**Key words:** benchmarking in education, management and marketing, project benchmarking, best practice, case study

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The paper highlights the problem of moral education of students who specialize in public relations. The theoretical model of students' moral education is presented and the content of its structural components is revealed. Pedagogical conditions of future PR specialists' moral education are defined

**Key words:** pedagogical modeling, moral education, theoretical model, stages of moral education, pedagogical conditions, organization forms of teaching students

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**Key words:** value orientations, Russian higher school, university, magistracy student, professional adaptation, adaption route

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**Key words:** national character, social education, Russian orthodox pedagogics, literature of ancient Russia, Russian national character; religious perception of the world, love for the neighbor, mercy, diligence
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The Development of Children's Media in Buryatia as a Socio-Educational Institution ............................................. 138
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Key words: children's media, children's printed media, development, information society, joint creative work, integration of social education institutions

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Innovative Education Technologies as a Means of Schoolchildren’s Learning
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Pedagogical conditions of communicative competence development in professional-and-corporate environment
The article reveals the pedagogical conditions of the development of communicative competence of a graduate student in Economics in the university’s professional-and-corporate environment. Motivational attitude, as well as students’ operational and reflective readinesses to the development of communicative competence are considered

Key words: communicative competence, professional team, professional-and-corporate environment, motivation component, operational readiness, reflexive readiness, active learning

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Phenomenon of linguistic cultural competence in the paradigm of modern vocational training
The article presents information about the essence of the “linguistics culturology” and “linguistic-and-cultural competence” concepts. The problem of students’ linguistic-and-cultural competence development as a result of linguistic-and-cultural training in the professional field is studied

Key words: linguistics culturology, linguistic-and-cultural competence

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To the problem of methodical competence of a teacher of Russian language
The article substantiates the view on the methodical competence as a professional-and-personal characteristic that combines educational outcome, professional-and-personal features, and professional methodological experience. The whole methodical competence reveals itself in the professional methodical activities

Key words: methodical competence, methodological competence, teacher of Russian language, methodical activities, professional methodical preparation, integrated-professional-and personal characteristic

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The problem field of pedagogical counseling studies in the conditions of modern school development
The article is devoted to the problem of pedagogical and administrative staff counseling as a new phenomenon of educational practice. It is made an attempt to analyse the counseling demand caused by the persistent complicating of the professional activities in educational sphere

Key words: pedagogical counseling, pedagogical consulting, educational institutions staff, professional activities in education

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The problem of students’ social-and-cultural development in pedagogical college
The article considers methodological approaches (anthropological, personalized, culturological, and sociological ones) to the analysis of the future teacher personality development

Key words: status of a person, personal potential, anthropological approach, personalized approach, culturological approach, sociological approach, pedagogical college environment
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MODELING STUDENTS‘ INDEPENDENT WORK WITH ELECTRONIC MEDIA RESOURCES IN THE STUDY OF COURSES OF PEDAGOGY ........................................................................................................................................ 174

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Key words: mass media, media environment, media pedagogy, media education model, students‘ independent work

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Key words: continuing pedagogical education, medical education, contemporary educational situation

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Key words: context learning, andragogical principles, adaptation to school, family context

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Key words: military pedagogical heritage, pedagogical competence, personalization, military education

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The article analyzes the possibilities of using historical-and-pedagogical expertise as a new science claiming to be included in the disciplinary fund of higher school didactics

Key words: higher school didactics, branch of science, methodological problem, historical-and-pedagogical expertise
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PRACTICE-CENTERED TECHNIQUE OF TEACHING MANAGERIAL STAFF
TO THE ‘EDUCATIONAL INSTITUTION IMAGE’ CONTROL

The article presents results of studies on teaching methods which aim to develop ‘educational institution image’ management competence. It also gives the test data showing the long-run changes in the ‘image competence’ in the cases of using both the traditional and the new authoring teaching techniques and training conditions

Key words: practice-oriented method, organizational-and-pedagogical conditions of training, educational institution image management, level of competence