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Svetlana Akeksandrovna LOKOTKO Head of the Museum Belarusian State Museum of Folk Architecture and Life 17, Kalvariyskaya str., room 614, Minsk, 220004, Republic of Belarus; tel. +375 (017) 209-40-32; info(at)enta.by CULTURAL AND EDUCATIONAL CONCEPTS OF THE BELARUSSIAN STATE MUSEUM OF FOLK ARCHITECTURE AND LIFE The exhibition space of the museum is treated as a special educational environment. Traditional and interactive activities considered in the article make up the cultural and educational concept of the museum Key words: Skansen museum, educational environment, non-formal education, cultural and educational activities, information model, communication model, museum marketing	45
Tamara Petrovna MARCHIK Teaching Methods Specialist, Curator of the Museum of History of Education in the Vitebsk Region Vitebsk Regional Institute for Educational Development 21, Frunze avenue, Vitebsk, 210602, Republic of Belarus; tel. +375 (212) 363343; voiro(at)vitebsk-region.edu.by EDUCATIONAL ACTIVITIES OF THE MUSEUM OF HISTORY OF EDUCATION IN VITEBSK REGION The article concerns the history of creation and the current state of the museum. It is shown that the educational activities of the museum are based on the opportunity for visitors during the excursion to feel as pupils in different historical periods. For all age groups educational routes with using interactive technologies and techniques had been worked out	51
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yudmila Petrovna GADZAOVA Dr. of Pedagogy, Full Prof., Dept. of Foreign Languages for Humanities Vladikavkaz State University 46, Vatutina str., Vladikavkaz, 362025, Russia; tel. +7 (8672) 53 78 80; kafedra-311(at)mail.ru	
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Svetlana Vasilievna IVANOVA Cand. of Pedagogy, Senior Researcher, Dept. of Innovatics in Pedagogical Education Institute of Pedagogical and Adult Education of Russian Academy of Education 2, Chernyakhovskogo str., St.Petersburg, 191119, Russia; tel. +7 (812) 764-11-94; ipo(at)iporao.ru	
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Marina Alekseyevna ZHDANOVA Cand. of Pedagogy, Assoc. Prof., Dept. of Pedagogy – The Herzen State Pedagogical University of Russia 48, Moika emb., bld.11, St.Petersburg, 191186, Russia; tel. +7 (812) 312-16-87; herzen-kp(at)mail.ru MODERN FAMILY PROBLEMS IN THE CONTEXT OF THE THEORY OF CHILD PSYCHIC DEPRIVATION The article is devoted to the problems of family socialization in today's society. The modern theories of psychic deprivation, and the main directions of the theory of psychic deprivation are defined. The mechanisms for the development, psychic deprivation factors, types of deprivations, social consequences of deprivation are analyzed Key words: psychic deprivation, social deprivation, maternal deprivation, deprivation situation, prevention of psychic deprivation in childhood	79
Svetlana Anatolievna USKOVA Cand. of Pedagogy, Assoc. Prof., Doctoral Applicant Saint-Petersburg Academy of In-Service Pedagogical Education 11-13, Lomonosov str., StPetersburg, 191002, Russia; tel. +7 (812) 713-34-30; spbappo(at)spbappo.com SUPPORT AS THE BASIC CATEGORY OF MODERN PEDAGOGY: THEORETICAL JUSTIFICATION The article analyzes the possibility of considering the concept of "support" as one of the basic categories of modern pedagogy. On the basis of the categorical analysis the essential characteristics are distinguished and the definition of the concept as a specific humanistic-oriented educational process is formulated Key words: support, pedagogical support, educational support, pedagogical process, categorical analysis, basic pedagogical categories	84
Boris Voldemarovich AVVO Cand. of Pedagogy, Assoc. Prof., Dept. of Pedagogy Elena Sergeevna ZAIR-BEK Dr. of Pedagogy, Full Prof., Dept. of Pedagogy The Herzen State Pedagogical University of Russia 48, Moika emb., bld.11, St.Petersburg, 191186, Russia; tel. +7 (812) 312-16-87; herzen-kp(at)mail.ru NEW STRATEGIES FOR VOCATIONAL GUIDANCE AND SUPPORTING THE PROGRAM "TRAINING FOR CAREER" The article deals with major trends in the development of vocational guidance consistent with human development cycles. It analyzes possible theoretical approaches in modern vocational guidance programs and support of the youth when choosing a career Key words: professional activities, career, vocational guidance, human development cycles, vocational guidance strates.	
Vladimir Anatolievich PEDAN Head of Out of School Work Center in Central Administrative District of St.Petersburg Out of School Work Center in Central Administrative District of St.Petersburg 15, bld. A, Yaroslavskaya str., Saint-Petersburg, 191124, Russia; tel. +7 (812) 577-12-06; cvr.spb(at)mail.ru PSYCHOLOGICAL AND PEDAGOGICAL SUPPORT OF HIGH SCHOOL STUDENTS' PROFESSIONAL SELF-DETERMINATION WITHIN THE FRAME OF THE NETWORK MODEL The article shows that renovation of the education system to meet the new educational standards is not possible without the consolidation of efforts of general and further education institutions which programs should assist high school students in the choice of future professional activities Key words: new educational standard, network interaction, pre-profile preparation, profile training, self-determination of school students	94
Mikhail Sergeyevich PASHOLIKOV Postgrad. Student, Dept. of Social Management, Faculty of Management The Herzen State Pedagogical University of Russia 48, Moika emb., bld. 6, room 20, St.Petersburg, 191186, Russia; tel. +7 (812) 314-60-42; mikle.pasholikov(at)mail.ru TRAINING OF MANAGERS FOR THE DEVELOPMENT OF THE RUSSIAN EVENT-INDUSTRY The article deals with the problem of training managers of events and actions, or event-managers. It is shown that the level of professional competence of experts for event-industry does not meet current innovative trends and market demand, so in this area significant transformation are required Key words: events, conferences, congresses, MICE-tourism, vocational training, requirements for the applicants, ISO 20121:2012 standard, sustainable development	99

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Elena Gennadievna KOROLIOVA Cand. of Pedagogy, Snr. Researcher Institute of Pedagogical and Adult Education of Russian Academy of Education 2, Chernyakhovskogo str., St.Petersburg, 191119, Russia; tel. +7 (812) 764-11-94; ipo(at)iporao.ru	
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Tatyana Sergeevna BUTORINA Dr. of Pedagogy, Full Prof., Honored Worker of Higher School of Russia, Chair of Dept. of Pedagogy, Psychology and Vocational Education of the Institute of Civil Engineering and Architecture Nina Isakovna KABRINSKAYA Head of Social and Psychological Center of the Social and Educational Works Dept. Northern (Arctic) Federal University named after M. V. Lomonosov 17, Naberezhnaya Severnoy Dviny, Arkhangelsk, 163002, Russia; tel. +7 (8182) 28-76-14; public(at)narfu.ru	
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