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International Scientific and Educational Journal Bulletin of Abay Myrzakhmetov Kokshetau University - Kokshetau: Abay Myrzakhmetov Kokshetau University, 2018. - 147 p.

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Abay Myrzakhmetov Kokshetau University, 2018
Registered by the Ministry of Culture and Information of the Republic of Kazakhstan
Registration certificate №10402 - Ж 10.10.2009

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DIRECTION: ECONOMICS AND LAW

UDC 378.4

CAPABILITY OF TOURIST-RECREATIONAL RESOURCE AS A FACTOR OF SOCIO-ECONOMIC DEVELOPMENT OF THE REGION

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***Abstract:** The article is devoted to the method of studying the resource potential of the territory. The structure of the information aspect of the tourist potential, according to the results of the research, forms, attracts tourist flows, expands the main image characteristics in the tourist potential of the region. The most common approaches to the formation of the utility function of products and services provided are highlighted. The quantitative and qualitative characteristics of an assessment of a tourist resource potential are determined. Analyzed the theoretical foundations of the concept of «tourist potential». The principles and factors influencing the socio-economic development of the region are defined. The method of assessing the tourist potential of the region is considered. Assessment at different scales: at the level of the world, country, region, etc. Tourist opportunities are considered as a set of natural, cultural, historical and socio-economic prerequisites for organizing tourist activities in a certain territory. Tourist opportunities - the ratio between the actual and the maximum possible number of tourists, determined by the availability of tourist resources. Regional features of the territory, its influence on the socio-economic state of the region are studied. Developed recommendations for the effective use of resources in the region.*

***Keywords:** Tourist resources, tourist product, natural resources, cultural regions, resources of ethno-cultural environment.*

Currently, tourism is a complex phenomenon that affects to the economy of many countries and regions. The relevance of the subject is due to the fact that tourism is a highly profitable and dynamic branch of the modern world economy. There are many different definitions of tourism, but there is not still explicit definition of tourism in the scientific literature. However, despite the differences in statement, all the authors included in the concept of «tourism items such as what tourists need and their motivations, the behavior of tourists and their staying outside

of the permanent residence, the activities of intermediary organizations, relationships, communication, folding between the tourists and the producers of goods and services» [1].

Summarizing the set of definitions of the concept of tourism, we propose the following: tourism is a complex socio-economic system that consists of a number of interrelated components:

- firstly, they are citizens (tourists) who make temporary departures (journeys) from their permanent place of residence, which does not exceed 12 months in a row in health, cognitive, professional and business, and other purposes with the possibility of engaging in paid activity, the country (place) of temporary staying;

- secondly, they are organizers-intermediaries who are engaged in tour operator and travel agency activities;

- thirdly, it is a set of relationships (phenomena, connections) that arise during a trip and people's staying in places that are not places of their permanent or extended residence;

- fourthly, this is a tourism ground installation, which includes places of presentation, transport resources, entertainment facilities, accommodation and services for tourists, etc. Tourism has a direct and indirect impact on the economy of the country. Direct impact is expressed in the form of an increase in the country's income due to direct costs of tourists. The tourist money spent, or the tourist's expenses, is invested in the country's industry (infrastructure), thus ensuring the employment of the population, replenishing the budget with taxes, in other words, increasing the income of not only tourist organizations but the host country as a whole. In this connection, a certain chain of «expenses - incomes – expenses» is formed when the expenses of tourists become incomes of tourist organizations, which, in turn, make part of their income into consumption, etc.

A necessary condition for the development of tourism is the tourist potential, which can be assessed at different scales: at the level of the world, the country, the district, etc. The touristic capability is understood as the whole set of natural, cultural, historical and socio-economic prerequisites for the organization of tourist activities in

a certain territory. Sometimes the touristic capability is the ratio between the actual and the maximum possible number of tourists, determined by the availability of tourist resources [2].

The touristic capability of the territory is very variable and depends on the characteristics of socio-cultural education within located territory. The concept of «touristic capability» includes the concept «conditions and factors for the development of tourism activities» and this is classified according to the following criteria [3]:

By the level of the assessment:

- the additive touristic capability of the region is the totality of resources that are at the region disposal for the purpose of organizing tourist activities;

- personal touristic capability is an integral part of the additive touristic capability of the region. It includes:

- economic and touristic capability of the region is potentially suitable forces and means of the region (material, natural, labor and other resources) necessary for the reproduction of the tourist product at the regional level;

- social and touristic capability of the region - the totality of various social conditions available to the region (the conditions of universal human life) that are necessary for the implementation of regional tourism activities. It consists of spiritual and moral-psychological potentials;

- mental-touristic capability - these are the spiritual qualities of the population that are interesting for tourists;

- moral and psychological touristic capability is a moral and psychological situation that is currently being formed in society and reflects the process of educating the citizens in the right attitude to tourism as a phenomenon and to tourist as its subject.

By content:

- a) economic tourism potential is the ability of economic entities and management bodies to form a tourist (recreational) product of the territory by using the aggregate resources of the development of the territory in order to meet the needs

of the population and target markets;

b) technical potential of tourism is the potential of the territory, concerning the possibility to attract such a large number of tourists who can afford to accept accommodation facilities for tourists or a certain region with available natural resources, taking into account the permissible recreational load on this territory.

As the implementation:

- real (achieved) touristic capability (identified and attracted);
- strategictouristic capability (identified, but not attracted (vector of development)).

- By sources of formation:

- the touristic capability of opportunities - the totality of opportunities that are developing objectively on the territory of the region and contributing to the reproduction of the regional tourist product;

- touristic capacity of needs - determines the utilization degree of the potential of opportunities; its source is the subjective needs of tourists in the tourist product of a particular type and quality.

By type of load on the tourist site or locality:

- the total tourist capacity is the maximum load that a tourist object can withstand without serious damage to local resources, a negative impact on the travel experience and without the emergence of socio-economic problems among the population;

- ecological tourist capacity is the level of attendance of an object or terrain, the excess of which leads to unacceptable environmental consequences, either as a result of actions (or natural processes of vital activity) of the tourists themselves, or as a result of the functioning of the tourism infrastructure;

- tourist social throughput - this is the level of attendance of a tourist object or terrain, the excess of which entails a deterioration in the impressions of the trip;

- local tourist social throughput capacity is the level of attendance, the excess of which leads to negative consequences for the local culture and the deterioration of the relations of the local population with tourists;

- infrastructure tourist capacity - this is the quantitative characteristics of the infrastructure of the region, determining its ability to meet the needs of tourists (length and density of the road surface, the number of vehicles on all modes of transport, the level of electrification, water supply, sewerage, the number of hotel rooms in hotels of different classes, etc.).

Russian scientists A.V. Darinsky, N.I. Panov include in the concept of «touristic capability» and the concepts: «tourist industry», «throughput potential» [2]. The throughput potential (ecological, tourist, social, household), shows opportunities of any tourist object as traffic capacities, i.e. maximum load which can have tourist object without serious damage to local resources from trips of tourists and occurrence of socio-economic problems at population.

The quality of recreational resources reflects a person's perception of natural complexes properties which in an integral form express the most unique consumer properties including from the point of view of recovery of person health, his psychological, physical and emotional state. The evaluation is based on the following provisions:

- high quality of rest is provided only with variety of opportunities (medical, sports, cognitive, esthetic and others);
- performance, unusualness, identity of recreational resources determine their universal value;
- the need of the person for communication with «the wild nature» is natural and must be surely satisfied;
- natural recreational resources are irreplaceable, exhaustible, have limited opportunities to recovery.

The climate comfortable or uncomfortable favors to rest or limits a person's stay in the air. The greatest potential for territories with a favorable climate, which do not have restrictions on the mode and types of recreation in the air. The increase in the climate disadvantage caused by the set of atmospheric characteristics limiting a person's stay in the air. It leads to decrease in the recreational value of the territory [4].

The region for ensuring functioning and development of the tourist sphere uses not only own resources, but also potentials of higher level - the region, the country, the continent, the world. On the other side, the importance of many regional-potentials within the aggregate touristic capability goes beyond the region itself (for example, the use of the cultural capacity of some regions is carried out by the inhabitants of the whole world).

During assessment of natural components advantages, the attractiveness of the landscape is considered through variety of their forms.

It is necessary to understand set of general conditions for production of a tourist product as tourist infrastructure. At disclosure of maintenance of the concept «general terms of production» - opinions of specialists disperse. Some of them involve activities or objects providing the basic engineering procedure, others - all engineering procedure, the third of engineering procedure and also administrative influences necessary for forming of a tourist product. The last opinion corresponds complex content of the concept «tourist product». The tourism infrastructure and hospitality is represented the corresponding legal forms of the organizations [1].

Bogolyubov B.C. and Sevastyanova S.A. write that «the tourist infrastructure is divided into infrastructure caused by tourism development and actually tourist infrastructure. The infrastructure due to the tourism development has much in common with the general infrastructure (primary offer): if in any area, except local population, guests have constantly a rest, then the power of the systems providing life activity of the person is not enough for all». The additional systems of infrastructure which are under construction to provide life activity of additional number of inhabitants are allocated in the group caused by tourism development and belong to the derivative offer [7].

The researches executed by V.S. Bogolyubov with other authors allow to provide tourism infrastructure as the complex system which is a subsystem of higher level - a tourist destination [7]. However these researches leave open a question of information structure base for interregional comparisons of development level of tourism infrastructure as the attempt of complete and correct quantitative definition of

infrastructure groups on tourist destinations, leads to receiving sets of different indicators. It is explainable uniqueness of attractors and additional services which can be provided to tourists in specific residence.

The further analysis of literature showed plurality of the «tourism infrastructure» concept interpretations which are not differing, however, they have methodological justification and detailed study. For example, A.O. Ovcharov in his works notes that «the basis of tourist infrastructure is made by means of placement which are understood as any object providing temporary services in accommodation» [8]. It is difficult to recognize this determination constructive as it practically limits the conditions necessary for providing tourist services, availability of accommodation facilities.

The quite detailed definition of tourism infrastructure is given by S.A. Popov. This scientist offersto understand a complex of constructions, engineering and communication networks as tourism infrastructure, including telecommunication, roads, related tourism industry, providing normal access of tourists to tourism resources and their proper using for tourism purposes, as well as providing vital activities for tourism industry enterprises. These are: roads and railways, stations and terminals, the systems of the road regulation, air, river and sea traffic, the system of heat supply, electrical and telephone networks and other. Also tourism infrastructure and hospitality are represented by the relevant organizational legal forms of the organizations [9].

The tourism infrastructure is an integral part of the tourism industry, which consists of two elements [7]. The first element is the hospitality industry, where it is necessary to include companies that provide accommodation and food services. The second element of the tourism industry is the infrastructure component, which represents three-level system. The first level of tourism infrastructure is represented by the production infrastructure - a set of operating structures, buildings, transportation networks, which are not directly related to the production of tourist products, but tourist services necessary for providing are transport, communications, energy, economy, finance, insurance, security. The second and third levels of tourist

infrastructure are formed by enterprises and organizations which are directly involved in tourism activities and the formation of tourist products. The second level includes those structures that can exist without tourists, but activities that expand when they are in places where tourists stay. These are: car rental companies, taxi companies; cafes and restaurants; sports clubs, museums, theaters and cinemas, exhibition halls, circuses, zoos, casinos, etc.

Thus, considering structure of the region capacities entering into its aggregate tourist potential it is necessary to distinguish the main one of them. These include formation and development, which are capable to provide sustainable functioning and tourism development in the region: tourist and recreational resources and tourist infrastructure. The basic elements of the touristic capability structure in the region can be provided as a set of the interconnected and interacting potentials: the economic potential providing the infrastructure, information, financial, investment and managerial potential of the region; resources, such as natural and historical and cultural potential; to social it is possible to carry the professional and personnel capacity of the region. Proportional development of its elements is possible only with the implementation of the centralized regulation which instrument is the programs of tourism development in the region.

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АЙМАҚТЫҢ ӘЛЕУМЕТТІК-ЭКОНОМИКАЛЫҚ ДАМУЫНЫҢ ФАКТОРЫ РЕТІНДЕ ТУРИСТІК-РЕКРЕАЦИЯЛЫҚ РЕСУРСТЫҢ МҮМКІНШІЛІКТЕРІ

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***Аңдатпа:** Мақала аумақтың ресурстық әлеуетін зерттеу әдісіне арналған. Зерттеу нәтижелері бойынша туристік әлеуеттің ақпараттық аспектісі құрылымы, туристік ағындарды тартады, аймақтың туристік әлеуетіндегі негізгі имидждік сипаттамаларын кеңейтеді. Өнімдер мен көрсетілетін қызметтердің коммуналдық қызметтерін қалыптастырудың ең кең таралған көзқарастары бөлінді. Туристік ресурстардың әлеуетін бағалаудың сандық және сапалық сипаттамалары анықталды. «Туристік потенциал» тұжырымдамасының теориялық негіздерін талдады. Аймақтың әлеуметтік-экономикалық дамуына ықпал ететін принциптер мен факторлар анықталды. Аймақтың туристік әлеуетін бағалау әдісі қарастырылады. Түрлі ауқымда бағалау: әлем деңгейінде, елде, аймақта және т.б. Туристік мүмкіндіктер белгілі аймақта туристік қызметті ұйымдастыру үшін табиғи, мәдени, тарихи және әлеуметтік-экономикалық алғышарттардың жиынтығы ретінде қарастырылады. Туристік мүмкіндіктер - туристік ресурстардың бар болуымен анықталған туристердің нақты және максималды саны арасындағы қатынас. Аймақтың аймақтық ерекшеліктері, оның аймақтың әлеуметтік-экономикалық жағдайына әсері зерттеледі. Аймақтағы ресурстарды тиімді пайдалану бойынша ұсынымдар әзірленді.*

***Негізгі сөздер:** Туристік ресурстар, туристік өнім, табиғи ресурстар, мәдени аймақтар, этномәдени орталардың ресурстары.*

ТУРИСТСКО-РЕКРЕАЦИОННЫЙ РЕСУРСНЫЙ ПОТЕНЦИАЛ КАК ФАКТОР СОЦИАЛЬНО-ЭКОНОМИЧЕСКОГО РАЗВИТИЯ РЕГИОНА

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***Аннотация:** Статья посвящена методике изучения ресурсного потенциала территории. Структура информационного аспекта туристского потенциала, по результатам исследования, формирует, привлекает туристские потоки, расширяет основные имиджевые характеристики в туристском потенциале региона. Выделены наиболее распространенные подходы к формированию функции полезности продукции и оказываемых услуг. Определены количественные и качественные характеристики оценки потенциала туристского ресурса. Проанализированы теоретические основы концепции «туристские потенциал». Определены принципы и факторы, влияющие на социально-экономическое развитие региона. Рассмотрена методика оценки туристских возможностей региона. Оценка в разных масштабах: на уровне мира, страны, района и т.д. Туристские возможности рассмотрены как совокупность природных, культурных, исторические и социально - экономические предпосылки организации туристской деятельности на определенной территории. Туристские возможности - это соотношение между фактическим и максимально возможным количеством туристов, определяемое наличием туристских ресурсов. Изучены региональные особенности территории, ее влияние на социально - экономическое состояние региона. Выработаны рекомендации по эффективному использованию ресурсов региона.*

***Ключевые слова:** Туристские ресурсы, туристский продукт, природные ресурсы, культурные регионы, ресурсы этнокультурной среды.*

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**THE CONSOLIDATED AND SEPARATE FINANCIAL STATEMENTS:
THEORY AND PRACTICE OF APPLICATION IN THE RK**

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***Annotation:** In the article the most important aspects of drawing up the consolidated report according to IFRS are considered. Also, the versions of drawing up the consolidated report are investigated: the first option is that, at first the reporting by IFRS for each company of the group is prepared. Then data of this reporting are summarized and corrected for obtaining the consolidated report. According to the second option, at first the indicators of the Kazakhstan reporting of all companies are formed. Then the aggregated national reporting of the group is transformed according to IFRS and corrected for the consolidation. The choice of both options depends on personnel and technical capabilities of the companies of holding.*

In general process of formation of the consolidated report represents line-by-line addition of the given financial report of the companies entering the group using a simultaneous exception of totals of intra group operations.

***Keywords:** Kazakhstan, IFRS, Goodwill, statements, balance sheet.*

Today in the Republic of Kazakhstan, as well as in the world, many enterprises work within group of companies. Each enterprise of group is obliged to make separate financial statements in accordance with IFRS. Also, the consolidated (summary) report that is uniform financial statements of all holding according to IFRS can be formed.

According to IFRS 27 the companies (the parent companies) which control activity of other firms (affiliated) have to make consolidated financial statements. As a rule, it is considered that one company controls another if it directly or indirectly

(through other companies) owns more than a half of voting shares of this firm.

In general process of formation of the consolidated report represents line-by-line addition of the given financial report of the companies entering the group using a simultaneous exception of totals of intra group operations.

It's worth noting that the reporting not of all firms which are under control of the parent company has to be consolidated. So, according to IFRS 27 it isn't necessary to include data about assets and liabilities of subsidiaries in the consolidated report:

- a share in which it is acquired for the purpose of resale in the near future and control over which in this regard is temporary;
- acting in the conditions of strict long-term restrictions which significantly complicate possibilities of subsidiaries to transfer funds of the parent company (for example if nationalization of property is carried out in the country with the subsidiary) [2].

Investments in such enterprises are reflected in the consolidated report of the parent company (if it is formed) as financial assets.

Sometimes data about subsidiary report is not included in the consolidated report because the specifics of its activity considerably differ from activity of other companies of group. However according to IFRS 27 it isn't acceptable: data about subsidiary has to be included in the consolidated report irrespective of the fact which kind of activity is engaged in as it helps users of the reporting to define scales of the activity within the group [2]. Thus, however, it is possible to be guided by the principle of importance which does not allow including insignificant information in the report. It can be a report of small subsidiaries which inclusion in the consolidated report do not influence on any decisions by users of the report of the holding.

The principle of importance does not allow consolidating the report of those companies, operations and which assets are insignificant in comparison with operations and assets of the whole holding. The special category is made by the enterprises which activity is first insignificant (their assets and financial results are less than 5% in assets and results of group) and secondly, it strongly differs in

character from primary activity of the organizations (group of companies) [2].

By drawing up the consolidated report by IFRS the Kazakhstan companies can choose one of the two options. The first option is that at first, the report by IFRS is prepared for each company of the group. Then data of this report is summarized and corrected for obtaining the consolidated report (an exception of intra group operations, reduction to uniform the accounting policies, etc.) [3].

According to the second option at first the indicators of the Kazakhstan reports of all companies are made. Then the aggregated national report of the group is transformed according to IFRS and corrected for the consolidation. According to IFRS 22 purchase of the enterprise means a merger of companies at which one of the companies (buyer) receives control over net assets and operations of other company in exchange for transfer of assets, acceptance on it self obligations or issue of shares. It means that purchase is also forming of subsidiary. By drawing up the consolidated reporting by purchase method the following adjustments are made:

Investments exception of the parent company. Investments of one companies of holding into other companies of holding shouldn't be reflected in the consolidated report. Along with intra group investments from the consolidated report the share of the parent company in the capital of all subsidiaries is also excluded. The remained share in the capital of the subsidiaries is reflected as a minority interest. Thus in the section «Equity» of the consolidated balance sheet the indicator of retained earnings of the group includes the general net profit of group 5, created in the consolidated profit and loss report [4].

The method of combination of interests (merge) is used by drawing up the consolidated report of group of companies, in which shareholders of the united companies perform general control over their uniform net assets and operations. The purpose of the combined control is continuous division of all risks and benefits between the companies. Any of the companies can't be defined as a buyer.

According to the method of combination of interests the summary reporting of the united companies is formed in such way that they were always integrated. In other words, it turns out by addition of all articles of assets, liabilities and the capital of the

companies. Thus assets and liabilities aren't overestimated and no business reputation arises. Only adjustments are made that are connected with derogations of the separate companies from uniform accounting policies and with an exception of intra group operations [1].

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ҚР-ДА ШОҒЫРЛАНҒАН ЖӘНЕ ЖЕКЕ ҚАРЖЫЛЫҚ ЕСЕПТІЛІКТІ ПАЙДАЛАНУ ТЕОРИЯСЫ МЕН ТӘЖІРИБЕСІ

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***Аңдатпа:** Мақалада ХҚЕС-на сәйкес шоғырланған есеп берудің негізгі аспектілері қарастырылған. Сонымен қатар, шоғырланған есеп берудің нұсқалары зерттелген: бірінші нұсқа бойынша, компанияның топтарына арнап ХҚЕС-на сәйкес есептілік жасалынады, содан соң есептіліктің ақпараттары біріктіріліп, дұрысталады. Екінші нұсқа бойынша, барлық компанияның есептіліктері Қазақстандық стандарт бойынша жасалып, ХҚЕС ауыстырылады. Қай нұсқаны таңдайтыны әр компанияның кадрлық және технологиялық мүмкіндігіне байланысты болады.*

Жалпы, шоғырландырылған есепті қалыптастыру үрдісі топ ішіндегі компаниялардың қаржылық есептілігін жолма - жол қосу кезінде топ ішіндегі мәмілелердің нәтижелерін шығарудан тұрады.

***Негізгі сөздер:** Қазақстан, ХҚЕС, Гудвилл, есептілік, бухгалтерлік баланс.*

КОНСОЛИДИРОВАННАЯ И ОТДЕЛЬНАЯ ФИНАНСОВАЯ ОТЧЕТНОСТЬ: ТЕОРИЯ И ПРАКТИКА ПРИМЕНЕНИЯ В РК

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***Аннотация:** В статье рассматриваются самые основные аспекты составления консолидированной отчетности по МСФО. Исследованы варианты составления консолидированной отчетности: первый вариант заключается в том, что сначала готовятся отчетности по МСФО для каждой компании группы. Затем данные этих отчетностей суммируются и корректируются для получения консолидированной отчетности, согласно второму варианту сначала складываются показатели казахстанских отчетностей всех компаний. Затем агрегированная национальная отчетность группы трансформируется в соответствии с МСФО и корректируется в целях консолидации. Выбор того или иного варианта зависит от кадровых и технических возможностей компаний холдинга.*

В целом процесс формирования консолидированного отчета представляет собой построчное добавление данного финансового отчета компаний, входящих в группу, с одновременным исключением итогов внутригрупповых операций.

***Ключевые слова:** Казахстан, МСФО, Гудвилл, отчетность, бухгалтерский баланс.*

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**PROBLEMS OF FORMING INTER-PROFITABLE COOPERATION IN THE
AGRARIAN SECTOR OF ECONOMICS**

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***Abstract:** In the article the authors substantiate the need for the formation and development of inter-farm cooperation to improve the efficiency and competitiveness of agricultural producers, which is a necessary condition for ensuring food security of the country.*

The publication deals with the formation of inter-farm cooperation the main priorities of development, which are: comprehensive modernization of technical and technological base of agriculture on the basis of the latest developments of science; organization of enterprises by type of food associations; specialization of agricultural production on consumer demand; creation of conditions for the development of all forms of agricultural entrepreneurship through active support for the independence of producers, the transition to self-government, self-sufficiency and self-financing; transition to a new system of motivation, stimulation of work.

In this article, the authors consider the problem with the sale of products, its storage and processing, supply of material resources. To solve these problems of small farms in agriculture are becoming increasingly common inter-farm cooperation. The main activity of inter-farm cooperation is the collection and sale of products, its processing, provision of material and technical supply, the implementation of agrotechnical measures, the provision of transport and other services by combining the means of members of the cooperation, attracting borrowed capital to form a production base.

The publication provides a thorough and detailed analysis of the efficiency and competitiveness of agricultural producers. In an open economy, competition from food exporters for markets of agricultural products is increasing. In these conditions, in order to ensure its sustainable and competitive development, the problems of qualitative transformation of the organizational and economic structure of agriculture in order to develop effective forms of ownership, use and management of production resources are of particular importance.

***Keywords:** Agriculture, land, agro-industrial complex, farmer, inter-farm cooperation.*

The food security of the country is one of the components of its national security. One of the key problems of the country's food security is the formation of a predominantly fine-grained structure of agricultural production, its technical and technological backwardness and low productivity. Despite the development of

agriculture in the Republic of Kazakhstan, the production and consumption of basic food products depend on imports of both food and agricultural machinery. Although Kazakhstan, unlike many countries, has great potential and reserves for the development of agriculture. Various natural and climatic conditions of the Republic favor the cultivation of many crops of temperate heat zone and the development of animal husbandry.

The experience of foreign countries in the organization of farming, the formation of industrial infrastructure in the interests of farmers, the creation of a system of cooperation, logistics, lending and the development of measures of state support is calculated in many decades. Despite the short-term operation of the farm in the country from year to year increases the production of gross agricultural output, increasing public investment and the formation of new agricultural facilities. However, the measures taken are not sufficient, because there are still acute questions about the increase in imports of agricultural products, the increase in prices for food products, the structure of agricultural exports does not change and financial economic mechanisms to stimulate agricultural producers are not created. The main problem of the development of domestic agriculture is that most of Kazakhstan's agricultural products are not characterized by a high level of productivity, by competitiveness both in the domestic and in the world market.

To solve these problems, a special role is played by the development and further strengthening of agricultural cooperatives in the field of production, processing, sale of agricultural products, as the most effective form of entrepreneurial activity. Foreign experience in the development of agriculture shows that the important factors for the effective development of the agricultural sector are the cooperation of agricultural producers, the development of medium - and large-scale commodity production.

Smallholder farmers often face problems in marketing their products, storing and processing them, supplying them with material resources. To solve these problems of small forms of management in agriculture are increasingly common inter-farm cooperation. The main activity of inter-farm cooperation is the collection

and sale of products, its processing, provision of material and technical supply, implementation of agrotechnical measures, provision of transport and other services by combining the funds of members of the cooperation, attracting borrowed capital for the formation of the production base [1].

In a broad sense, «cooperation» (from lat. Cooperation-cooperation) is a form of industrial relations of producers, coordination of activities of economic entities, their production units and individual citizens. This cooperation can take place at the on-farm, inter-farm and inter-sectoral levels. In the narrower sense, the concept of «cooperation» has several meanings, namely: - a form of organization of labor, in which a certain number of people jointly participate in one or different, but related processes of labor; this is a form of organization of production, which is an Association of producers or citizens to achieve common economic ties.

In an open economy, competition from food exporters to markets for agricultural products is increasing. In these circumstances, to ensure sustainable and competitive development, special importance attaches to the problems of the qualitative transformation of the organizational-economic structure of agriculture, with the aim of developing effective forms of ownership, use and disposition of productive resources. At the same time, to ensure the sustainable and effective development of the industry, it is necessary to create adequate regulatory, socio-economic, institutional and financial mechanisms for the functioning and stimulation of inter-farm cooperation in the agricultural sector.

A.V. Chayanov pointed to the main advantages of large-scale farming over small: a large buyer and a large seller enjoy all the advantages of the wholesale market and a cheap Bank loan; only large farms have access to expensive sophisticated machines, breeding producers, achievements of agronomic science. It is enough to cooperate with those branches of the peasant economy, in which a large form has undoubted advantages over small, and not to destroy the individuality of peasant farms. In the work «The main ideas and forms of the organization of country cooperation» A.V. Chayanov writes that peasant farms tend to cooperate in those sectors where large forms of management have advantages, that is, it is not advisable

to expand or cooperate all sectors of agriculture.

Historical experience shows that consumer cooperation can play a significant role not only in the economy and in the livelihoods of the population, especially during the aggravation of the socio-economic situation. It can be an important factor in the real recovery of the rural economy, improving its competitiveness, reducing import dependence and combating poverty and unemployment.

Nowadays, consumer cooperation of the Republic of Kazakhstan has a huge material and technical base and human resources potential, which due to the current economic situation are not in demand in full, its opportunities in the rise of the agricultural sector of the economy and social support of the rural population are not covered [2].

Therefore, the cooperative movement in rural areas is developing slowly in the Republic. The main objectives and principles of creation and activity of agricultural cooperatives are provided in the law of the Republic of Kazakhstan «on agricultural cooperatives». It defines the following objectives for the establishment and operation of agricultural cooperatives:

- 1) meeting socio-economic and other needs of cooperative members and protecting their interests;
- 2) increasing the income of cooperative members;
- 3) creation of a competitive environment in the fields of production, processing, marketing, storage of agricultural products, aquaculture products (fish farming), supply with means of production and material and technical resources;
- 4) development of infrastructure and provision of direct deliveries of agricultural products, aquaculture (fish farming) from producer to consumer;
- 5) facilitating the acquisition on favorable terms by members of the cooperative of the necessary resources and access to financing for their production and other economic activities.

The law of the Republic of Kazakhstan «on agricultural cooperatives» defines the following main tasks:

- harvesting of agricultural products and raw materials, on the basis of an extensive network for their reception and sale;
- processing of agricultural products and raw materials;
- developing new forms of management in order to increase agricultural production and create additional jobs;
- stimulating increasing production of the owners of household farms;
- leasing of agricultural machinery and equipment;
- fighting poverty in rural areas.

Realization of these tasks should be carried out by means of the developed system of urgent measures of consumer cooperation of the Republic of Kazakhstan taking into account regional features and branches of its activity.

As stated in the Law, the basic principles of the establishment and operation of agricultural cooperatives are:

1) voluntary entry into and exit from the agricultural cooperative, the possibility of entry for any person who meets the requirements of this Law and the Charter of the agricultural cooperative;

2) democratic governance, based on the equality of members of the cooperative: one member-one vote regardless of the size and number of property (share) contributions, with the exception of associate members of the cooperative;

3) electivity and accountability of management bodies of an agricultural cooperative to the General meeting of its members;

4) autonomy and independence of agricultural cooperatives;

5) realization by agricultural cooperative of goods (works, services) to the members on their Prime cost;

6) mutual assistance and economic benefits for the members of the cooperative;

7) access to information on the activities of the agricultural cooperative, the Association (Union) of agricultural cooperatives for all their members [3].

Kazakhstan for 2017-2021, achievement of the following indicators in 2021 was delivered:

- 1) productivity growth in agriculture by 38% in real terms compared to 2015;
- 2) growth of gross output (services) of agriculture by 30% in real terms compared to 2015;
- 3) growth in exports of food products by \$ 600 million;
- 4) decline in imports of food products by us \$ 400 million;
- 5) the growth of wholesale trade in food products by 29% compared to 2015.

To develop inter-farm cooperation in the agricultural sector of the economy, it is necessary to create certain social and institutional conditions. An important condition for improving the efficiency of the agricultural sector is the availability of skilled workforce and highly qualified specialists. Since the human factor is the basis for ensuring and improving the agricultural sector, the lack of highly qualified specialists reduces the effectiveness of the current system of state mechanisms for the development of the agricultural sector. In Kazakhstan, this is largely due to the decline in the prestige of agricultural labor, low wages. The negative impact on the processes of attracting qualified personnel to agriculture comes from the living conditions in rural areas. Unsuitable conditions for many young professionals are expressed: first, the lack of kindergartens, socio-cultural, communal institutions in rural areas, and secondly, the reduction of the list and the deterioration in the quality of services of institutions that continue their activities.

Introduction of logistics in the agricultural sector should be considered as one of the priorities for the development of inter-farm cooperation in the agricultural sector. The development of logistics based on the regulation of transport and information flows would help farmers to save significant financial resources [4].

To solve the problems of inter-farm cooperation in Kazakhstan it is necessary to develop and implement budget Agroleasing projects, as well as to create service agricultural cooperatives, their associations and unions on a territorial basis. It is necessary to restore and expand the networks of machine-technical stations, providing industrial and technological services to villagers.

In order to stimulate the investment attractiveness of Agroleasing, we need real guarantees for the return of lease payments to lessors, that is, the state must act as a

guarantor of rural producers in leasing operations. For this purpose as economists suggest to create the state leasing company at the expense of means of Fund of development of the Republic of Kazakhstan directed on the purpose of modernization of the agricultural enterprises.

To reduce the risk associated with agricultural production, its dependence on climatic conditions, the regulated market of products, the need to improve its competitiveness. Processing and service enterprises of the agroindustrial complex through cooperation seek to secure a sufficient income due to the presence of steady supply of raw materials or markets for their products or services. The tendency to enlargement of farms, their unification into inter-farm cooperation or simple partnerships is justified by more effective attraction and use of investment resources. The creation of inter-farm cooperation will have a multiplier effect: new jobs, a higher workload of existing capacities for processing agricultural products and, as a result, improving the welfare of the rural population, and, of course, the availability of natural quality products [5].

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ЭКОНОМИКАНЫҢ АУЫЛШАРУАШЫЛЫҚ СЕКТОРЫНДАҒЫ ФЕРМЕРАРЛІК КООПЕРАЦИЯНЫҢ ҚАЛЫПТАСУ МӘСЕЛЕЛЕРІ

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***Аңдатпа:** Мақалада авторлар ауылшаруашылық тауар өндірушілерінің тиімділігі мен бәсекеге қабілеттілігін арттыру үшін фермерлік ынтымақтастықты қалыптастыру мен дамыту қажеттілігін негіздейді, бұл елдің азық-түлік қауіпсіздігін қамтамасыз етудің қажеттілігінің шарты болып табылады.*

Мақалада фермераралық кооперациялардың негізгі даму басымдықтары ретінде мынадай мәселелер қарастырылады: басылым даму саласындағы негізгі басымдықтарды өзара әрекеттестікті қалыптастырумен айналысады: соңғы ғылыми зерттеулер негізінде ауыл шаруашылығының техникалық және технологиялық базасын жан-жақты жаңғырту; азық-түлік ассоциациясының түрлері бойынша кәсіпорындарды ұйымдастыру; тұтынушылық сұранысқа арналған агроөнеркәсіптік өндірістің мамандануы; тауар өндірушілердің тәуелсіздігін белсенді қолдауға, өзін-өзі басқару, өзін-өзі қамтамасыз ету және өзін-өзі қаржыландыруға көшу арқылы аграрлық бизнесінің барлық түрлерін дамыту үшін жағдай жасау; жаңа ынталандырушылық жүйеге көшу, еңбекті ынталандыру.

Бұл мақалада авторлар өнімдерді сату, оларды сақтау және өңдеу, материалдық ресурстармен қамтамасыз ету мәселесін қарастырады. Агроөнеркәсіптік кешенде шағын бизнестің осы мәселелерін шешу үшін фермерлер арасындағы ынтымақтастық кеңінен тарату ұсынылады. Шаруааралық өзара әрекеттестіктің негізгі қызметі - өнімді жинау және сату, оларды өңдеу, материалдық-техникалық қамтамасыз ету, агротехникалық шараларды жүзеге асыру, ынтымақтастық мүшелерінің қаражатын біріктіру жолымен көлік және басқа қызметтерді ұсыну, өндіріс базасын қалыптастыру үшін қарыздық капиталды тарту.

Бұл мақалада ауыл шаруашылығы тауарын өндірушілердің тиімділігі мен бәсекеге қабілеттілігін мұқият және егжей-тегжейлі талдау қамтамасыз етіледі. Ашық экономикада азық-түлік экспорттаушылардың экономиканың аграрлық секторы үшін нарықтарға бәсекелестігі артып келеді. Мұндай жағдайларда оның тұрақты және бәсекеге қабілетті дамуын қамтамасыз ету мақсатында ауыл шаруашылығының ұйымдастырушылық-шаруашылық құрылымын сапалы қайта құру проблемалары өндірістік ресурстарды иеленудің, пайдаланудың және пайдаланудың тиімді нысандарын дамыту үшін ерекше маңызға ие болады.

***Негізгі сөздер:** Ауыл шаруашылығы, жер, агроөнеркәсіп кешені, фермер, шаруашылықаралық ынтымақтастық.*

ПРОБЛЕМЫ ФОРМИРОВАНИЯ МЕЖФЕРМЕРСКОЙ КООПЕРАЦИИ В АГРАРНОМ СЕКТОРЕ ЭКОНОМИКИ

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***Аннотация:** В статье авторы обосновывают необходимость формирования и развития межфермерской кооперации для повышения эффективности и конкурентоспособности сельскохозяйственных производителей, что является необходимым условием обеспечения продовольственной безопасности страны.*

В публикации затрагивается тема формирования межфермерских кооперации основными приоритетами развития, которых являются: комплексная модернизация технико-технологической базы сельского хозяйства на основе новейших разработок науки; организация предприятий по типу продуктовых объединений; специализация агропромышленного производства на потребительский спрос; создание условий для развития всех форм аграрного предпринимательства через активную поддержку самостоятельности товаропроизводителей, переход на самоуправление, самокупаемость и самофинансирование; переход на новую систему мотивации, стимулирования труда.

В данной статье авторы рассматривают проблему со сбытом продукции, ее хранением и переработкой, поставкой материальных ресурсов. Для решения этих проблем малых форм хозяйствования в АПК все большее распространение получают межфермерская кооперация. Основной деятельностью межфермерской кооперации является сбор и реализация продукции, ее переработка, обеспечение материально-технического снабжения, выполнение агротехнических мероприятий, оказание транспортных и других услуг путем объединения средств членов кооперации, привлечение заемного капитала для формирования производственной базы.

В публикации приведен тщательный и детальный анализ эффективности и конкурентоспособности сельскохозяйственных производителей. В условиях открытой экономики усиливается конкурентная борьба со стороны экспортёров продовольствия за рынки сбыта продукции аграрного сектора экономики. В этих условиях для обеспечения его устойчивого и конкурентоспособного развития особую значимость приобретают проблемы качественного преобразования организационно-экономической структуры сельского хозяйства с целью развития эффективных форм владения, пользования и распоряжения производственными ресурсами.

***Ключевые слова:** Сельское хозяйство, земля, агро-промышленный комплекс, фермер, межфермерские кооперации.*

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**HUMANIZATION OF CRIMINAL POLICY AND JUDICIAL PRACTICE:
PUNISHMENT OF DETERMINATION OF FREEDOM IS APPLIED AS AN
EXTREME MEASURE**

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***Abstract:** This article discusses the process of humanization of criminal policy and judicial practice. The statistical data are given in comparison. Having disclosed criminal penalties, which should be not only effective, but also humane. It is emphasized that criminal penalties must comply with the principle of saving repressive measures, and the main criterion should remain the nature and degree of public danger of the crime committed and the personality of the criminal. In modern conditions, the fight against crime continues to be a serious goal. Moreover, its value increases, for several reasons. First, the expansion of the socio-economic relations of our states with other countries. Secondly, the very course of social development, the solution of complex and large-scale tasks facing the country at the present stage of its development for enhancing organizational, discipline and responsibility of all members of society, which objectively entails intensifying the fight against offenses.*

***Keywords:** Delinquency, offences, criminal police, humanization, stealing, robbery.*

At the same time, it would be wrong to identify the intensification of the fight against crime with the increase in punishments and the expansion of the sphere of criminal responsibility. The state, carrying out the fight against crime, must use a variety of economic, organizational and cultural-educational measures. But at the same time, despite the importance of socio-economic measures to prevent crime and improve educational work, one cannot ignore the significant role that criminal punishment and other measures of criminal law influence play in combating crime. Achieving the goals of criminal punishment affects the nature and dynamics of crime [1].

Thus, in 2016, the Republic of Kazakhstan is, compared to the same period last year, the level of registered crimes decreased by 5,2% (from 359,844 to 341,291). The reduction occurred in all types of crimes, of which 18,2% were particularly serious (from 2629 to 2150), 17,4% were serious (from 33,836 to 27,941), 2,8% for moderate crimes (from 279 389 to 271 592) and 10% for minor crimes (from 43 990 to 39 608).

Coordination of actions of government agencies on crime prevention allowed reducing the crimes forming its main structure, such as theft, by 1,5%, including room thefts by 2,9%, mugging by 15%, robbery by 24%, which constitute more than 72% all committed crime in the country. Crime committed by alcohol and drug intoxication was reduced by 4,3%, by juveniles by 16,9%, street crime decreased by 10,5% and recurrent crime by 7,2%.

Thus, we can see that the efforts of the state aimed at legal reform have been justified. Not the main, but the necessary role is played by criminal penalties in the fight against crime. These measures should be not only effective, but also humane.

However, criminal penalties must be consistent with the principle of economy of repressive measures. Of course, the main criterion should remain the nature and degree of public danger of the crime committed the criminal identify.

General line of criminal law and criminal executive policy should be the predominance of non-custodial measures of criminal punishment in comparison with other, more severe measures of criminal punishment, including imprisonment and the death penalty. Nowadays, progressive trends in the development of our criminal law are becoming more pronounced in the direction of further democratization, humanization, and more consistent expression in the law and practice of its application of the principles of differentiation of responsibility and individualization of punishment. Important stages in the development and consolidation of these trends were the State Program of Legal Reform in 1994, the Concept of Legal Policy, approved by the Decree of the President of the Republic of Kazakhstan dated September 20, 2002, the Program of the Government of the Republic of Kazakhstan for 2003-2006, the Concept development of criminal policy in the republic for 2007-2015. In particular, they talk about limiting repression to the minimum necessary to achieve their goals, to use various means to achieve the goals of criminal punishment, to differentiate responsibility and to individualize punishment [3].

Consequently, one of the important strategic goals is the reform of the penitentiary system. In modern Kazakhstan, the priority should be the development of institutions that execute punishment without isolation from society. The

implementation of this goal involves the solution of a complex of legal, organizational, correctional and other tasks. However, it is crucial to change the punitive policy of the state in the direction of its liberalization in relation to persons who have committed minor offenses. «In order for the country not to become «a prison state», serious work should be done not only at the executive, but also at the legislative level».

The need for humanization of the punitive policy of the state is predetermined by the fact that the punishment in the form of deprivation of liberty imposes a heavy burden on the state budget, leads to the rupture of social ties of convicts, and gives rise to the criminalization of society [4].

It can be noted that for Kazakhstan this problem is of particular relevance due to the fact that in the recent past the main type of punishment used by the court was imprisonment. Therefore, the issue of reducing the number of convicts in prisons in a remand prison is one of the most important and fundamental in reforming the penitentiary system of Kazakhstan, it is not only legal and economic, but also political.

In principle, the society also knows the main ways of humanizing punitive policies aimed at reducing the number of people condemned to imprisonment. This is the decriminalization of crimes that do not represent a significant public danger, a change in judicial practice, a wider use of alternative forms of punishment. Taking into account these directions, the modern criminal policy of Kazakhstan and judicial practice are also developing. The initiative of the President of the country Nazarbayev N.A. regarding the decriminalization of minor crimes is also aimed at further humanization of criminal policy. For example, Durmanov N.D. wrote: «If the legislator establishes that in relation to the crimes to be committed after the new law is issued, to achieve the goals of punishment, the newly established, less severe punishment is sufficient, then there is no reason to leave the former, more severe punishment to the persons who committed the crime under the earlier, more severe law».

In general, this tendency of humanization of criminal policy and judicial practice, when the penalty of deprivation of liberty is used as the last resort, is a favorable factor for the reform of the Penitentiary system. From one hand, it allows to improve the material and living conditions of serving the sentence, to protect thousands of citizens from the influence of the criminal environment. On the other hand, it is possible to develop and improve the activities of institutions that carry out punishment without isolation from society, which are potentially more effective than deprivation of liberty. This question is not only legal, but also political in nature, it characterizes in many respects the attitude of the state to the rights of citizens in general. The use of non-custodial sentences should be a wide judicial practice.

The question of the extensive use of alternative forms of punishment also has economic grounds, since their implementation does not require the involvement of significant financial resources, as is the case with respect to the deprivation of liberty. It should also be born in mind that in social terms, these types of punishments are more effective. So, if the level of recidivism by persons who have served a sentence of imprisonment is about 30%, then for punishments not related to deprivation of liberty, recidivism is only 2-5%. The international aspect of the problem is also important: Kazakhstan has ratified a number of fundamental international acts on the enforcement of criminal sentences, including in relation to punishments not related to isolation from society. The general global trend here is that deprivation of liberty should be used as the last resort, an exceptional measure. Alternative punishments as well as reconciliation between the perpetrator and the victim are becoming more widespread.

The Criminal Code of Kazakhstan has significantly expanded the list of punishments not related to isolation from society. Along with the traditional types for this category of penalties in the form of correctional labor, the law introduced a number of new types of punishments alternative to deprivation of liberty, such as compulsory work and restriction of liberty. However, the mere introduction of these types of punishments does not mean their practical implementation. For this, appropriate legal, organizational, and resource conditions should be created. But, at

this stage of the UIS development, such conditions are still absent and, of course, this negatively affects the effectiveness of the system of punishments, the practice of using certain types, and, naturally, the effectiveness of the fight against crime, since all of these types were intended to become, first of all, an alternative imprisonment. Thus, for the time of the reform of the UIS, for a number of reasons, primarily of a financial order, the organization of the execution of alternative types of punishment, with the exception of correctional work, did not receive its broad realization in practice [7].

In the implementation of criminal policy, the Republic of Kazakhstan should take into account the provisions of international standards, especially in the treatment of convicts, recommending the use of punishment in the fight against crime, first of all, not related to imprisonment. In the United States, Britain, France, Germany, Austria and many other countries, overcrowding in prisons led to unsafe conditions and the release of prisoners after they served only a small part of the term of the originally imposed punishment.

This made it necessary to use types of punishments that are alternative to deprivation of liberty in order to reduce the burden of prisons and to guarantee the serving of sentences to dangerous criminals.

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The overcrowding in prisons led to unsafe conditions and the release of prisoners after they served only a small part of the term of the originally imposed punishment in the United States, Britain, France, Germany, Austria and many other countries. This made it necessary to use types of punishments that are alternative to deprivation of liberty in order to reduce the burden in prisons and to guarantee the serving of dangerous criminals.

Thus, the objective need for the full expansion of the use of punishments not related to the isolation of the convict, has given rise to international reform of the

system of punishments. From the adopted international legal acts arises the need to humanize the system of criminal penalties. The United Nations Standard Minimum Rules for Non-custodial Measures (the Tokyo Rules) targeted the world community towards expanding the use of punishments alternative to incarceration and reducing the penalty for this type of punishment. In addition, they contain recommendations which sentencing authorities on the appointment of a number of sanctions, including a decree on the performance of public works.

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СОТ ТӘЖІРИБЕСІН ЖӘНЕ ҚЫЛМЫСТЫҚ САЯСАТТЫ ГУМАНИЗАЦИЯЛАУ: БАС БОСТАНДЫҒЫНАН АЙЫРУ ЖАЗАСЫ СОҢҒЫ ШАРА РЕТІНДЕ ҚОЛДАНЫЛАДЫ

БУХАЕВА А.А.

Саяси ғылымдарының докторы

Аңдатпа: Бұл мақалада сот тәжірибесі және қылмыстық саясатты гуманизациялау процесі қарастырылады. Статистикалық деректер салыстырылады. Ашылатын қылмыстық жазалау шаралары тек қана тиімді емес сондайақ ізгі болуға тиіс екенін көрсетеді. Қылмыстық жазалау шаралары репрессивтік шараларды сақтау қағидасына сәйкес келуі керек және, ал негізгі критерий қылмыс жасағаны және қылмыскердің жеке басының қауіптілігі мен сипаты болып қала беруі керек. Қазіргі заманда қылмыспен күресу күрделі міндет болып қала береді және қылмыстық жазалаудың мақсаттарына қол жеткізу қылмыстың төмендеуінің сипаты мен динамикасына әсер етеді. Адамгершілікке жатпайтын қылмыстық жазаларды ашып көрсетеді.

Негізгі сөздер: Қылмыс, қылмыстық полиция, гуманизациялау, ұрлық, қарақшылық.

ГУМАНИЗАЦИЯ УГОЛОВНОЙ ПОЛИТИКИ И СУДЕБНОЙ ПРАКТИКИ: НАКАЗАНИЕ В ВИДЕ ЛИШЕНИЯ СВОБОДЫ ПРИМЕНЯЕТСЯ КАК КРАЙНЯЯ МЕРА

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Аннотация: В данной статье рассматривается процесс гуманизации уголовной политики и судебной практики. Приводятся статистические данные в сравнении. Раскрываются меры уголовного наказания, которые должны быть не только эффективными, но и гуманными. Подчеркивается, что меры уголовного наказания должны соответствовать принципу экономии репрессивных мер, и главным критерием должны оставаться характер и степень общественной опасности совершенного преступления и особенности личности преступника. Указывается, что в современных условиях борьба с преступностью продолжает оставаться серьезной задачей и достижение целей уголовного наказания оказывает влияние на характер и динамику снижения преступности.

Ключевые слова: Преступность, преступления, криминальная полиция, гуманизация, кража, грабеж, разбой.

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OPTIMIZATION OF THE FINANCIAL SYSTEM STRUCTURE OF RK: CURRENT STATE AND DEVELOPMENT PROSPECTS

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***Abstract:** This article considered essence of the financial system on micro and macrolevels, basic links of the financial system. The issues of the day are indicated in development of the financial system RK, it is strengthening of this system and providing of exit of national economy on the trajectory of height and social development. On strengthening of the financial system the skilled and professional providing influences not insignificantly. Another not insignificant problem is the system of crediting of small business in Kazakhstan, that is considered in present time still so not developed. In the bank sector of Kazakhstan proceeds processes of consolidation, along with liquidation of unsteady banks, and also privatizing and absorption of separate bank structures. For further perfection of the financial system in RK basic priorities are certain on a prospect. On the whole, in spite of small in numbers problems meeting in development of the financial system in our republic, situation in this system it is possible to characterize stable. Certain work is conducted on perfection and optimization of structure of the financial system RK.*

***Keywords:** Financial system, complex of financial institutions, structure of the financial system, finance, income and expenses, the state budget, problems of the financial system, loan, monetary policy, currency relations, financial market, insurance market, stocks and bonds market, taxation, financial tools, financial control.*

The financial system of the state is a combination of financial and economic institutions, each of them is mediated by a cash fund. This definition is in the economic sense. In legal terms, the financial system is a combination of the state financial institutions (financial department and its divisions, tax authorities, state banks, state insurance companies). The financial system of the Republic of Kazakhstan has a market nature and usually consists of five elements: the state budget, local finance, special funds, national banks finances, finances of state enterprises and corporations.

On the microeconomic level, the structure of the financial system consists of primary finances - in enterprises and households. Two points are included in their financial activities: cash formation and expenditure. Incomes and expenses are balanced as follows. In enterprises, the state of finances is reflected in the profit and loss account. Household incomes (from the use of production factors) are compared with expenses (current consumption costs and savings).

Primary finance on the macroeconomic level serves as the basis for the state's secondary finances. They are formed as a result of the subsequent distribution (or redistribution) of income mainly through taxes. Taxes are obligatory payments from enterprises and people, which the state charges taking into account their primary incomes [1].

The state budget is a central element of the financial system. Various types of incomes, expenses and government loans are found there. The income part contains a list of incoming funds, and expenditure - combines all types of loans. I.e. the state budget is an economic category that expresses the relations of production in the form of money, occurring between the state and other participants of social production in the process of distribution and redistribution of social product value [2].

One of the most urgent and crucial current problems in financial system of RK is to strengthen this system and to ensure the national economy output on the trajectory of growth and social development. This requires efforts consolidation both political machinery, and whole society, intellectual potential of scientists and focused energy of entrepreneurs. Providing irreversibility to those positive developments, which were first achieved on the path of stabilizing the economy and its exit from the crisis depends on common effort and productive actions.

Thus, the strengthening of the financial system is significantly influenced by personnel and professional support. Perspectives of the country's financial system development and ways of its personnel and professional security should be considered in the context of their role and influence on the functioning of our society. It's well-known that finance in economics is equivalent in value to the circulatory system of the body. They create a close intertwining of specific financial areas such as: budget,

Treasury Department, taxation, social protection, banking or loan. Even though they are brought to perfect condition, won't be able to positively influence the economy since these are separate parts of one range. They need to be improved simultaneously [3].

Such an approach to solving urgent problems requires concentration in the context of two planes: assessment of improvement of existing financial system and its functioning mechanisms according to the modern needs; and assessment of the financial services personnel professionalism and their ability to accomplish these tasks.

After all, the financial system institutions are not abstract formations, they are represented by people, who bear a heavy burden of modern financial problems on their shoulders. Only professionalism and responsibility are the key to success in the formation of financial management and increasing the effectiveness of financial system influence on the socio-economic development of society.

Also, another important problem in Kazakhstan is the system of lending to small businesses, which is still undeveloped. These economic spheres are very important in market economy, as the example of developed countries shows, that this branch is a large part of GDP. Agriculture after the Soviet Union collapse was in critical condition, therefore, the priority task for the Republic at the moment is lending to this branch through commercial banks. Thus, the priority task in the financial system development of Kazakhstan for today is resolution of the aforementioned problems.

The most developed sector of the financial system is the banking sector. Consolidation processes are continuing along with the liquidation of unstable banks, as well as the privatization and absorption of certain banking structures in the banking sector of Kazakhstan [4].

The basic future priorities for further improvement of the financial system of Kazakhstan are following:

1. Improving the monetary policy of Kazakhstan. In particular, new directions of monetary policy have been identified, conducted by the National Bank of the

Republic of Kazakhstan. This is a transition to the principles of inflation targeting, which purpose is to reduce the average annual inflation rate, and also to improve monetary statistics in the country. This step will improve the quality of the financial sector monitoring. Also the work on the liberalization of monetary relations is intensified. In particular, a gradual removal of certain restrictions is carried out with conducting foreign exchange operations, the use of other methods of regulating foreign exchange transactions in accordance with the international politics requirements. At the same time, it is necessary to note the significant work of the National Bank in approaching the payment system of Kazakhstan to the standards of the European Union, and also in introduction and development of new types of payment instruments.

2. Forming the system of state regulation of the financial market by improving the performance of the consolidated financial supervision system. As part of the reform process, a comprehensive implementation of the methods' system and procedures of supervision and regulation of the financial market are carried out to increase the level of financial services consumers' rights and interests protection and to form a stable infrastructure of the domestic financial market. Particularly, active work of mechanism development for operational action in the growth of system and crises occurrence at the entire financial level is in hand. Work continues on the further implementation of international standards for the regulation of financial market individual segments, such as the Basel Committee's principles for the banking system, requirements of the International Association of Insurance Supervisors (IAIS) for insurance market, regulation principles of securities markets of the International Organization of Securities Commissions (ISOCO).

3. Improving the institutional base of the financial market. It is supposed to build a three-tier lending system, consisting of banks, institutions, doing certain types of banking services, microloan organizations. Work of such institutions as Kazakhstan Mortgage Company, Mortgage Guarantee Fund, Development Bank of Kazakhstan, Housing Construction Savings Bank is activated. One of the basic tasks in these institutions' activity is practical implementation of priorities of industrial-

innovative development strategy [5].

4. Revitalization of the insurance market, as this market in Kazakhstan is also not developed at the proper level. In this direction, the main goal is to form a perfect national insurance industry, active use of insurance as an effective mechanism to protect the interests of business entities and people from various risks.

5. Strengthening the potential of the securities market. Within this direction of the securities market development the following priorities are defined, among which is formation of internal institutional investors as the main subjects in the mobilization process and redistribution of free resources in the real economy sector.

Also among the priority tasks is expanding investment opportunities.

The main goal of this direction is to create conditions for emergence and formation of new financial instruments. This will help investors to redistribute loan risks by diversifying investments, and issuers' enterprises to find a new source of borrowing representing a fairly cheap alternative to a bank loan.

6. Harmonization of financial market participants' taxation and financial instruments. The transition to the standards of the European Union involves the abolition of tax incentives and preferences, which nowadays exist according to different financial instruments. The only exception is the introduction of temporary benefits to stimulate the development of a new financial instrument, which are connected with realization of the government investment policy in priority economical and financial sectors.

Financial control in Kazakhstan is carried out by the financial police and the Ministry of Finance.

Currently, the regulatory and legal framework dealing with financial relationships is still being reformed, but already established provisions are enough to regulate financial processes in the Republic of Kazakhstan.

In general, despite small problems, encountering in the development of the financial system in our republic, the situation in this system can be characterized as stable. Concrete work is underway to improve and optimize the structure of the financial system of Kazakhstan.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ ҚАРЖЫ ЖҮЙЕСІ ҚҰРЫЛЫМЫН ОҢТАЙЛАНДЫРУ: ҚАЗІРГІ ЖАҒДАЙЫ ЖӘНЕ ДАМУ ПЕРСПЕКТИВАСЫ

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***Аңдатпа:** Мақалада ҚР микро және макродеңгейіндегі қаржы жүйесінің мәні, оның негізгі түйіндері қарастырылған. ҚР қаржы жүйесінің өзекті даму мәселелері көрсетілген. Олар - осы жүйені күшейту және ұлттық экономиканың әлеуметтік даму және өсу траекториясына шығуды қамтамасыз ету. Қаржы жүйесінің күшеюіне кәсіптік қамтамасыз етілу дәрежесі өте зор үлес қосады. Сондай ақ Қазақстандағы шағын бизнесті несиелендіру жүйесі де маңызды мәселе болып табылады. Қазақстанның банк секторында консолидация процесі: тұрақсыз банктерді тарату және жекелеген банктік құрылымдарды жабу жұмыстары жүргізілуде. ҚР қаржы жүйесін одан әрі жетілдіру үшін болашаққа негізгі басымдықтар анықталды. Қорытындылай келе, кішігірім мәселелерге қарамай, Қазақстанның қаржы жүйесін тұрақты деп санауға болады. Бұл жүйенің құрылымын жетілдіру және оңтайландыру жұмыстары жүргізілуде.*

***Негізгі сөздер:** Қаржы жүйесі, қаржы мекемелерінің жиынтығы, қаржы жүйесінің құрылымы, қаржы, табыс және шығындар, мемлекеттік бюджет, қаржы жүйесінің мәселелері, несие, ақша-несие саясаты, валюталық қатынастар, қаржы нарығы, сақтандыру нарығы, құнды қағаздар нарығы, салық салу, қаржы құралдары, қаржылық бақылау.*

ОПТИМИЗАЦИЯ СТРУКТУРЫ ФИНАНСОВОЙ СИСТЕМЫ РК: СОВРЕМЕННОЕ СОСТОЯНИЕ И ПЕРСПЕКТИВЫ РАЗВИТИЯ

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***Аннотация:** В данной статье рассмотрены сущность финансовой системы на микро и макроуровне, основные звенья финансовой системы. Указаны актуальные проблемы в развитии финансовой системы РК. Это - укрепление данной системы и обеспечение выхода национальной экономики на траекторию роста и социального развития. На укрепление финансовой системы немаловажно влияет кадровое и профессиональное обеспечение. Еще одной не менее важной проблемой является система кредитования малого бизнеса в Казахстане, которая считается в нынешнее время все еще так и не развитой. В банковском секторе Казахстана продолжаются процессы консолидации, наряду с ликвидацией неустойчивых банков, а также приватизацией и поглощением отдельных банковских структур. Для дальнейшего совершенствования финансовой системы в РК определены основные приоритеты на перспективу. В целом, несмотря на малочисленные проблемы, встречающиеся в развитии финансовой системы в нашей республике, ситуацию в данной системе можно характеризовать стабильной. Ведется конкретная работа по совершенствованию и оптимизации структуры финансовой системы РК.*

***Ключевые слова:** Финансовая система, совокупность финансовых учреждений, структура финансовой системы, финансы, доходы и расходы, государственный бюджет, проблемы финансовой системы, кредит, денежно-кредитная политика, валютные отношения, финансовый рынок, страховой рынок, рынок ценных бумаг, налогообложение, финансовые инструменты, финансовый контроль.*

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DIRECTION: ENVIRONMENTAL PROTECTION AND TRANSPORT

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ECOLOGICAL CONDITION OF FORESTS ON THE TERRITORY OF THE AKMOLA REGION

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Abstract: *Since the beginning of the fire hazard period of 2014, 57 fires have occurred in the state forest fund, compared to the same period of 2013, their number increased 2,4 times (23 fires). The area covered by fires increased by 99% and amounted to 267 hectares, there was an increase in material damage more than 16 times and amounted to 7 million 962 thousand tenge.*

During the past period of 2014, 1 steppe fire was recorded in the region in Stepnogorsk with a total area of 49 hectares, without damage, 2013 (0).

It should be noted the weak work in this direction of the state national natural park «Kokshetau» (52%), the regional state administration «Sandyktau Forestry Administration» (33%), the regional state enterprise «Zhasyl Aymak» 33% of the planned amount of work.

Basically, steppe fires and fires are liquidated with the involvement of state fire service forces, which often travel 100 km from their deployment sites, while reducing the fire protection of populated areas, which indicates the effectiveness of the created voluntary fire fighting units.

Keywords: *Fire hazard period, material damage, fire, natural park, forest fund.*

Since the beginning of the fire hazard period of 2014, 57 fires have occurred in the state forest fund, compared to the same period of 2013, their number increased 2,4 times (23 fires). The area covered by fires increased by 99% and amounted to 267 hectares, there was an increase in material damage more than 16 times and amounted to 7 million 962 thousand tenge.

The growth of forest fires is observed in the following areas of Akkolsky - by 7,3 times (2014 - 22 fires, 2013 - 3 fires), Burabaysky by 21,4% (2014 - 17 fires,

2013 - 14 fires), Enbekshildersky - in 7 times (2014 - 7 fires, 2013 - 0 fires), Zerendinsky 3 times (2014 - 6 fires, 2013 - 2 fires), Yereymentausky 1 time (2014 - 2 fires, 2013 - 1 fire), Kokshetau 1 time (2014 - 2 fires, 2013 - 1 fire), Bulandinsky 100% (2014 - 1 fire, 2013 - 0).

During the past period of 2014, 1 steppe fire was recorded in the region in Stepnogorsk with a total area of 49 hectares, without damage, 2013 (0).

In the general system of measures to deal with natural emergencies, which include forest-steppe fires, the Department of Emergency Situations of the Akmola region pays special attention to a set of measures aimed at reducing the risk of emergency situations and mitigating their consequences.

Since 2010, the authorized body in the field of emergency situations annually develops an Action Plan for the prevention and elimination of forest and steppe fires in the territory of the Republic of Kazakhstan.

This year the Plan was approved by the First Deputy Prime Minister on April 15, 2014 [1].

The plan provides for the conduct of fire and tactical exercises on the organization of interaction between services in extinguishing forest and steppe fires of various categories of complexity, taking into account interregional interaction, updating plans to attract forces and means, communication schemes, warning and informing the population. In addition, measures are provided for the early detection of fires, the organization of protective mineralized strips around populated areas, industrial facilities, along railroads, highways, power lines, coniferous youngsters, forests, and the provision of aviation and land patrols of the state forest fund.

During the implementation of the Action Plan for the prevention and elimination of forest and steppe fires in the territory of the Republic of Kazakhstan, the Department of Emergency Situations of the region addressed to the directors of the department of natural resources and environmental management, passenger transport of Akmola region, SNPP «Kokshetau», «Burabay», «Buyratau», RSU «Sandyktau» UPLH, RSE «Zhasyl aimak», branches of JSC NC «KTZh» - «Akmola branch of the road», JSC NC «Kaz Avto Zhol», JSC «KEGOC» Kokshetau energetic

networks, Kokshetau energo LLP's letters of recommendations on the organization of the device mineralized strips along railways, roads, power lines and around forests. In accordance with the responses of the branch of JSC NC Kaz Avto Zhol, a branch of JSC NC NC KTZh - Akmola Branch of Roads and state forest owners.

It should be noted that according to Article 38 of the Law of the Republic of Kazakhstan «On Civil Protection», state control in the field of fire safety in the state forest fund is carried out by the authorized body in the field of forestry.

As of August, the Department of Natural Resources and Environmental Management of the Akmola region produced a device of 1,665 km of the planned 1,700 km from the planned, the Department of Passenger Transport and Highways of the region produced a device of 180 km, the state national natural park Burabai plowing for 170 km, plowing was carried out for 1,661 km out of the planned 3,150 km in the state national natural park «Kokshetau» 788 km of the planned 2365 km of the forestry were plowed, and the mineralized strips of 243 km were produced at the Zhasyl Aimak regional state enterprise from the planned 729 km.

It should be noted the weak work in this direction of the state national natural park «Kokshetau» (52%), the regional state administration «Sandyktau Forestry Administration» (33%), the regional state enterprise «Zhasyl Aymak» 33% of the planned amount of work [1-2].

The Law «On Civil Protection», the extinguishing of steppe fires and fires in populated areas, where no units of the state fire service have been created are entrusted to local executive bodies, including with the involvement of non-state and voluntary fire fighting units.

To prevent and extinguish fires in rural areas, 174 voluntary fire fighting units numbering 1,762 people have been created by local executive bodies. The volunteers are armed with 67 fire brigade cars, 45 fire brigade pumps, and 798 units knapsack sprayers.

The main disadvantage of the comprehensive implementation of issues related to the prevention and suppression of steppe fires is the low rate of local executive bodies' activities in financing activities aimed at the technical strengthening of

voluntary formations.

Basically, steppe fires and fires are liquidated with the involvement of state fire service forces, which often travel 100 km from their deployment sites, while reducing the fire protection of populated areas, which indicates the effectiveness of the created voluntary fire fighting units [3-4].

To strengthen the technical component of the voluntary units in the current year, the Department transferred to the balance of local executive bodies 2 units of serviceable fire equipment. As a result, there has been a positive trend in the degree of their participation in extinguishing wildfires.

In 2014, the Department, in accordance with the developed training program for volunteer firefighters, trained 10 volunteer firefighters and non-state fire services at the specialized training center and vocational school.

In the framework of the Law on Civil Protection signed by the Head of State by the Resolution of the Government of the Republic of Kazakhstan dated August 12, 2014 No. 894 «On approval of the Rules for the creation by local executive bodies of fire stations, and their material and technical equipment in settlements where there are no units of the state fire service». The mechanism and order of creation of fire stations with the minimum technical resources is defined. An important factor was the consolidation by the Law of the issues of social protection of fire volunteers at the expense of budget funds, in terms of establishing compensation for their injury or death in the performance of their duties. With the adoption of a number of by-laws in this area, certain conditions will be created for the akimats to effectively exercise powers to prevent and extinguish fires in the steppe arrays and settlements not provided with fire protection.

In order to provide additional voluntary fire protection of rural settlements in accordance with the program of the Road Map «90 days of development», the Department of Emergency Situations of the Akmola region, together with akimats of Shortandy and Tselinograd districts, designated places for the organization of fire posts.

In Shortandy district, the place of location of the fire post is defined by the State Administration of «Agrotechnical College No.5» located in the village of Bozaigyr, located 35 km from Astana with a population of 2,820 people. This location of the fire station will provide cover within a radius of 20 km of settlements of art. Tonkeris with a population of 677 people and the village of Klyuchi with a population of 540 people without fire protection.

In the Tselinograd district, the state government-owned enterprise on the right of economic management «Kosshy Kuat» is located in the village of Kosshy and located 10 km from Astana, with a population of 21,487 people. This location of the fire station will provide cover within the radius of 20 km of the village of Toytebe with a population of 1355 people, the village of Kyzylzhar - 755 people, the village of Preobrazhenka - 165 people who do not have fire protection. The end result will be the provision of fire protection for 7 rural settlements.

The Department of Emergency Situations of the Akmola region from the above Akimats received a written consent on acceptance of a single unit of fire equipment (AC-5-40 (KAMAZ-43101), 1997, AC-4-40 (AAM-5-40) ZIL-434112).

Additionally, we inform that since October 2013, in coordination with the Ministry of Emergency Situations of the Republic of Kazakhstan, we have been working on the transfer of 4 units of fire equipment to the local executive bodies of Zerandinsky and Atbasarsky districts to open fire stations.

According to Article 26 of the Forest Code of the Republic of Kazakhstan, the fight against forest fires is the responsibility of state forestry institutions, specially protected natural territories and other state forest owners.

The prevention and liquidation of forest fires is carried out in a combined way - by divisions of the regional state owned enterprise Kazavialesookhrana and ground forces of state forest owners.

Forest fires are suppressed by state forest owners on their own, however, in case of a fire turning into a large category (25 hectares or more), organizations and the local population at the district level are attracted according to the Plans of Interaction between Forces and Means.

In recent years, there has been a positive trend in equipping environmental protection institutions with fire fighting equipment. Today, the degree of their equipment is about 70% [5-6].

According to the data of the State Administration «Territorial Inspection of Forestry and Hunting Economy», in 2014, an audit was carried out to replenish the inventory of equipment and fire-fighting equipment in the event that forest and steppe fires were involved in extinguishing. There are 22 forest fire stations, 70 fire trucks, 106 tractors with a complete trailer inventory, 664 forest fire extinguishers, 56 fire engine pumps, 2985 firecrackers, 318 axes, 91 chainsaws, 1339 shovels in state forestry institutions of the region.

To prevent large area forest fires, their timely detection plays a major role.

For the purpose of promptly detecting forest fires, there are more than 37 fire observation towers, on which duty is organized during the fire-hazardous season. For operational communication, employees of state forest owners use 1340 radio stations (129 stationary, 296 mobile and 915 wearable).

At the same time, I would like to note that there are no forest fire stations in the Bukpa State Forest Management Agency and the Barap State Forest Management Agency.

For the purpose of timely detection of forest fires by the forces of the regional state-owned enterprise Kazavialesokohrana, air patrols were organized covering the state forest fund of the region.

To increase the level of combat readiness, as well as working out the interaction of forces and means involved in extinguishing forest fires, on May 14, 2014, in the territory of the Malo-Tyukta forest area of the Zerenda forestry enterprise, the Fire-2014 territorial command-staff exercise was held on the topic: fire extinguishing, rescue services, the state administration of forestry and the population in the event of a large-scale natural fire in the territory of Akmola and North Kazakhstan region.

The purpose of the exercise is to increase the level of combat readiness, working out the interaction of forces and means involved in extinguishing forest fires,

as well as ensuring the safety of citizens.

During the exercises, joint actions of interested organizations on the elimination of the conditional forest fire in a cross-border area were developed using fire extinguishing equipment for aviation and ground protection of forests.

In order to improve the fight against forest fires, the Ministry of Internal Affairs of the Republic of Kazakhstan is developing and implementing an information system for fighting forest fires using geoinformation systems within the framework of the project «Preserving forests and increasing the forest cover of the territory of the Republic».

The main purpose of creating a forest fire extinguishing information service is to increase the effectiveness of fighting forest fires through rapid response to fires.

This system is a round-the-clock scanning video surveillance and provides early detection of forest fires, successfully used in Western and Eastern Europe [7-8].

Along with this, the Department signed an agreement with the National Center for Space Research and Technology for the acquisition of space monitoring data at the expense of the local executive body.

According to Kazgidrometluzhby on the territory of Akmola region in August, the situation with a high atmospheric temperature stabilizes, but the deficit of precipitation will remain virtually throughout the region. The temperature in September will be within the normal range (+160 C), while dry weather is expected in almost the entire territory.

In this regard, city and district headquarters need to coordinate their activities taking into account past experience in fighting fires and the predicted difficult meteorological situation, as well as organize massive advocacy work among the population involving the media, the need for strict compliance with fire safety requirements in forest and steppe arrays.

State administration «Territorial inspection of forestry and hunting» and akims of cities, districts:

- take additional measures on technical equipment and bringing this component up to the norms of position in forestry institutions, and for volunteers based on the

need for established formations;

- replenish stocks of fuel and lubricants and food products to support the work of extinguishing possible natural fires;

- during the whole fire season, to conduct on an ongoing basis explanatory work among the population with the involvement of the media, about the need for strict observance of fire safety requirements in forest and steppe arrays;

- with the onset of a high class of fire danger, jointly take measures to limit the access of the population to the forests;

- when burning agricultural residues from agricultural organizations, strengthen measures to prevent the transition of fire to forest-steppe arrays;

- take measures to allocate funds for fire protection needs of an adequately evolving situation with fires and ensure their full targeted development.

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АКМОЛА ОБЛЫСЫНЫҢ АУМАҒЫ БОЙЫНША ОРМАНДАРДЫҢ ЭКОЛОГИЯЛЫҚ ЖАҒДАЙЫ

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Аңдатпа: 2013 жылмен салыстырғанда мемлекеттік орман қорында 2,4 есе (23 - өрт) өрт пайда болу ұлғайды, 2014 жыл өрт қаупі бар кезең табиғи орман қорынан 57 орман өрттері ұлғая бастады. Сөндірілген өрт алаңы алаң 99%-ға артып, 267 гектарды құрады, ал материалдық шығын 16 есе асып 7 млн. 962 мың теңгені құрады. 2014 жылдың өткен кезеңінде Степногорск аймағында 1 далалық өрт тіркелді, оның жалпы ауданы 49 гектарды құраса, 2013 ж. (0). Бір ескеретін жағдай «Көкшетау» мемлекеттік табиғи паркі (52%), «Сандықтау орманышылығының облыстық мемлекеттік мекемесі» (33%), «Жасыл Аймақ» облыстық мемлекеттік мекемесі жоспарланған жұмыс көлемінің 33% әлсіз орындалуын айта кетуге болады.

Дала өрттері мен өрттер негізінен мемлекеттік өрт сөндіру бөлімшелерінің қамтыумен орындалады, олар 100 км қашықтыққа пайда болған өртті сөндіруге шығады, сонда, мында көріп тұрғандай ерікті өрт сөндіру бөлімшелерінің төмен деңгейде жұмыс атқарылуын көрсетеді.

Негізгі сөздер: Өрт қаупі бар кезең, материалдық шығын, табиғи парк, орман қоры.

ЭКОЛОГИЧЕСКОЕ СОСТОЯНИЕ ЛЕСОВ НА ТЕРРИТОРИИ АКМОЛИНСКОЙ ОБЛАСТИ

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Аннотация: С начала пожароопасного периода 2014 года на территории государственного лесного фонда произошло 57 пожаров, по сравнению с аналогичным

периодом 2013 года их количество увеличилось в 2,4 раза (23 пожара). Увеличилась площадь, пройденная пожарами на 99% и составила 267 га, произошёл рост материального ущерба более 16 раз и составил 7 млн. 962 тыс. тенге. За истекший период 2014 года в области зарегистрирован 1 степной пожар в г. Степногорск общей площадью 49 га, без ущерба, 2013 год (0). При этом следует отметить слабую работу в данном направлении государственного национального природного парка «Кокшетау» (52%), регионального государственного учреждения «Сандыктауское управление лесного хозяйства» (33%), регионального государственного предприятия «Жасыл аймак» 33% от запланированных объемов работ.

В основном степные пожары и загорания ликвидируются с привлечением сил государственной противопожарной службы, которые зачастую выезжают за 100 км от мест дислокации, при этом снижая противопожарную защиту населенных пунктов, что свидетельствует о низкой эффективности созданных добровольных противопожарных формирований.

Ключевые слова: пожароопасный период, материальный ущерб, пожар, природный парк, лесной фонд.

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ECOLOGICAL MONITORING OF AIR ENVIRONMENT OF MOTOR TRANSPORT EMISSIONS ON DOWNLOADED SITES G. KOKSHETAU

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***Abstract:** Created more economical engines. The intensity of movement was measured at different times of the day: at 8, 13, 18 and at night, then the average value was calculated. 3 times 20 minutes in each of these terms. Summarizing the data, they calculated the intensity of traffic at the intersection of Gorky and Auezov streets. They calculated the traffic intensity at the intersection of Gorky and Auezov streets. It was found that Volkswagen, Toyota and VAZ are the most common car brands in the city of Kokshetau. Their number: Volkswagen brands - 611 cars, Toyota - 412 cars, VAZ - 626 cars. The main object of further research were these cars. During the day, 18338 cars, 1140 buses, 1321 passenger trucks, and only 43 medium-sized trucks and 20 heavy trucks move at this intersection. It was found that the most common brands of cars in the city of Kokshetau are Volkswagen, Toyota and VAZ. Their number is: Volkswagen brands - 611 cars, Toyota - 412 cars, VAZ - 626 cars.*

***Keywords:** Pollution, automobiles, intensity, nitrogen oxides, carbon monoxide.*

A significant component of air pollution in cities, especially large ones, is motor vehicle exhaust. Many countries, including Kazakhstan, are taking various measures to reduce the toxicity of emissions by better cleaning gasoline, replacing it with cleaner energy sources (gas fuel, ethanol, electricity), reducing lead in gasoline additives. More economical engines are being designed with more complete combustion of fuel, creating zones in cities with limited car traffic. Despite the taken measures, the number of cars is growing from year to year, and air pollution is not decreasing.

It is known that motor transport emits into the air more than 200 components, including carbon monoxide, carbon dioxide, oxides of nitrogen and sulfur, aldehydes, lead, cadmium and a carcinogenic group of hydrocarbons. At the same time, the greatest amount of toxic substances is emitted by motor transport into the air at low

speed, at intersections, and stops in front of traffic lights. So, at a low speed, the gasoline engine emits 0,05% of hydrocarbons into the atmosphere (of the total emission), and at low speed - 0,98%, carbon monoxide, respectively - 5,1% and 13,8%. It is estimated that the average annual mileage of each car is 15 thousand km. On average, during this time, it depletes the atmosphere by 4350 kg of oxygen and enriches it by 3250 kg of carbon dioxide, 530 kg of carbon monoxide, 93 kg of hydrocarbons and 7 kg of nitrogen oxides [1].

Conducting environmental monitoring of the air environment in Kokshetau allows us to estimate the congestion of the street section with different types of vehicles. The determination of traffic on streets by motor transport was carried out according to the method of A.I. Fedorov [2]. The roads with the most intensive traffic are located in the central part of the city.

First, the road section at the intersection of Gorky and Auezov streets was considered. Even with the naked eye it is clear that this intersection is very busy. Gorky and Auezovaya Streets are two-way streets with four lanes each. The intensity of movement was measured at different times of the day: at 8, 13, 18 and at night, then the average value was calculated. The intensity of the movement of vehicles was determined by counting vehicles of different types 3 times 20 minutes in each of the specified periods [3]. Summarizing the data, they calculated the intensity of traffic at the intersection of Gorky and Auezov streets.

The most common form of transport is cars. During the day, 18338 cars, 1140 buses, 1321 passenger trucks, and only 43 medium-sized trucks and 20 heavy trucks move at this intersection. Similar studies were conducted in other streets of the city.

According to the experiment conducted in the city of Kokshetau, the most busy are the intersections of the streets: Gorky-Severnaya, Gorkoyo-Auezova, Gorkoyo-Abay, Gorky-Auelbekov; medium-loaded street intersections: Abay-Mira, Pushkin-Auelbekov, Gabdullin-Auezov, Gorky-Akana Sere; the intersections of the streets Abay-Kuybyshev, Abay-Tashenov, Auezov-Potanin, Auelbekov-Sadvokasov are lightly loaded. The data obtained are depicted in Figure 1. In Figure 1, the high-loaded intersections are highlighted in red, medium loads - in brown, lightly loaded -

in green.

Determining the busy streets, there is no way to know the life of the car. In this regard, during the work, communication was established with the centers for technical inspection of vehicles, as they directly determine the maximum permissible carbon monoxide emissions and hydrocarbon emissions.

The number of technical inspection centers in Kokshetau is limited. At the moment, five centers are registered in the city:

1. Joint-stock company «National expertise and certification centre» Kokshetau, located in Ualihanov street 238;
2. Individual entrepreneur «Gidich», located in Northern industrial zone;
3. Individual entrepreneur «Migachev», located along the Krasnoyarsk highway;
4. Limited Liability Partnership «Kokshetau inspection», located in Auezov street 189 A;
5. Limited Liability Partnership «Kokshetau-standard», located in Auezov street 189 B.

Specialized centres are licensed to conduct a technical inspection of vehicles and issue certificates of annual technical inspection.

Previously, the State Traffic Inspectorate was engaged in the procedure of technical inspection, but since January 2015, the inspection was handed over to private specialized centres. The centres are equipped with modern diagnostic equipment, and the procedure for inspecting vehicles is carried out by qualified specialists.

Thus, the study of the quantitative and age composition of the vehicle fleet of Kokshetau city was carried out on the basis of the centre of technical inspection of Kokshetau-standard LLP. The necessary data occupy the time period from January 2015 to April 2018 [4-5]. During the period from January 2015 to April 2018, 3,500 vehicles passed technical inspections. On the basis of this, an analysis of the quantitative composition of the Kokshetau car park was performed.

the exhaust gases will be increased.

These cars fall into different groups of Euro environmental standards that limit emissions of harmful substances in exhaust gases. In Europe, from 1992 to 1994, the Euro-1 environmental standard was in effect, from 1995 to 1998 - Euro-2, from 1999 to 2004 - Euro-3, from 2005 to 2008 - «Euro-4», from 2009 to 2018 - «Euro-5». Thus, cars manufactured from 1992 to 2001 in Europe are unsuitable for use [6-7].

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КӨКШЕТАУ ҚАЛАСЫНДАҒЫ АВТОКӨЛІКТЕРДІҢ ҚАРҚЫНДЫ ҚОЗҒАЛЫСЫНАН АТМОСФЕРАЛЫҚ ОРТАСЫНЫҢ ЭКОЛОГИЯЛЫҚ МОНИТОРИНГІ

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***Аңдатпа:** Қосымша экономикалық қозғалтқыштар құрылды. Қозғалыс тәуліктің қарқыны әртүрлі уақыттарында өлшенді: 8, 13, 18 сағатта және түн уақытында, содан кейін орташа мәні есептелді. Автокөліктердің қарқын қозғалысын келесі әдіс бойынша есептелді, ол үшін әртүрлі автокөліктердің қозғалысын 3 рет 20 минуттан белгілі уақытта анықталады. Қозғалыс қарқыныны Горький және Әуезов көшелерінің қиылысында есептеліп, деректер жиналды. Олар Горький мен Әуезов көшелерінің қиылысындағы қозғалыс қарқынын есептеді. Көкшетау қаласында Volkswagen, Toyota және VAZ автомобильдерінің ең танымал брендтері болып табылды. Олардың саны: Volkswagen брендтері - 611 автокөлік, Toyota - 412 автокөлік, VAZ - 626 автокөлік. Одан әрі зерттеудің негізгі объектісі осы автокөліктер болды. Тәулігінде бұл жерде 18338 автокөлік, 1140 автобус, 1321 жеңіл автокөлік, 43 орта жүк көлігі және 20 ауыр жүк көлігі жүріп жатыр. Көкшетау қаласында автомобильдердің ең танымал брендтері Volkswagen, Toyota және VAZ болып табылады. Олардың саны: Volkswagen брендтері - 611 автокөлік, Toyota - 412 автокөлік, VAZ - 626 автокөлік.*

***Кілтті сөздер:** Ластану, автокөліктер, қарқындылық, азот тотықтары, көміртек тотығы.*

ЭКОЛОГИЧЕСКИЙ МОНИТОРИНГ ВОЗДУШНОЙ СРЕДЫ ВЫБРОСОВ АВТОТРАНСПОРТА НА ЗАГРУЖЕННЫХ УЧАСТКАХ Г. КОКШЕТАУ

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***Аннотация:** Созданы более экономичные двигатели. Замеры интенсивности движения проводились в разное время суток: в 8, 13, 18 и ночные часы, затем вычислили среднее значение. Интенсивность движения автотранспорта определили методом подсчета автомобилей разных типов 3 раза по 20 мин в каждом из указанных сроков. Обобщив данные, вычислили интенсивность движения автотранспорта на перекрестке улиц Горького и Ауэзова. Подсчитали интенсивность движения на пересечении улиц Горького и Ауэзова. Было обнаружено, что Volkswagen, Toyota и VAZ являются наиболее распространенными марками автомобилей в городе Кокшетау. Их число: марки Volkswagen - 611 автомобилей, Toyota - 412 автомобилей, VAZ - 626 автомобилей. Основным объектом дальнейших исследований были эти автомобили. За сутки на данном пересечении двигаются 18338 легковых автомобилей, 1140 автобусов, 1321 легковых грузовых автомобилей, и только 43 средних грузовых и 20 тяжелых грузовых автомобилей. Было установлено, что*

наиболее распространенные марки автомобилей в городе Кокшетау это - Volkswagen, Toyota и ВАЗ. Их количество составляет: марки Volkswagen - 611 автомобилей, Toyota - 412 автомобилей, ВАЗ - 626 автомобилей.

Ключевые слова: Загрязнение, автомобили, интенсивность, оксиды азота, окиси углерода.

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DIRECTION: SOCIAL - HISTORICAL AND PEDAGOGICAL

UDC 316

HIGHER EDUCATION IN THE REPUBLIC OF KAZAKHSTAN

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***Abstract:** All over the world there is a process of reforming of an education system in which the tendency of a humanization of the formation directed on change of the person, development of its creative abilities, bringing up of the person for whom the universal values and ideals would become supervising vital principles is being strengthened.*

Today the orientation of the population to gain higher educational level has been accurately designated.

The educational system of Kazakhstan including the sphere of higher education as well before disintegration of the USSR was in its unit educational space and had its mechanisms worked out by decades. Changes in society brought changes in education system, the necessity of its transformation in accordance with market relations, and, hence, objectively caused the process of reforming of education system in higher educational institutions.

***Keywords:** Students, education, possibilities, technologies, experimental.*

According to UNESCO, there is observed quantitative growth of trained on all educational levels. If in 1960 it made 14% from total number of the world's population and was equal to 437 million people, then in 1991 this indication made 18% and was equal to 990 million people. Rate of number of students in higher education system is more intensively observed. Therefore, in 1960 the total number of students of higher educational institutions in the world was 13 million, in 1970 - 28 million, in 1980 - 46 million, in 1991 - 65 million. Under UNESCO forecasts by 2025 the number of students should come near to 100 million people [1].

However, these processes all over the world proceed unequally. Each state has not identical educational potential and prospects in an education sphere. In the world the big rupture between developed and developing countries is remained. In addition,

the leading position in education traditionally is occupied by the USA. They still keep doubtless leadership in relation to developing countries, but concerning the developed countries to which number it is possible to refer Japan, Germany, France and South Korea the tendency to rupture reduction is observed.

During the last years there have been undertaken huge efforts on the part of the Republics of Kazakhstan on bringing the education system into the conformity with requirements of modern competitive economy. In recent years, great efforts have been made by the Republic of Kazakhstan to introduce the education system in line with the requirements of the modern competitive economy. And the task of entering the Republic of Kazakhstan into the number of 50 most competitive countries of the world can be solved in case if the country has highly skilled specialists possessing the knowledge of high technologies, administrative skills, able to be guided in market economy, if the effective education system satisfying the requirements of the world market economy is created.

Backlog of Kazakhstan from the development of the education system of the developed countries can cause new problems in all spheres of life activity of the country. The backlog problem especially becomes topical during that historical period of time when the education system turns into the subject of market relations.

The educational system of Kazakhstan including the sphere of higher education as well before disintegration of the USSR was in its unit educational space and had its mechanisms worked out by decades. Changes in society brought changes in education system, the necessity of its transformation in accordance with market relations, and, hence, objectively caused the process of reforming of education system in higher educational institutions. The economic crisis of 90-s has led to essential reduction of budgetary possibilities that has worsened difficult position of higher school. Moreover, under these conditions the education system had to provide an effective utilization of its resources - human, informative, material, financial, and the state had to guarantee priority support.

In the early nineties of the XX-th century the legislative and normative-legal base of education reforming in Kazakhstan which was the beginning of formation of

national model of education started to be created.

From the moment of gaining the independence the system of higher education of the RK has endured some stages of reforming:

Stage 1 - Formation of legislative and normative legal base of higher education, definitions of the basic priorities (1991-1994).

Stage 2 - Modernization of the system of higher education and renovation of its content (1995-1998).

Stage 3 - Decentralization of educational management and financing, expansion of academic freedom of educational institutions (1999-2000).

Stage 4 Further improvement of higher education system caused by necessity of improvement of quality of training in state and non-state higher educational institutions (Till present).

Introduction of the law «About Education» (1999) certainly has resolved many non-regulated issues in the sphere of education.

«Education» state program was established by the decree of the President of the RK from September 30th, 2000 where for the first time all aspects of a complete continuous education system in complex are considered. This decree was the beginning of the fourth stage of reforms in the system of higher education of the country.

The document denoting long-term priorities in the sphere of education became «The Strategic plan for development of the Republic of Kazakhstan till 2010», worked out for realization of long-term strategy «Kazakhstan- 2030».

Since 2004 higher educational institutions of Kazakhstan have been transferring to credit system of training. Higher educational institutions of Economics were the first that transferred to this new technology.

For the expansion of training specialists on engineering specialties the state educational order for preparation of specialists on technical specialties was increased by 900 units and made 10140 grants or 42,1% of total amount of state order in 2004/2005 academic year [2].

The review of reform of the higher education of Kazakhstan during the years of independence allows to draw a conclusion that at the created unfavorable situation for all education system, the higher education has shown its ability to revival and self-development, that it has obviously designated the tendency of overcoming the crisis as the first than all other spheres of spiritual and industrial activity of the society.

Thus, during the reforming which has been carried out in the formation of independence of Kazakhstan the basis of systematic, structurally-substantial reform of the higher vocational training have been settled. It also has brought the process of integration of Kazakhstan model of education into the international educational space. The phenomena of crisis have served in the Kazakhstan society of 90s which have touched education system as well were the push to formation of the new, modernised, multilevel educational model meeting modern requirements. Despite the numerous difficulties that the domestic system of higher education has faced, it managed to keep the prestige and demand. In Kazakhstan the stable demand for gaining higher education is observed, the number of higher educational institutions is being increased, the contingent of students is growing.

Now in the country there are 177 universities which are 68 state and 109 private, and also 5 branches of the Russian universities. According to the review of a national policy in the sphere of education approximately 84% of the students are trained in higher educational institutions. During 2004-2005, according to the available statistics, the higher education was gained by 744 200 students.

An acute problem of the Kazakhstan higher education is the expensive cost of education which at times is beyond possibility of payment for the citizen with average incomes. Expenses for education on the part of Government of Kazakhstan basically are limited within the state higher educational institutions. Whereas the total expenses for education from the side of the state in 2007 made about 3,8 million dollars, in the western countries these figures were much more above, in Sweden - 18,5 million dollars, in Russia - 45 million dollars, in the USA - 267 million dollars, in Austria-over 15 million dollars. In the world rating of systems of higher education Canada takes the second place after the USA. It is no wonder: Canada spends for

development of the educational system more facilities than other developed countries (7,1% from gross national product against an average index in 6,1%) [3].

In addition, one of the major directions of a development of education is the questions of the international cooperation which the main task is integration of an education system of Kazakhstan into world educational space. The international cooperation in the sphere of education is regulated by legislation of the RK and is carried out on the basis of the international contracts, agreements and conventions.

Last years in Kazakhstan more possibilities for the international mobility of students and teachers have appeared. As to students during the period from 2003 to 2005 the number of Kazakhstan people studying abroad, has increased by 10,6%. For the same period the number of the certain persons studying abroad and financed under the program «Bolashak», has considerably increased. From the moment of establishment in 1994 this program has helped 2 500 students. Kazakhstanian students, certainly, aspire to study abroad, thus many of them know foreign languages well enough. In comparison with other countries Kazakhstan has a big number of students studying in the USA, Pakistan, Mongolia, Nepal, Bangladesh and Sri Lanka.

Also there are the data about increase in number of scientists from Kazakhstan being in foreign educational institutions. That from 1998-2006 for example, in the USA the quantity of scientists from Kazakhstan has increased almost by 87%. So, in 2005-2006 academic year in this country 86 scientists from Kazakhstan taught that makes 5,87% from total number of scientists of region of Southern and the Central Asia except for India. The number of the Kazakhstan scientists working in Russia and in other countries is rather more.

The continuity of knowledge and an easy approach to education is the condition of development of any civilization. The state policy in the sphere of higher education of Kazakhstan is being realized, but is not effective enough. Problems consist:

- in falling of qualitative structure PTS in connection with a low payment of the teacher (for example, for comparison, in South Korea the wage of the young teacher makes 2000-2500 US dollars that is higher by one and a half times above average on

the country);

- in insufficient support of the state in questions of improvement of quality of pedagogical staff of the higher school;

- in increasing rupture in interaction of higher educational institutions with science sector, manufacture and experimental bases that conducts to decrease in quality of educational process and practical preparation of the future experts.

In the field of higher education there are many problematic situations for the solution of which it is possible to apply experience of foreign countries in our practice. For example, as innovative technologies rating and computer estimations of knowledge, working out of a technique of role games, creation of the educational and methodical literature on the electronic and magnetic principles, training programs and distant training, etc are applied by teachers of higher educational institutions of Kazakhstan. Thus, many innovations are introduced into educational process. But it is also necessary to pay attention that any pedagogical method is good at pertinent use - in pedagogics as the Humanities there are no out-of-date knowledge or technologies, sooner or later there will appear a requirement and each of them has advantages and disadvantages.

Actually as to pedagogical-innovative work the majority of teachers of higher educational institutions of Kazakhstan is engaged in distribution of innovative programs. This is the state of modern education in Kazakhstan.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ ЖОҒАРҒЫ БІЛІМ

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***Аңдатпа:** Дағдарыстың құбылысы 1990-шы жылдардағы қазақстандық қоғамда қалыптасты, ол білім беру жүйесіне әсер етті және заманауи талаптарға жауап беретін жаңа, жаңартылған, көп деңгейлі білім беру моделін құруға әкелді. Білім беру жүйесін реформалау үдерісі бүкіл адамзатқа, оның адамның өзгеруіне, оның шығармашылық қабілеттерін дамытуға, адами құндылықтар мен идеалдардың өмірлік басшылық принциптеріне айналатын адамға білім беруді гуманизациялау үрдісі барған сайын күшейе түсуде. Педагогикалық-инновациялық жұмыстарға байланысты Қазақстанның жоғары оқу орындарының оқытушыларының көбі инновациялық бағдарламаларды таратуда белсенділік танытуда. Отандық жоғары білім беру жүйесі көптеген қиыншылықтарға қарамастан, бедел мен сұранысты сақтап қалды.*

***Негізгі сөздер:** ЮНЕСКО, білім беру, мүмкіндіктер, технологиялар, тәжірибе.*

ВЫСШЕЕ ОБРАЗОВАНИЕ В РЕСПУБЛИКЕ КАЗАХСТАН

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***Аннотация:** Явления кризиса послужили в казахстанском обществе 90-х годов, которые коснулись системы образования стали толчком к формированию новой, модернизированной, многоуровневой образовательной модели, отвечающей современным требованиям. Несмотря на многочисленные трудности, с которыми сталкивалась отечественная система высшего образования, ей удалось сохранить престиж и спрос.*

Так как во всем мире идет процесс реформирования системы образования, в котором все более усиливается тенденция гуманизации образования, направленной на изменение человека, развитие его творческих способностей, воспитание личности, для которой руководящими жизненными принципами стали бы общечеловеческие ценности и идеалы.

***Ключевые слова:** ЮНЕСКО, образование, возможности, технологии, эксперимент.*

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**MODERN MULTILINGUAL EDUCATION IN KAZAKHSTAN:
PROBLEMS AND PROSPECTS**

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***Abstract:** One of the priority directions of the economic and social modernization that is taking place in the Kazakh society is the policy in the field of language. The idea of the triunity of languages becomes extremely relevant in today's multilingual and multicultural world. In this regard, the importance and necessity of multilingual education is beyond doubt. The idea of triunity of languages is especially important for the Kazakh people, as our country actively integrates into the world community. Integration of our state into the global world depends today on the awareness of every citizen of the simple truth: the world is open to those who can master new knowledge through mastering the dominant languages. In the article the author considers some aspects of multilingual education in Kazakhstan. Identifying the problems of the development of the triunity of languages, the authors emphasize the teaching and methodological activity of teachers.*

***Keywords:** Multilingualism, triunity of languages, multiculturalism, innovative - communication technologies, modernization.*

In the message of President N. Nazarbayev to the people of Kazakhstan dated January 17, 2014. «Kazakhstan road -2050: Unified goal, unified interests, unified future», the president refers to the Concept of Kazakhstan's entry into the list of the 30 most developed countries of the world and identifies long-term priorities for the forthcoming work. The President emphasizes that the country's path «... to the future

is connected with the creation of new opportunities for revealing the potential of the people of Kazakhstan. A developed country in the century is active, educated and healthy citizens» [1].

Today the state has embarked on the implementation of the concept of multilingualism in the field of education. The modern development of the world community, the language situation in multinational Kazakhstan with a centuries-old history, in which peoples and cultures intertwined, now dictate the need to develop basic methodological principles and approaches to the formation of a diversified personality.

According to President N. Nazarbayev «... Kazakhstan is unique and strong with its multinationality. A unique multicultural space has been formed on its land. The multiculturalism of Kazakhstan is a progressive factor in the development of society. The Eurasian roots of the peoples of Kazakhstan allow to connect Eastern, Asian, Western, European flows and create a unique Kazakh variant of the development of multiculturalism» [2].

In this regard, the teacher faces the most important task - to use all his experience and knowledge of the cultural traditions of peoples and ethnic groups, universal values and world culture in creating a favorable educational and educational environment conducive to the formation of a socially active person. Modern society makes high demands on students in mastering foreign languages. But, no teacher, no matter what effective methods he did apply, can teach if the student himself does not want to learn. In such a situation, the main factor of successful learning is motivation, that is, a positive attitude of students towards a foreign language as a learning discipline and a conscious need for mastering knowledge in this field. It is necessary not only to interest students in a foreign language, but also to teach them how to study it as a professionally significant subject. When solving this problem, an important role is played by integration with special disciplines.

But, no teacher can teach if the student himself does not want to learn. It is necessary to take into account the basic principles of education-the principle of communicability and the consideration of the native language, the principle of

differentiation and integration, the principle of group and individual approach.

Invaluable help in solving this problem can come from the use of innovative communication technologies in class and after-hours. Using a computer helps:

- expanding the knowledge and horizons of students;
- activation of independent research activities;
- intensification of the educational process;
- increase the activity of trainees;
- increase the level of motivation of the teaching;
- development of the imagination and creative abilities of students;
- use of authentic materials and relevant information [3].

Students really like classes using innovative and communicative technologies. Situational, game, problem receptions create a lot of emotions for students. The search activity is activated, there is interest in the problem that needs to be solved. The foregoing explains the possibility, and even the necessity of using innovative and communicative technologies in the educational process.

When developing classes with ICT, we take into account the main progressive methods, approaches and technologies of teaching: - Personality-oriented. - Training in cooperation (we try to create conditions for active joint educational activity of students in various learning situations). - use of technology project methods, which are based on a problem. - formation of language competence. - formation of intercultural regional competence.

Since the current year, many teachers are conducting disciplines in two languages. From the experience I want to note that the preparation for teaching must begin with the creation of special training programs in this discipline. The next step is to work with a glossary, so the students form a vocabulary, lay the foundations of literacy in this language. And only then, you can begin to consider the educational lecture material for no more than 15-20 minutes, fixing with leading questions, thereby checking for digestibility.

In general, for the successful implementation of the requirements of the state educational standard, a different approach to the study of the academic discipline in

two languages is needed. This is due to several reasons, namely: the learning process takes place in an artificial language environment; insufficient number of teachers with sufficient knowledge of a foreign language, textbooks and teaching aids with a professional orientation. Very often interest in the subject of students falls, there is apathy, indifference, anxiety caused by the difficulties with which the student meets in the study of the subject. Therefore, one of the main tasks of the teacher is to maintain interest in the subject. And that this interest is not lost among students, the teacher not only must be fluent in a foreign language, know his subject well, but also look for new methodical techniques that develop cognitive interest in learning.

Undoubtedly, the use by teachers of innovative methods, methods of formation of interest in learning (cognitive games, educational discussions, creation of problem situations, etc.), methods of forming debt and responsibility in training (encouragement, approval, censure, etc.); introduction of new technologies (presentations of educational material, electronic manuals, audio and video materials, etc.) into the educational process by teachers and students, activate the process of language learning and contribute to the effectiveness of mastering Kazakh, Russian and foreign languages.

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ҚАЗАҚСТАНДАҒЫ ЗАМАНАУИ КӨП ТІЛДІК БІЛІМ БЕРУ: МӘСЕЛЕЛЕРІ МЕН КЕЛЕШЕГІ

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***Аңдатпа:** Қазақстан қоғамындағы экономикалық және әлеуметтік жаңарудың басымдықтарының бірі - тіл саясаты. Қазіргі заманғы көптілді және көп мәдениетті әлемде тілдердің үштұғырлығы идеясы өте маңызды болып табылады. Осыған байланысты, көптілді білім берудің маңыздылығы мен қажеттілігі сөзсіз. Қазақстандықтар үшін тілдердің бірлік идеясы өте маңызды, өйткені біздің еліміз әлемдік қоғамдастыққа белсенді араласады. Біздің мемлекетімізді жаһандық әлемге біріктіру қарапайым шындықтың әрбір азаматының хабардарлығына байланысты: әлем басым тілдерді игеру арқылы жаңа білімді игере алатын кез келген адамға ашық.*

Мақалада авторлар Қазақстанда көптілді білім берудің кейбір аспектілерін қарастырады. Авторлар оқытушылардың үш тілді дамыту мәселелерін анықтаудағы, оқу-әдістемелік қызметін ерекше атап өтеді.

***Негізгі сөздер:** Білім, көптілділік, инновациялық және коммуникациялық технологиялар, жаңғырту.*

СОВРЕМЕННОЕ ПОЛИЯЗЫЧНОЕ ОБРАЗОВАНИЕ В КАЗАХСТАНЕ: ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ

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***Аннотация:** Одним из приоритетных направлений, происходящих в казахстанском обществе экономической и социальной модернизации, выступает политика в области языка. В современном полиязычном и мультикультурном мире чрезвычайно актуальной становится сама идея о триединстве языков. В связи с этим, значимость и необходимость полиязычного образования не вызывает сомнения. Для казахстанцев идея триединства языков особенно важна, поскольку наша страна активно интегрируется в мировое сообщество. Интеграция нашего государства в глобальный мир зависит сегодня от осознания каждым гражданином простой истины: мир открыт тому, кто сможет овладеть новыми знаниями через овладение доминирующими языками.*

В статье авторы рассматривают некоторые аспекты внедрения полиязычного образования в Казахстане. Выявляя проблемы развития триединства языков, авторы акцентируют внимание на учебно-методическую деятельность преподавателей.

Ключевые слова: Полиязычие, триединство языков, поликультурность, инновационно - коммуникационные технологии, модернизация.

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SOCIOLINGUISTIC ASPECT OF TRILINGUAL PHENOMENON IN KAZAKHSTAN

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***Annotation:** This article is focused on the analysis of implementation of the «Trinity of languages» project. The goal of the project is a mass acquisition of three languages by young people: Kazakh, Russian and English. The idea of such trinity is dictated by vital necessity. Knowledge of English is a mandatory requirement for business and business communication anywhere in the world. It is a window into the global world with its flow of information and innovation. Proposed trinity of languages in the conditions of multinational Kazakhstan is a significant factor in strengthening social harmony. However, it should be emphasized that the priority development of three languages does not mean that other languages of peoples of Kazakhstan are overlooked. The European Commission as well as Kazakhstan conducts a very active language policy focusing on diversity. For successful career in business it's necessary to know one of the international languages, particularly European ones: English, German or French.*

***Keywords:** Trinity of languages, multinational Kazakhstan, knowledge of English, successful career, business communication, trilingual as a modern socio-cultural phenomenon, the educational system of school and university.*

In the modern world it isn't enough to know only two languages due to the development of international relations, establishing international contacts between countries and peoples, and globalization of educational process.

The trilingual idea (i.e. learning three languages: Kazakh, Russian and English by citizens of Kazakhstan) was first mentioned by the President of the Republic of Kazakhstan at the XII Session of the Assembly of the People of Kazakhstan in October 2006. N.A. Nazarbaev suggested starting a staged implementation of the cultural project «Trinity of Languages» in his message «New Kazakhstan in the new world» in 2007: «Kazakhstan should be accepted in the whole world as a highly educated country, where people speak three languages. These languages are: Kazakh as an official language, Russian is a language of international communication, and English as a language of a successful integration into the global economy» [1].

The trilingual idea arose not only as a new format of language policy, but it was worked out due to a vital necessity. Kazakhstan, has been committing to three languages acquisition by citizens, proceeds from current realities - trinity of languages will be an evidence of competitiveness of the country. Today English language proficiency opens a door to the global world with its information flow and innovations. English language acquisition gives us an opportunity to study abroad at the world - best universities and to gain practical experience in advanced countries. English language proficiency is a mandatory requirement for business and business communication in any part of the world. Hence, citizens who are fluent in several languages will be competitive not only on the territory of our country but also abroad.

Mikhalchenko V.Y. defines trilingual as «a functioning of three languages within a territorial community (country, region, city, village), and also as a proficiency in three languages by the individual in its communicative needs» [2].

M.S. Filimonova and D.A. Krylov notice that, generally, trilingual as a modern socio-cultural phenomenon develops under the influence of the following factors: strengthening the role of a socio-cultural component; creation of a common educational area; need for multilingual education; development of the global information space [3].

It should be emphasized that the priority development of three languages does not mean that other languages of peoples of Kazakhstan are overlooked. The Head of the State has repeatedly noted that the languages of other nations «have not become and will never be stepchildren in our country. We will continue to adopt a policy of preserving and reviving the national languages and cultures of our ethnic groups» [4].

A research was conducted at Almaty universities, as the result of which was set that 55,5% students from KazATC and 60% from KazNU are fluent in Kazakh; 60% students from KazATC, 60% from KazNU and 77,7 % 11th grade pupils from the № 141 middle school in Almaty are fluent in Russian. The situation with foreign language is as follows: 20% students from KazATC and 25,5% students from KazNU, who graduated from the Russian school - think that they are able to communicate. 10% of interviewed graduates from Kazakh schools can speak foreign

language. This number is higher by the pupils from the № 141 middle school in Almaty - 25% of pupils can communicate in foreign language (mostly - English; less often - Turkish); for 80% of interviewed students and 75% pupils it is complicated to communicate in foreign language [5].

Below are the results of our study, conducted among the 1-3 year students from the non-language specialties at Kokshetau Abai Myrzakhmetov University, which allowed us finding out the level of knowing of the English language, also the level of knowing the Kazakh language among the students, where language of teaching is Russian. All the respondents know Russian. 403 students took part in the investigation, 257 students with Russian language of teaching and 146 students with State language of teaching.

By knowing English, we mean a Pre-intermediate (A2) level of CEFR: I understand single phrases and the most commonly used words in expressions, relating to the important subjects for me (for example, the main information about myself and my family, shopping, about the place, where I live, about my work). I understand what this is about in easy, clear and small messages and advertisements. I understand very small and easy texts. I can keep a very brief conversation about daily themes, but understand not enough to do the talking by myself.

Result analysis allowed finding out the number of students, who know three languages at different levels: we consider the results of knowing the English language as the criterion of trilingual.

These students present the linguistic identity of a new Kazakhstani space, where the linguistic identity, «is growing» in the updated academic discourse. They present Eurasian linguistic identity and Eurasian linguistic awareness, whose social and speech behavior is determined by cultures of language societies.

In order to clarify the attitude of the population of the Republic of Kazakhstan toward the trilingual program, we conducted an independent Internet voting. The results showed that, from 404 people who took part in the Internet survey, 36% considered trilingual program as one of the most absurd reforms.

A questionnaire was filled in anonymously, only age, nationality, occupation, native language and degree of its proficiency were indicated.

The respondents gave their answers on questions about their school languages level, about perspectives of trilingual program, their attitude towards three languages acquisition, their recommendations for foreign language teachers.

According to the study, the following conclusions can be drawn:

- 66% of respondents spoke positively about the implementation of trilingual in schools and universities.

- Students are more positive about trilingual implementation than working people and senior citizens.

- At present, the older generation do not use trilingual in their speech, since for them the English language does not represent any perspective in the near future.

- Middle-aged people (30-45 years old), whose professional activity is directly related to communication, due to the demand for knowledge of Kazakh, Russian and English languages, have a positive attitude to this phenomenon.

- In contrast, most of the representatives of the young generation, as practice shows, do not speak the official (Kazakh) language and at the same time speak, write and understand Russian and English, prefer to learn English, considering it more promising and most in demand.

Based on the survey results, it is possible to say that the transition from bilingual to multilingual has begun in the educational system (so far in the form of trilingual).

The proposed trinity of languages is a significant factor in strengthening social harmony in the conditions of multinational Kazakhstan.

Thus, in language planning, it is necessary to take into account the fact that bilingual in the Republic of Kazakhstan is a natural phenomenon for the entire population of different ages, representatives of different nationalities, and trilingual is accompanied by language changes imposed «from above».

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ҚАЗАҚСТАНДАҒЫ ҮШ-ТІЛДЕРДІҢ ӘЛЕУМЕТТІЛІК АСПЕКТІЛЕРІНІҢ ФЕНОМЕНІ

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***Аңдатпа:** Бұл мақалада «Тілдердің үштұғырлығы» жобасының іске асырылуын талдауға арналған, оның мақсаты жастардың үш тілді: қазақ, орыс және ағылшын тілдерін жаппай меңгеруі болып табылады. Мұндай үштұғырлы өмірлік идеясы болып қажеттіліктен туындайды. Қазіргі уақытта ағылшын тілін білу-іскерлік қарым қатынас және әлемнің кез келген нүктесінде бизнес жүргізу үшін міндетті талап, бұл оның шексіз ақпарат ағылы мен инновациялары бар жаһандық әлемге терезе. Көпұлтты Қазақстан жағдайында ұсынылған үштілділік бағдарламасы қоғамдық үйлесім мен бірлікті нығайту мен дамытуда маңызды рөл атқарады. Алай болғанда да, айта кету керек, маңызды үш тұғырлы тілді дамыту емес, басқа да Қазақстан халықтарының тілдері қамтылмағанның ескере ету керек. Қазақстанмен қатар Еуропалық комиссиясы аралуандыққа баса назар аудара отырып, белсенді тілдік саясатты жүргізуде. Тамаша мансапты, соның ішінде бизнесте де салу үшін кем дегенде бір шет тілін білу қажет, әсіресе еуропалық тілдердің бірі: ағылшын, неміс немесе француз.*

***Негізгі сөздер:** Тілдердің үштұғырлығы, көпұлтты Қазақстан, ағылшын тілін білу, табысты мансап, іскерлік қарым-қатынас, үштілділік заманауи әлеуметтік-мәдени феномен ретінде, мектеп пен жоғары оқу орны білім беру жүйесі.*

ФЕНОМЕН ТРЕХЪЯЗЫЧИЯ В КАЗАХСТАНЕ В СОЦИОЛИНГВИСТИЧЕСКОМ АСПЕКТЕ

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***Аннотация:** Данная статья посвящена анализу реализации проекта «Триединство языков», целью которого является массовое овладение учащейся молодежью тремя языками: казахским, русским и английским. Идея такого триединства диктуется жизненной необходимостью. В настоящее время знание английского языка - это обязательное требование для делового общения и ведения бизнеса в любой точке мира, это окно в глобальный мир с его неограниченным потоком информации и инноваций. Предложенная программа трехъязычия в условиях многонационального Казахстана играет ключевую роль в укреплении и развитии общественной гармонии и единства. Вместе с тем, следует отметить, что первостепенное значение развития трехъязычия не означает, что другие языки народов Казахстана будут упущены из виду. Наряду с Казахстаном, Европейская комиссия проводит довольно активную языковую политику с акцентом на разнообразие. Чтобы построить блестящую карьеру, в том числе и в бизнесе, в настоящее время необходимо знать хотя бы один иностранный язык, прежде всего один из европейских языков: английский, немецкий или французский.*

***Ключевые слова:** Триединство языков, многонациональный Казахстан, знание английского языка, успешная карьера, деловое общение, трехъязычие как современный социо-культурный феномен, образовательная система школы и вуза.*

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NON-EQUIVALENT LINGUISTIC UNITS AS THE OBJECT OF LINGVOCULTURAL STUDIES

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***Abstract:** This article discusses untranslatable linguistic units as an object of study of linguocultural studies. The language is considered in this work as a tool that gives us access not only to the modern mentality of the nation, but also to the worldview of ancient people to life, the world, society and themselves. The memory of the past, having survived the centuries, is preserved in today's proverbs, sayings, idioms, metaphors, symbols of culture, etc.*

The problem of the transfer of non-equivalent vocabulary of Russian and English languages is investigated. The specificity of the concept of «non equivalent vocabulary» is revealed. The classification of single concepts and realities with examples from Russian and English is presented in detail. The main methods of research were transformational and comparative. We consider translation operations used in the transfer of non-conforming vocabulary, such as single concepts (transcription techniques, transliteration); realia (phonetic techniques, descriptive translation, semantic neologism, approximate translation, mixed techniques, transformational translation). On the basis of the material studied, it is proposed to conclude that none of the used options for the transmission of the non-equivalent elements of the source language can be a complete replacement of the original text.

***Keywords:** Linguistics, linguacultural studies, language, ethnolinguistics.*

Linguistics of the 21st century work out a trend in which the language is considered as a cultural code of the nation, not as just an instrument of communication and knowledge, V. Gumbold stated: «Boundaries of the language of my nation mean the boundaries of my worldview» [1].

Language not only reflects the reality, but interprets it, creating a special reality in which a person lives. That's why the philosophy of the boundary of millenniums develops on the ground of the language usage. A.M. Heidegger, an outstanding thinker of our time, called the language «the house of being» [2]. Therefore linguistics, the science of language, takes the leading methodological position in the system of any humanities knowledge and one cannot do without it when studying the

culture.

It's well - known that man only then becomes man, when from very the childhood he learn the language along with the culture of his nation. All the ins and outs of the culture of the nation is reflected in his language which is specific and unique for it captures the world and person in itself in different ways. For example, it's impossible to translate the name of a popular book by B.Pasternak «My sister, my life» into the Czech language as the word «sister» is of masculine gender in that language [3].

It is ethnolinguistics which was characterized by V.A. Zvegincev as a trend focusing its attention on studying connections of the language with the culture, folk traditions, social structure of society or nation in general [4].

As in many cases man deals not with the world itself but with its representations, with cognitive pictures and models, the world is presented through the prism of culture and language of the nation who sees this world. Probably, this suggests to say that the language, so to speak, direct stealthily theoretical thoughts of philosophers and other scholars. Indeed, such most influential philosophers of the 20th century and others place the language in the central part of their concepts. An distinguished thinker of our time H.G. Gadamer stated directly that «the language is an only hope for freedom» [5], and M. Heidegger thinks that language, not nature or environment, is the original essence, «house of being» of the people, for the language not only reflect but also create that reality in which people live [2]. In such a context linguistics has the strategic meaning for methodology of all the social sciences.

Language with the ways peculiar to it only leads the thoughts by the path of the world evaluation and its estimation.

No wonder that G.O. Vinokur noted: each linguist studying the language of the present culture, becomes a researcher of that culture the product of which is the language chosen by him [6].

Sometimes one and the same lingua cultural unit is embodied in myths and sayings and in phraseologisms: wolf contains an idea of ancient Slovenian people about robber, murderer, slaughter, i.e. mythologem «wolf-robber» («ВОЛК-

разбойник») which makes impact on the metaphor wolf slaughtered (волк зарезал). Wolf's permanent robber's habit is reflected in the proverb «Wolf casts his skin annually, but doesn't change his habit» («the leopard cannot change its spots»), and then it was fixed in Phraseological Unit wolf's hug and others.

Non-equivalent linguistic units - names specific for the given culture phenomena (гармошка, бить челом and others) which are the products of cumulative functions of the language and can be considered as a container of background knowledge, i.e. knowledge which is in the speaker's consciousness. Differences between languages are stipulated by the differences of cultures, and they can be demonstrated easily on the materials of lexical units and phraseological units for nominative means of the language are more tightly connected with extralinguistic reality.

National-cultural peculiarity of nominative units can be seen not only available in non-equivalent units, but also in the absence in the present language of words and meanings, expressed in other languages, i.e. in lacunae - blank spaces, gaps, on the semantic map of the language. Often the presence of lacunae in one of the languages is explained not by the absence of appropriate denotation, but by that that the culture doesn't need such a discrepancy.

Except these units of the language in which the realia itself is national and therefore a word naming it, contains national-cultural component, we count the widest circle of linguistic phenomena as the subject of lingua cultural studies. National-cultural «grab» of the world happens under the influence of the native language as we can think of the world in the units of our language only, using its conceptual network, i.e. staying in the circle made around us by the language. Therefore, different nations using various instruments of concept-setting forms various world-views which are actually the basis of national cultures.

It's necessary to remark in addition that not all interlingual discrepancies are being studied by linguocultural studies as they are not culturally significant, i.e. not all the discrepancies in languages have culturally stipulated reasons and consequences. Thus, one should differentiate cases when linguistic units themselves

play the role of cultural stereotypes, and cases, when they name subjects of culture. Both of them being radically different aspects of reflected in the language cultures, are the subjects of linguocultural studies, though our interests are connected with the first cases, and the seconds are already being studied by linguocultural studies.

Rite A.N. Veselovsky in his «Historical poetics» noted a leading role of rite in the development of culture, and between ritual and myth he saw no connection [7]. In modern science a point of view, which took semantic unity of myth and ritual as a theoretical and practical part of one and the same thing, were wide-spread.

Any action can become a rite, if it loses its point and become a semiotic sign. Rite is tightly connected with myths and rituals. Some scholars draw an origin of myth from rites and rituals. Rite unlike with ritual has a more complicated structure, includes several stages and more durable in time. It's accompanied with special songs, dramatic actions, fortunetelling and so on. Myth can ground the origin of rite.

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АУДАРЫЛМАЙТЫН ЛИНГВИСТИКАЛЫҚ БІРЛІКТЕР ЛИНГВОМӘДЕНИ ЗЕРТТЕУЛЕРДІҢ НЫСАНЫ РЕТІНДЕ

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Аңдатпа: Бұл мақалада аударылмайтын лингвистикалық бірліктер лингвомәдени зерттеулердің нысаны ретінде қарастырылған. Тіл бұл мақалада тек ұлттың қазіргі заманғы менталитетіне ғана емес, ежелгі адамдардың өмірге, әлемге, қоғамға және өздеріне деген көзқарасқа қол жеткізуге мүмкіндік беретін құрал ретінде қарастырылады. Ғасырлар бойы өткенді еске алу бүгінгі мақал-мәтелдерде, сөздер, фразеологизмдерде, метафораларда, мәдениет рәміздерде және т.б сақталған.

Орыс және ағылшын тілдерінің эквивалентсіз сөздік қорын аудару мәселесі зерттелінген. «Эквивалентсіз сөздік» тұжырымдамасының ерекшелігі анықталды. Орыс және ағылшын тілдеріндегі мысалдармен бірыңғай тұжырымдамалар мен шындықтарды жіктеу егжей-тегжейлі ұсынылған. Зерттеудің негізгі әдістері трансформациялық және салыстырмалы болды. Сәйкес келмейтін сөздік қорын ауыстыру кезінде қолданылатын аударма операциялары, мысалы, жалғыз ұғымдар (транскрипциялау әдістері, транслитерация); реалия (фонетикалық техника, сипаттама аударма, семантикалық неологизм, шамамен аударма, аралас техника, трансформациялық аударма). Зерттелген материалдың негізінде түпнұсқа тілінің балама емес элементтерін берудің қолданылған нұсқаларының ешқайсысы түпнұсқа мәтінді толығымен алмастыруы мүмкін деген қорытынды жасауға ұсынылады.

Негізгі сөздер: Лингвистика, лингвомәдениеттану, тіл, этнолингвистика.

НЕПЕРЕВОДИМЫЕ ЛИНГВИСТИЧЕСКИЕ ЕДИНИЦЫ КАК ОБЪЕКТ ИЗУЧЕНИЯ ЛИНГВОКУЛЬТУРОЛОГИЧЕСКИХ ИССЛЕДОВАНИЙ

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Аннотация: В данной статье рассматриваются непереводимые лингвистические единицы как объект изучения лингвокультурологических исследований. Язык рассматривается в настоящей работе как средство, которое дает нам доступ не только к современному менталитету нации, но и к мировоззрению древних людей на жизнь, на мир, общество и самих себя. Воспоминание о прошлом, прошедшее через века, сохранилось в сегодняшних пословицах, поговорках, фразеологизмах, метафорах, символах культуры и т.д.

Исследуется проблема передачи без эквивалентной лексики русского и английского языков. Раскрывается специфика понятия «без эквивалентная лексика». Подробно представлена классификация единичных понятий и реалий с примерами из русского и английского языков. Основными методами исследования стали трансформационный и сравнительно - сопоставительный. Рассматриваются переводческие операции, используемые при передаче лексики, не имеющей соответствий, такие как единичные понятия (приемы транскрипции, транслитерации); реалии (фонетические приемы, описательный перевод, семантический неологизм, приближенный перевод, смешанные

приемы, трансформационный перевод). На основе изученного материала предлагается сделать вывод, что ни один из используемых вариантов передачи безэквивалентных элементов исходного языка не может выступать полноценной заменой оригинального текста.

Ключевые слова: Лингвистика, лингвокультурные исследования, язык, этнолингвистика.

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CONVERSATIONAL STYLE OF SPEECH AS A REFLECTION OF THE YOUTH COMMUNICATION CULTURE

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Abstract: *This article is devoted to such problems as the speech of a young modern society, the importance of verbal communication for the formation of a person as a full-fledged person, and mastery of speech etiquette in various situations.*

The authors of the article have raised the issue of studying native and non-native languages and, as a result, the method of studying them at a higher educational institution, relying on fundamental research of Kazakh and foreign scholars in the field of linguistics, as well as on their own knowledge and experience of teaching both traditional, and new linguistic disciplines, conclusions were drawn regarding modern linguistic culture.

One of the main indicators of education and the general culture of a young person is the culture of speech, that is, the ability to correctly and clearly convey their thoughts and ideas to the interlocutor. This refers to the norms of not only oral, but also written speech. The culture of speech of a modern and literate person is the ability to correctly use various language means in any conditions of communication. In general, the possession of the culture of speech can be conditionally divided into «correctness of speech» and speech skills.

Keywords: *Culture, speech, speech etiquette, student, speech behavior, language, vocabulary.*

Our speech is the most important part of not only ours.

Behavior, but also our personality, our soul, mind,
our ability not to be influenced environment, if it «delays».

D.S. Likhachev

Intensive development of verbal communications characterizes society in the modern world. Along with the emergence of new technologies, various types of speech communications appear, as a result of which we can observe the emergence of

both new communicative genres and new academic disciplines focused on studying and raising various levels of culture, including linguistic. The second half of the last century in the field of studying Russian was marked by the appearance of the following language disciplines: «Culture of Speech», «Stylistics», «Speech Etiquette», «Psycholinguistics», «Professionally Oriented Russian Language» and many, many others.

Guided by knowledge in the field of Russian stylistics, linguists traditionally distinguish five functional styles of speech, four of which, by definition, are bookish: journalistic, scientific, official business and artistic, and the fifth is conversational. Let us dwell in more detail on the latter. So what is a conversational style of speech, and what are its features? The basis of the colloquially everyday style, like the books we have designated, is mostly neutral or, as it is otherwise called, inter-style vocabulary, which certainly gives it the right to function in all styles of speech without any restrictions. The peculiarity of this style is the presence of specific language means, such as: phonetic, lexical, morphological and syntactic.

For us, teachers of linguists, all aspects are undoubtedly important, but in this article we will focus on two levels in more detail: phonetic and lexical.

The great teacher of the twentieth century, Anton Semenovich Makarenko, said: «The teacher cannot help but play ... I became a real master when I learned to say the phrase» come here «with fifteen or twenty shades, when I learned to give twenty nuances in the formulation of faces, figures, voices ...» [1]. Based on the above, we can argue that both verbal and non-verbal means of communication are important in colloquial speech, while at the phonetic level we distinguish the following processes: diverse intonation in different situations, reduction of vowels (weakening of the sound of vowels in an unstressed position) [2], for example: the words «threshold», «holy», «medal» are pronounced as [n[^]rock], [sv'ietOi], [midal'] and many others, pronunciation of words, for example : now [sh'as], hello [(h)dras't'i], that [cho], today [s'odn'a], etc.

The normalized Russian literary language and our colloquial speech are two mini-systems within one large layer - the literary language.

A characteristic feature of colloquial speech is the diversity of its own lexical and grammatical features. Here we can see the most varied lexical groups of words both in thematic and stylistic terms: it is neutral vocabulary: sky, society, people, walking, beautiful, etc., book vocabulary: admiration, monument, pride, impeccably, cry, etc., terminology: syntax, suffix, morpheme, scalpel, suspension, injection, etc., words of foreign origin: fast food, blinds, boutique, price, luxury, rendezvous, selfie, interview, etc. Are not uncommon and common vernacular elements: sleep, want, here, otshit, bullshit, lousy, cheat, etc. All this is due to many factors, at the head of which, of course, is the thematic variety of conversational speech, which, as mentioned above, is not limited to household conversations and general replicas.

Speaking about lexicology as a whole, we cannot fail to mention such a large section as phraseology. According to statistics, colloquial phraseology makes up the majority of all phraseological turns of the Russian language, which are used directly in oral speech, for example, hanging noodles on the ears, prying nose, an hour, to distant lands, headlong, etc. What explains the popularity of using this phenomenon in everyday communication? The answer is obvious: the use of phraseological units in speech makes it more vivid, imaginative, emotional, gives it an expressive color.

The phraseological system of the modern Russian language is not frozen and unchanging, in view of the fact that the language keeps pace with the times, constantly replenishing itself with neologisms, borrowings from other languages. Thereby enriching our speech with new, relevant metaphors. I would like, as an example, to cite several «fresh» stable expressions and aphorisms resulting from various linguistic processes as a response to the realities of modern life.

We have classified modern aphorisms in two categories: the first group included stable expressions based on the replacement of the component:

Easy as to send two bytes (by analogy with the expression «like two fingers on asphalt» - English analog «shooting fish in a barrel») - which means to do something with particular ease, without difficulty. This expression is formed by replacing the last two components with professionalism from the field of programming, and the structure of the aphorism itself is preserved.

The words will bring to a killer (by analogy with the expression «the language will bring to Kiev» - English analog «with a tongue in one's head one can find the way to Rome») - this means that the speaker must carefully follow what he says in order to avoid all sorts of trouble. This aphorism is formed by replacing one component, while retaining the grammatical form of the word and the consonance with the original component is felt. The phrase has the same meaning as many stable expressions, proverbs and sayings about the meaning and strength of the language.

Morning is never good! - This phrase is pessimistic, because it is used by people who are in a bad mood due to early awakening. These people, as a rule, do not sleep enough, do not like to get up very early.

Don't stop! Grab a Snickers! - This expression has become widespread thanks to the Snickers chocolate bar commercial. At first, this phrase called for the buyer to eat chocolate, but over time, the connection between the brand and the original meaning weakened and found a new life as a call for action.

At home the head must be someone like.....she! - The aphorism is comic and has the value of the superiority of a woman as head of the family over a man. The peculiarity of the structure of this expression is that the grammatical category of the genus of the name of the numeral is intentionally violated, that is, instead of the expected masculine gender, the female is used, which creates the effect of surprise and satire.

Culture is a multi-component concept. More than a hundred definitions of culture there are today. In its first meaning, culture is a phenomenon that people cannot do without; it is a kind of mechanism that allows a person to cope with any situation in which he would not be [3]. Following from this value of culture, we can add that it is the reported knowledge, traditions that are transmitted from the older generation to the younger, in order to help society live in the world, according to modern trends and time, manifested in the totality of people's attitudes to nature, between yourself and to yourself. Culture is inherent in any form of human existence as its characteristic and indispensable component.

Modern students, as a rule, use their free time to watch various television programs and TV shows of entertaining nature; they are keen on visiting Internet sites, thereby replacing real reality with virtual reality, paying less attention to reading fiction and scientific and educational literature. At the same time, linguistic culture is not an exception from the interconnection system, in other words, its quality is directly dependent on the competent content and the increase in the number of information communications. That is why the question of creating a pedagogical system aimed at developing a linguistic culture of chairs remains open.

Any serious work on yourself and, of course, on your speech begins when there comes a clear awareness of why, why you need it. Many linguists who study oral speech have concluded that it differs from the written one in its structure. Of course, they are basically similar, because, otherwise, we could not retell what was read and write what was said. Oral speech differs from the written one and the number of communication channels: if in written speech we single out only one channel, then in oral communication there are two: this is the information itself, which is contained in the words we uttered and the second is the information that we receive in addition to words, information, accompanying speech [4].

In the same row with the terms «speech», «speech communication», «language culture» is the concept of «speech etiquette». Speech etiquette is a peculiar rules of speech behavior, a system of speech formulas of communication. The level of proficiency in speech etiquette determines the level of professional fitness of a person. Knowledge and compliance with certain rules allows a person to feel more confident and at ease, not to experience discomfort due to incorrect actions. Observance by people of etiquette, including speech, has educational value and contributes to improving the cultural level of society. Speech etiquette is constructed taking into account the individual characteristics of the speakers, leading the official conversation: the social status of the subject and the addressee of communication, their place in society, type of activity, profession, age, gender, etc. We can safely say that speech etiquette has a national specificity: every nation has its own system of rules for speech communication. Any act of communication has three stages - this is

the beginning, the main part and, accordingly, the final part of the conversation. If the addressee is previously unfamiliar, then the communication will begin, as a rule, with an acquaintance. All other meetings of friends, formal or informal, begin with a greeting. With regard to greetings, speech etiquette provides for a certain character of behavior, that is, the so-called sequence of greeting. Men should be the first to welcome women, the youngest by the position of the elder, etc. Formulas of speech etiquette should always be used, both in everyday and in business environment. Any speech act always has a beginning, which, as a rule, is expressed by a greeting, the main part, which describes the essence of the conversation and, without fail, the end of the conversation, implying farewell to the interlocutor.

We want to give examples of greetings and farewells in the Kazakh and Russian languages most popular in Kazakhstan among students: - Səlem! (Salam!) - Hi!, - Səlemet siz be! - Assalaumafaleikum! - Hello, - Sen klayaysy? - How are you?, - Saubol! - Bye see you! etc. [5].

Also, the following speech situations can be presented as examples: summarizing the work, organizing events, business meetings; here it usually becomes necessary to thank someone or make a conclusion. Here are the speech clichs that are recommended for use in these situations.

Et me express our thanks to you...

«I / we are grateful to you for ...»

- My / our gratitude has no limits!

Remark, warning:

- Everyone owes on time ...

- I advice you...

- Pay due attention to ...

- Exclude / correct notes

At failure, the following expressions are used:

«Sorry, but I can't help you ...»

- I'm afraid this is not possible at the moment.

An important component of speech etiquette is a compliment:

- You look good!
- This hairstyle / shirt / dress suits you very much!

The ethical aspect of the culture of speech prescribes the knowledge and application of the rules of language behavior in specific situations. Under the ethical norms of communication is understood directly speech etiquette. The qualitative use of speech etiquette is greatly influenced by extralinguistic factors such as age, social status, the nature of the relationship between the speakers, the time and place of the conversation.

Summarizing the above, we can say with confidence that speech etiquette is inextricably linked with speech culture, which is why every educated person should be able to speak correctly and beautifully.

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СӨЙЛЕУ СТИЛІ ЖАСТАРДЫҢ ҚАРЫМ-ҚАТЫНАС МӘДЕНИЕТІНІҢ КӨРІНІСІ РЕТІНДЕ

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Аңдатпа: Бұл мақала қазіргі заманғы қоғамның сөйлеуі, адамның толыққанды адам ретінде қалыптасуы үшін ауызша қарым-қатынастың маңыздылығы, әртүрлі жағдайларда сөйлеу этикетін меңгеру сияқты мәселелерге арналған.

Мақаланың авторлары отандық және ана тілдерін оқып-үйрену мәселесін көтерді және соның нәтижесінде жоғары оқу орнында оқыту әдістемесі лингвистика саласындағы қазақ және шетел ғалымдарының іргелі зерттеулеріне негізделген, сондай-ақ өздерінің білімдері мен тәжірибесін үйренді. Дәстүрлі және жаңа лингвистикалық пәндер, заманауи лингвистикалық мәдениет бойынша қорытындылар жасалды.

Білімнің негізгі көрсеткіштерінің бірі және жасөспірімнің жалпы мәдениеті - бұл сөйлеу мәдениеті, яғни өз пікірін және идеяларын әңгімелесушіге дұрыс және нақты жеткізе білу. Бұл ауызша ғана емес, сонымен бірге жазбаша сөйлеу нормаларына да қатысты. Қазіргі заманғы және құзыретті тұлғаның сөйлеу мәдениеті кез-келген қарым-қатынас жағдайында әртүрлі тілдік құралдарды сауатты пайдалана білу қабілеті. Тұтастай алғанда, сөйлеу мәдениетін иелену шартты түрде «сөйлеудің дұрыстығына» және сөйлеу дағдыларына бөлінеді.

Негізгі сөздер: Мәдениет, сөйлеу, сөйлеу этикеті, студент, сөйлеу әрекеті, тіл, сөздік.

РАЗГОВОРНЫЙ СТИЛЬ РЕЧИ КАК ОТРАЖЕНИЕ КУЛЬТУРЫ ОБЩЕНИЯ МОЛОДЕЖИ

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Аннотация: Данная статья посвящена таким проблемам, как речь молодого современного общества, значение речевой коммуникации для становления человека как полноценной личности, владение речевым этикетом в различных ситуациях.

Авторы статьи подняли на новый, более современный уровень, вопрос изучения родного и неродного языков и, как следствие, методике их изучения в высшем учебном заведении, опираясь на фундаментальные исследования казахстанских и зарубежных ученых в области языкознания, а также на собственные знания и опыт преподавания как традиционных, так и новых лингвистических дисциплин, были сделаны выводы относительно современной языковой культуры.

Одним из главных показателей образованности и общей культуры молодого человека является культура речи, т.е. способность грамотно и четко доносить свои мысли и идеи до собеседника. Это относится к нормам не только устной, но и письменной речи. Культура речи современного и грамотного человека - это способность грамотно использовать различные языковые средства в любых условиях общения. В целом, владение культурой речи может быть условно разделено на «правильность речи» и на речевое мастерство.

Ключевые слова: Культура, речь, речевой этикет, студент, речевое поведение, язык, лексика.

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GOOD PRONUNCIATION-IS IT A DREAM OR REALITY?

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***Annotation:** In this article, we will look at ways to improve pronunciation when learning English. As you know, when learning a foreign language, the student often has articulation and intonation mistakes. Proper pronunciation contributes to the rapid perception of oral speech, facilitates the process of communication of people; incorrect pronunciation makes speech perception difficult, distracts the listener's attention from the content of the utterance. There are certain techniques for eliminating these mistakes, which we will introduce to readers. Teaching a foreign language involves not only learning grammar and vocabulary, but also providing students with information about the sound composition of the language being studied, about the features of the articulation of sounds, the pronunciation of both individual words and word combinations, and in the sentence and text. Phonetic errors are inevitable in the speech of a non-native speaker, it can be a light accent that does not affect the process of adequate perception and understanding of the message, improper impact, etc. Phonological mistakes are much worse because they completely distort the word and impede communication. The task of the teacher is to form a student's sustainable understanding of the sound system of the language being studied and to develop automatic pronunciation skills.*

***Keywords:** Good pronunciation, articulation, intonation, native speaker, imitation.*

The organs of speech arranged equally. However, each language has its own peculiarities in the sound system, its own ways of pronouncing sounds and phrases. Each language is characterized by a certain way of speech organs and has its own characteristics in the intonation of the sentence. The same applies to English pronunciation.

The main purpose of this section is to acquire the knowledge and skills of the correct English pronunciation of words and sentences, as well as the development of abilities to hear and understand the speech of native speakers.

To get to the core of question, I'd like to split the general concept of native-like pronunciation into two types of abilities:

1) The ability to entertain conversations with native speakers about a variety of topics while leaving them with the impression that you are a native speaker of the language.

2) The ability to pronounce a language in a way that replicates the pronunciation of native speakers, but without having yet attained native-level knowledge of the language.

The first category is the result of a long learning process and can only be achieved once a person has mastered both the language and its pronunciation. This is a level of achievement that involves much more than pronunciation alone [1].

The second category is an intermediate step, and I think this is what your question is about: after all, lots of people have a perfect command of a language without sounding native, while others can sound like a native even without that complete knowledge.

The short answer provides very little hope: I think it's a matter of innate ability and I don't really know what I do as it's largely an instinctive process and I have no method or technique I can share. Really, as much as I've toyed with this concept, I don't think there is anything I can say that can immediately allow another person to unlock native-like pronunciation.

Hopefully, the long answer can provide additional insight into what happens when a person acquires native-like pronunciation, insight that might prove profitable to some.

Before I delve into the issue, I'd like to address the question of the validity of the quest for better or perfect pronunciation. Despite the hordes of people who will eagerly tell you that you are wasting your time, learning to produce better and clearer pronunciation is definitely a worthy and valid endeavour. Of course, it's a choice and you can choose to disregard it, but if you choose to work on it, it IS worth the time and effort. In any case, I don't think anyone should be discouraged from trying to improve their accent [2].

Why do people have accents? When learning a second language, people tend to use the sound system of their own language and apply it to another. If you know that

a language like Japanese has 5 vowels while French has 16, you can imagine how this simply can't work. Yet, people do it. Probably because they lack the skill to properly categorize sounds that they have never heard, or because they are unable to hear them or produce them correctly, or because they can't easily remap sounds onto a different paradigm. In any case, people do it, and that's why they have an accent in their second language [4].

To get an idea of how different speakers use strategies from their own language, let's look at the word tank in English, French and Japanese and how speakers of 3 different languages would pronounce it. I will present a rather detailed play-by-play description of what happens so you can get a clear picture of how each language resorts to distinct series of fine-tuned strategies to produce sounds [5].

If you are a native speaker of English, you are, in quick succession, going to go from an aspirated, pronounced with the tip of the tongue moved away from the teeth touching the top of the mouth, followed by a strong puff of air when the tongue leaves the top of mouth, the air will continue to come out of your mouth and pass through your non-vibrating vocal cords while the tongue moves into the proper position to pronounce a low and front a, then your vocal chords will start vibrating as your nasal passage opens up to produce a nasal a, after which your tongue will move back to produce an ng sound, which, upon closure of the nasal passage, will yield a k that you will only softly and barely release.

In French, the t would not be aspirated and the tongue would be further to the front, against the teeth, the opening and closure of the nasal passage would perfectly match the vowel (you would either go from a non nasal vowel to the nasal consonant with no blending, or you'd have a nasal vowel and no nasal consonant after), but the vowel would be different since the English front a doesn't exist in French, so it would be mapped to another a vowel position, and finally, the k would be much more audible and released at the end.

In Japanese, the t would be similar to the French t described above, there would also be no aspiration, the vowel would be only slightly nasalized and it would also be different from the English front a, the ng sound would be slightly different from the

English one because the placement of the previous vowel would still, at this point of the word, affect the placement of the front of the tongue, making the ng sound slightly different, and the final k would be released and followed by a more or less voiceless high vowel because Japanese morphology dictates that only vowels and n can end a syllable.

To produce these sounds perfectly is like a choreography. The dancer understands what kinds of movements are involved, she looks at how she must place her body in certain very specific positions, she learns to go smoothly from one to the next, and she practices transitions and groups of movements at various speeds until she can do it in one perfect sequence at full speed.

Pronunciation is similar: you try to get all the sounds right, include all of their features, then you put them together, you transition from word to word until you can produce an entire sentence or phrase in one go, at natural speed. The more you practice this, the more the brain learns to look ahead and becomes able to predict common patterns and produce them with fluidity. It takes time, but it starts on day one. People who claim that a so-called silent period will allow them to get better pronunciation have got it wrong: you need to start practicing from day one, and you have to keep making adjustments until you get it right.

According to Linda Lane (Tips for Teaching Pronunciation) we can distinguish some tips.

Discerning Sounds and Controlling Production. The difficulty for most people lies in the fact that they are unable to discern minute changes in sounds, much less to produce and reproduce such characteristics with consistency. And this is the part where there is virtually nothing. I can tell you that could help you. If you can't hear it, you can't hear it. And if you can't produce it, there is also little. I can say that will change that. Personally, I don't always get a sound on first try either, and I don't think anyone could get me to do it; I know I'll need to keep trying and give it some time [2].

However, this ability to hear and produce different sounds with subtlety is crucial, so the best I can say is keep trying, keep listening, keep practicing, never

stop, but give your brain the time to adapt.

Speaking vs Reading. My focus with languages has always been speaking. I'd even say that the more you speak, the more you understand (for a variety of reasons I won't go into here). A lot of people focus on reading and writing when learning a language, and that is perfectly fine, however if someone is going to acquire a perfect accent, they'll have to focus on speaking. You can't be good at something unless you do a lot of it, and if you want to excel at speaking, you'll have to speak.

Innate skill or Expertise? I can only identify two reasons why a person would be able to attain perfect pronunciation in a second language while others can't: either he has some innate ability (call it an alignment of skills that happens to be favorable to this specific task, if you prefer) or he has a lot of experience, training and knowledge about languages. A lot of people - and this is probably true of a majority of polyglots - don't agree with the idea that one can be gifted for languages. At the same time, most are willing to make a small exception for pronunciation. I'm not sure I get the rationale, but allow me to exploit that breach: I think it just comes down to talent.

If you want to know how to acquire native-like pronunciation, if there is an answer to be found, it's inside you [3].

Intonation: get the musicality right. Intonation is the rise and fall of your voice when you speak. In some languages, intonation goes up at the end, which indicates it's a question - this is the case in Polish, for example. If I use the exact same intonation in English, I'm definitely going to reveal my non-nativeness.

In order to form the correct pronunciation skills of first-year students of language specialties, we can use different tasks e.g. the English jokes texts. According to the students' reaction, the teacher notices did they understand the text. At the initial stage, the teacher reads the text at a slow pace, later, when students get used to this exercise, the teacher reads the text in a normal pace for a native speaker. The teacher can ask students to read jokes in front of group For example:

Little John said...

Little John: I used to be a big-game hunter. Why, for years I shot elephants in Alaska.

Big Alfred: That is impossible! There are not any elephants in Alaska.

Little John: Of course not. I shot them all.

Poetry is a special way of organizing speech; introducing an additional measure (measurement) into speech that is not determined by the needs of the ordinary language; verbal artistic creativity, mostly poetic. It develops listening skills and pronunciation. The more students hear and try to concentrate their attention-the more they improve articulation. For example:

My star.

You are my star in the sky.

You are the light in the darkness.

You are the melody in my heart.

I am so happy to have find you.

Tongue twisters are short, syntactically correct phrases in any language with artificially complicated articulation. Speakers contain similar in sound, but different phonemes, and difficult to pronounce combinations of phonemes. Often contain alliteration and rhyme. Used to train diction and pronunciation. For example:

1. You know New York, you need New York, you know you need unique New York.

2. He thrusts his fists against the posts and still insists he sees the ghosts (Stephen King).

In order to teach the pronunciation we can distinguish some tips. At the very beginning students should analyse how our organs of speech work, after that students should learn the features of the phonetics of the English language. We can also work at reducing accents with the help of imitation. The most effective tips are listening, reading and imitation. Also we must not forget about practice, the more we try the more we success the best results. Students must emphasize the importance of intonation. Thanks to music, movies and videos on the internet, we can built our speech and work at intonation. For example, we considered some examples of funny

jokes, which can make our learning more interesting and effective. There are cases of talent and personal abilities too. We can say that some people have the predisposition for learning languages, but we should remember all we want depend on us.

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ДҰРЫС СӨЙЛЕУ - АРМАН НЕМЕСЕ ШЫНДЫҚ?

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***Аңдатпа:** Шет тілін оқу кезінде студент артикуляциялық және интонациялық қателерді жасайды. Шет тілін оқыту тек грамматика мен сөздікті оқып қана қоймай, сонымен қатар студенттерге оқылатын тілдің дыбыстық құрамы, дыбыстардың артикуляциясының ерекшеліктері, жекелеген сөздердің айтылуы, сондай-ақ сөз тіркестері, сондай-ақ ұсыныстар мен мәтіндер туралы ақпарат береді.*

Фонетикалық қателер сөйлеушінің сөйлеуінде сөзсіз, бұл хабарды дұрыс қабылдау және түсіну процесіне әсер етпейтін жеңіл акцент болуы мүмкін. Алайда, фонологиялық қателер әлдеқайда нашар, өйткені олар сөздерді толығымен бұрмалайды және қарым-қатынасқа кедергі келтіреді. Мұғалімнің міндеті - студенттердің оқылатын тілдің дыбыстық жүйесін тұрақты түсінуін қалыптастыру және автоматты айтылу дағдыларын дамыту.

Дұрыс айтылу ауызша сөйлеуді тез қабылдауға ықпал етеді, адамдардың қарым-қатынас процесін жеңілдетеді: дұрыс айтылу сөйлеуді қабылдауды қиындатады, қызметшінің назарын сөйлеу мазмұнынан алаңдатады.

Әр түрлі артикуляциялық және интонациялық қатерлерді жою тәсілдері бар, біз соларды оқырмандарға осы мақалада жеткіземіз.

Негізгі сөздер: Дұрыс сөйлеу, артикуляция, интонациясы, тілдік тасымалдаушы, еліктеу.

ХОРОШЕЕ ПРОИЗНОШЕНИЕ - МЕЧТА ИЛИ РЕАЛЬНОСТЬ?

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***Аннотация:** Как известно, при изучении иностранного языка студент делает артикуляционные и интонационные ошибки. Обучение иностранному языку предполагает не только изучение грамматики и словаря, но и предоставляет студентам информацию о звуковом составе изучаемого языка, об особенностях артикуляции звуков, о произношении как отдельных слов, так и словосочетаний, а также предложений и текстов. Фонетические ошибки неизбежны в речи говорящего, это может быть легкий акцент, который не влияет на процесс адекватного восприятия и понимания сообщения. Однако фонологические ошибки намного хуже, потому что они полностью искажают слова и препятствуют общению. Задача учителя - сформировать устойчивое понимание студентами звуковой системы изучаемого языка и развивать навыки автоматического произношения.*

Правильное произношение способствует быстрому восприятию устной речи, облегчает процесс общения людей; неправильное произношение затрудняет восприятие речи, отвлекает внимание слушающего от содержания высказывания.

Существуют различные приемы устранения артикуляционных и интонационных ошибок, которые мы представим читателям в данной статье.

***Ключевые слова:** Хорошее произношение, артикуляция, интонация, языковой носитель, подражание.*

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**INSTRUCTIONAL DEVICES FOR UNIVERSAL EDUCATIONAL
ACTIVITIES FORMATION AT THE LESSONS OF JUNIOR
COMPREHENSIVE SCHOOL**

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***Abstract:** The article deals with the instructional devices of universal educational activities formation in primary school. The distinctive feature of education in primary school is highlighted. The requirements for learning outcomes are formulated in the form of personal, objective results. Demonstrated State educational standards, which are a set of requirements that are mandatory for the implementation of basic educational programs of primary general, basic general, secondary (full) general, primary vocational, secondary vocational and higher professional education educational institutions having a state license.*

The important element of the formation of universal educational actions of students at the stage of primary general education is shown. In a broad sense, the term «universal learning activities» means the ability to learn, that is, the ability of a subject to self-development and self-improvement through conscious and active appropriation of a new social experience. The article describes the functions of universal educational actions. It was concluded that the achievement of the ability to learn implies a full mastery of all components of learning activities, which include: cognitive and learning motives, learning goal, learning task, learning activities and operations (orientation, transformation of materials, control and evaluation). The ability to learn is a significant factor in improving the efficiency of students' learning of subject knowledge, the formation of skills and competencies, the image of the world and the value-semantic foundations of personal moral choices.

***Keywords:** Education standard, universal educational activities, primary school pupil.*

State educational standards represent a set of requirements, obligatory when realising the basic educational programs of primary general, basic general, secondary (full) general, elementary vocational, secondary vocational and higher vocational education by educational institutions with a governmental license.

State educational standards provide:

1) unity of educational space of the Republic of Kazakhstan;

2) continuity of the basic educational programs of primary general, basic general, secondary (full) general, secondary vocational and higher vocational education [1].

The distinctive feature of education in primary school is its pragmatist character, targeting to the personal development of a pupil. The education system refuses traditional representation of training results in the form of knowledge, skills; standard formulations specify real kinds of activity which the pupil should seize by the end of primary education. Requirements to training results are formulated in the form of personal, metasubject and subject results.

The integral part of the education essence is universal educational activities (UEA). Under UEA «general educational abilities», «general ways of activities», «super-subject activities», etc. are understood. For UEA the separate program-program of universal educational activities formation (UEA) is provided.

The important element of universal educational activities formation of students at the stage of elementary general education, providing its productivity are orientation of younger schoolboys in both information and communicative technologies and formation of their ability to apply them competently [2].

In a broader sense «universal educational activities» term is the ability to study, i.e. capacity of a subject for self-development and self-improvement by conscious and active acquisition of new social experience.

The student's ability to acquire new knowledge independently and successfully, to form skills and competence, including the independent organisation of this process, i.e. ability to study, it is provided with that universal educational activity as the universal educational activities give students capacity for wide orientation both in various subject spheres, and in the educational activity structure itself including comprehension of its target orientation, axiological and conceptual operational characteristics [3].

Thus, achievement of ability to study assumes high-grade acquisition of all components of educational activity which include: informative and educational motives, an educational purpose, an educational problem, educational activities and operations (orientation, material transformation, control and estimation) by students. Ability the study is an essential factor of efficiency increase of acquisition of subject knowledge, formation of abilities and competences, and an image of the world axiological and conceptual bases of a personal moral choice by pupils.

Functions of universal educational activities:

- providing abilities of the students to carry out educational activity independently, to set educational goals, to search and use necessary means and ways of their achievement, to supervise and estimate process and results of activity;

- creation of conditions for harmonious development of a person and its self-realisation on the basis of readiness for continuous formation; providing successful digestion of knowledge, formation of skills, habits and competences in any subject sphere.

Universal educational activities represent a complete system in which the origin and development of each kind of educational activity is defined by its relation with other kinds of educational activities and the general logic of age development.

The content and ways of association and communications cause the capacity development of a child for behaviour and activity regulation, knowledge of the world, define «I» image as the system of representations about oneself, attitudes towards oneself [4].

Formation of universal educational activities in educational process is carried out in the context of mastering different subject disciplines. Requirements to formation of universal educational activities are embodied in planned results of programs development of such subjects as «Russian», «Dramatic reading», «Mathematics», «Technology», «Foreign language», «Fine arts», «Physical education» concerning axiological and conceptual, personal, informative and communicative development of pupils.

«The Russian language» subject provides formation of informative, communicative and regulatory activities. Working at the text enables to form logic actions of analysis, comparison, and establishment of cause-and-effect relation. Orientation in morphological and syntactic structure of a language and mastering of structure rules of a word and a sentence, the graphic form of letters provides development of sign and symbolical actions - replacement (for example, a sound by a letter), modelling (for example, structure of a word by scheme drawing up) and model transformation (word modification). The Russian language studying creates conditions for «linguistic feeling» formation as a result of orientation of a child in grammatical and syntactic structure of the native language and provides successful development of forms adequate to age and speech functions, including generalising and planning functions.

Requirements to results of studying Dramatic reading include formation of all kinds of universal educational activities - personal, communicative, informative and regulatory (with the development priority of axiological and conceptual sphere and communications) [5].

The major function of perception of fiction is translation of spiritual and moral experience of a society through communication of the social personal senses system revealing moral value of heroes' acts of literary works. At the stage of elementary general education the important means of the organisation of the author's position understanding, the author's attitude to the heroes of the literary work and the reflected reality is dramatic reading.

«Dramatic reading» subject provides formation of the following universal educational activities: sense formation through tracing the hero's destiny and orientation of a pupil in the system of personal senses; self-determination and self-knowledge on the basis of comparison of «I» image with heroes of literary works by means of emotional and effective identification; aesthetic values and on their basis of aesthetic criteria; moral and ethical estimation through revealing the moral content and moral value of characters' activities; abilities to build a plan allocating the essential and additional information.

At the stage of elementary general education mathematics is the basis of students' development cognitive activities, first of all, logic and algorithmic, including sign and symbolic and also planning (action sequence concerning problem solving), knowledge systematization and structuring, translation from one language into another one, modelling, differentiation of essential and inessential conditions, axiomatics, formation of elements of system thinking and acquisition of bases of information literacy. Mathematics for formation of the general reception of problem solving as a universal educational activity is of special importance.

Modelling formation as a universal educational activity is carried out within the limits of practically all subjects at this stage of formation. Modelling includes sign and symbolic activities in the structure: replacement, coding, decoding. The mastery of modelling also should begin with their development. Besides, a pupil should master systems of socially accepted signs and the symbols existing in modern culture and necessary both for training, and for his or her socialisation.

Technology. Technology studying provides realisation of the following purposes:

- formation of the world view of material and spiritual culture as the product of creative object and reformative activity of a person;
- development of sign and symbolic and spatial thinking, creative and reproductive imagination on the basis of the ability development of a pupil to model and display an object and process of its transformation in the form of models (drawings, plans, schemes, drafts);
- development of regulatory activities, including planning (ability to make a plan of the activity and to apply it to problems solving); forecasting (an anticipation of the future result under various conditions of the activity performance), control, correction and an estimation;
- formation of the internal plan on the basis of stage-by-stage development of subject reformative activities;
- development of the planning and regulating function of speech;

- development of the communicative competence of students on the basis of the joint productive activity organisation;

- development of aesthetic representations and criteria on the basis of graphic and art constructive activity;

- formation of success motivation and achievements of younger schoolboys, creative self-realisation on the basis of the effective organisation of object reformative symbolic modelling activity;

- students' acquaintance with life rules of people in the information world: selectivity in information consumption, respect for the personal information of other persons, for the process of the doctrine knowledge;

- students' acquaintance with the world of trades and their social value, history of their occurrence and development as the first step of formation of readiness for preliminary professional self-determination [6].

Physical education provides formation of personal universal activities:

- bases of common cultural and the Russian civil identity as feelings of pride of achievements in the world and domestic sports;

- development of moral standards of help for people who require it, readiness to take up responsibility;

- development of achievement motivation and readiness for overcoming of difficulties on the basis of constructive strategy of intercompany participation and abilities to mobilise the personal and physical resources, resistance to stress;

- development of rules of a healthy and safe life style.

Planned result in development by younger schoolboys of universal educational activities on finishing primary education - personality development.

In the sphere of personal universal educational activities of graduates' orientation to moral standards and their performance, adequate motivation of educational activity, including educational and informative motives will be generated.

In the sphere of regulatory universal educational activities pupils will seize all types of educational activities aimed at the work organisation in educational institutions and outside, including the ability to accept and keep the educational

purpose and the problem, to plan its realisation, to supervise and estimate the activities, to introduce corresponding corrective amendments in their performance.

In the sphere of informative universal educational activities pupils will learn to perceive and analyze messages and their major components-texts, to use sign and symbolic means, besides they will master the modelling activity, and also a wide spectrum of logic activities and operations, including the general problem-solving procedures.

In the sphere of communicative universal educational activities pupils will get abilities to consider the position of the interlocutor, to organise and carry out collaboration and cooperation with the teacher and contemporaries, to perceive and transfer the information adequately, to display the content area and activity conditions in the messages which major components are texts [7].

Formation of universal educational activities makes the important problem of educational process and makes an integral part of the fundamental essence of the general education.

The formation level of universal educational activities is embodied in Requirements to the development results of the mastery of the general education according to the educational process steps. Development of universal educational activities makes a psychological basis of pupils' success in mastery of the content area.

By now in practice of school training work on development of universal educational activities as a psychological component of educational process, is carried out spontaneously. Only an insignificant number of teachers try to realise the requirement of formation of universal educational activities. The spontaneous and casual character of universal educational activities development is embodied in acute problems of school training - in the low level of educational motivation and the informative initiative of pupils, the ability of pupils to regulate the educational and informative activity, insufficient formation level of general cognitive and logic activities, and as a consequence of school deadaptation, deviant behaviour. Purposeful systematic formation of universal educational activities with

preprogrammed properties, such as awareness, rationality, high level of communication and readiness to apply it in various subject areas, criticality, and masterful acquirement should become alternative to the current position.

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ЖАЛПЫ БІЛІМ БЕРЕТІН МЕКТЕПТІҢ БАСТАУЫШ СЫНЫП САБАҚТАРЫНДА ӘМБЕБАП ОҚУ ӘРЕКЕТТЕРІН ҚАЛЫПТАСТЫРУДАҒЫ ПЕДАГОГИКАЛЫҚ ТӘСІЛ

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***Аңдатпа:** Мақалада бастауыш сыныптарда әмбебап оқу әрекеттерін қалыптастырудың педагогикалық тәсілдері қарастырылған.*

Бастауыш мектепте білім берудің ерекшелігі бар. Жеке және пәндік түрінде оқыту нәтижелеріне қойылатын талаптар тұжырымдалған. Мемлекеттік лицензиясы бар білім беру мекемелерінің жалпы бастауыш, жалпы негізгі, жалпы орта (толық) жалпы бастауыш, кәсіптік орта және жоғары кәсіптік білім берудің негізгі білім беру бағдарламаларын іске асыру кезінде міндетті талаптардың жиынтығын білдіретін мемлекеттік білім беру стандарттары көрсетілді.

Жалпы бастауыш білім беру сатысында білім алушылардың әмбебап оқу іс-әрекеттерін қалыптастырудың маңызды элементі көрсетілген. «Әмбебап оқу әрекеттері» терминінің кең мағынасында жаңа әлеуметтік тәжірибені саналы және белсенді түрде беру арқылы субъектінің өзін-өзі дамыту және өзін-өзі жетілдіру қабілетін түсінеміз. Мақалада әмбебап оқу әрекеттерінің функциясы қарастырылған. Оқу іскерлігіне қол жеткізу білім алушылардың оқу іс-әрекетінің барлық компоненттерін толық меңгеру көзделеді, олар: танымдық және оқу уәждері, оқу мақсаты, оқу міндеті, оқу іс-әрекеттері мен операциялары (бағдарлау, материалды түрлендіру, бақылау және бағалау). Оқу іскерлігі-оқушылардың пәндік білімдерді игерудің тиімділігін арттырудың маңызды факторы, сонымен қатар іскерлік пен құзыреттілікті, бейбітшілік салтын және тұлғалық моральдық таңдаудың құндылық-мағыналық негіздерін қалыптастыру.

***Негізгі сөздер:** Білім беру стандарты, әмбебап оқу әрекеті, кіші жастағы мектеп оқушысы.*

ПЕДАГОГИЧЕСКИЕ ПРИЕМЫ ДЛЯ ФОРМИРОВАНИЯ УНИВЕРСАЛЬНЫХ УЧЕБНЫХ ДЕЙСТВИЙ НА УРОКАХ В МЛАДШИХ КЛАССАХ ОБЩЕОБРАЗОВАТЕЛЬНОЙ ШКОЛЫ

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***Аннотация:** В статье рассмотрены педагогические приемы формирования универсальных учебных действий в младшей школе.*

Выделена отличительная особенность образования в начальной школе. Сформулированы требования к результатам обучения в виде личностных, предметных результатов. Продемонстрированы Государственные образовательные стандарты, представляющие собой совокупность требований, обязательных при реализации основных

образовательных программ начального общего, основного общего, среднего (полного) общего, начального профессионального, среднего профессионального и высшего профессионального образования образовательными учреждениями, имеющими государственную лицензию.

Показан важный элемент формирования универсальных учебных действий обучающихся на ступени начального общего образования. В широком значении под термином «универсальные учебные действия» понимаем умение учиться, т.е. способность субъекта к саморазвитию и самосовершенствованию путём сознательного и активного присвоения нового социального опыта. В статье рассмотрены функции универсальных учебных действий. Сделан вывод, что достижение умения учиться предполагает полноценное освоение обучающимися всех компонентов учебной деятельности, которые включают: познавательные и учебные мотивы, учебную цель, учебную задачу, учебные действия и операции (ориентировка, преобразование материала, контроль и оценка). Умение учиться - существенный фактор повышения эффективности освоения учащимися предметных знаний, формирования умений и компетенций, образа мира и ценностно-смысловых оснований личностного морального выбора.

Ключевые слова: Стандарт образования, универсальные учебные действия, младший школьник.

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MONITORING THE FORMATION OF PHYSICAL CULTURE OF STUDENT'S PERSONALITY

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***Annotation:** Monitoring development of the student's physical culture formation through the use of a set of diagnostic techniques will provide a comprehensive and holistic study of formation peculiarities of the physical culture of the subjects' personality with different ideological, activity and cognitive conditions. A detailed analysis of various aspects of the process being studied contributes to the timely adjustment of the educational process.*

Within the framework of a new higher professional education paradigm formation, the issues of ensuring the social adaptation of a student to changing living conditions, the formation of a spiritually and physically healthy specialist are becoming essential.

***Keywords:** Monitoring, the formation of the physical culture of the student's personality, diagnostic tools.*

The transition of society to a new historical state, causing objective changes in human development, objectively requires a fundamentally new organization in such an important area as the education system, responsible for preparing a person for life, for building his cultural potential. Modern higher education is aimed at the formation of a professional with a sufficient level of professional culture and competence.

The formulation of these questions is particularly relevant in connection with the changed value orientations of the social system and with the rethinking of activities in all spheres of society life and the individual, where the physical culture of the individual is one of the key places.

Modernization of physical education activities of future teachers in the university, based on the formation of individual physical culture, contributes to improving the quality of vocational training in a humanitarian university. In the current situation of professional pedagogical education, contradictions are found:

- between the increasing requirements of normative documents for the quality of pedagogical education and the insufficient use in educational practice of holistic diagnostic tools for the timely assessment, monitoring and forecasting of the state of the pedagogical process and the prospects for its development:

- between the wide possibilities of psychological and pedagogical diagnostics of the formation of a person's physical culture systemically and from various sides of the phenomenon and traditional one-sided monitoring in educational institutions, covering only the physical side of this phenomenon. In this regard, the monitoring system of a student's physical development of culture formation, in the context of studying the discipline "Physical culture", acquires particular relevance.

The concept of monitoring is close to such general scientific pedagogical and psychological concepts as feedback, reflection, control, certification, but all these concepts are only separate elements of monitoring or its particular cases. In this regard, monitoring has a number of universally recognized features: consistency, integrity, scientific nature, continuity, diagnostics, information efficiency and feedback. S.N. Silina considers monitoring from a methodological point of view as a universal type of activity indifferent to subject content [8]. According to E.F. Zeer, monitoring can be defined as the process of tracking a state of an object using continuous or periodically repeated data collection, which is a collection of certain leading indicators [5]. In his research, A.S. Belkin considers monitoring as a continuous, scientifically-based diagnosis and prognostic monitoring of the educational process [2]. From the point of view of V.N. Solovyov monitoring is necessary when it is important to track changes in the state of objects when building a process in order to manage this process scientifically and reasonably [9].

In the practice of sports and sports work, programs and program-methodical complexes are widely used based on the use of modern information technologies,

which are both simple interactive programs - questionnaires, and complex expert systems consisting of several basic and auxiliary units (V. and Zholdak [3], V.V. Zaitsev [4], S.D. Neverkovich [6] and others). A significant advantage of using such diagnostic and consulting systems is their economic efficiency and high throughput.

Pedagogical monitoring is the diagnosis, assessment and prediction of the state of the pedagogical process; tracking its progress, development prospects [10]. The beginning of this activity is the psychological and pedagogical diagnostics of development level of the subjects' groups, education and the formation of each individual, educational environment in which the student is located [1]. The essence of pedagogical diagnostics is to collect information about the subject of diagnostics using a variety of methods and diagnostic techniques [7].

The basis for the selection of diagnostic methods that provide research was our theoretical analysis of a physical culture formation problem of the personality of a future teacher. Based on the study of special scientific literature, methods of psychological and pedagogical diagnostics and procedures for their use in the process of forming a physical culture of a student's personality in the pedagogical space of a humanitarian university, which determine the actual contribution to the theory of psychological pedagogical measurements, monitoring and diagnostics, to the theory of qualimetry.

They determine the initial and final formation level of physical culture of the student's personality on the basis of determining the formation degree of its main components. The system analysis of the phenomenon - the physical culture of the student's personality - the future teacher - made it possible to distinguish three main components in it: motivational-emotional (spiritual), activity (physical), and cognitive (intellectual) or physical culture competence.

To develop a holistic diagnostic tool that will allow us to comprehensively and systematically monitor the process of physical culture formation of the students' personality, we have identified the main indicators and criteria for each component.

We refer to indicators and criteria of the motivational-emotional component of the physical culture of a student's personality: - physical culture-oriented worldview:

the presence of physical culture-oriented consciousness, the level of physical culture and health thinking, an indicator of the formation of physical culture and health ideas;

- motivational-value attitude to physical culture: the formation of motivation to physical activity, an indicator of interest in physical activity, the presence of a conscious need in it;

- emotional indicator: emotional readiness for physical activity, level of development of the emotional state during physical activity, indicator of emotional comfort. We define the indicators and criteria for the activity component of the physical culture of a student's personality:

- mental indicator: the optimal level of neuro-psychological readiness for professional activity, expressed in the presence of adequate self-esteem, as a condition for professional improvement, resistance to emotional exhaustion, resistance to stress, an optimal complex of psychological and characterological personality traits of a teacher and ability to build interpersonal relations (aggression in relationships);

- physical indicator: level of development of strength, indicators of speed, level of development of endurance, functional indicator of dexterity, level of formation of flexibility; - health indicator: the level of somatic health, based on the assessment of the adaptation potential, as a quantitative indicator of health, determined by monitoring the intensity of life in normal environmental conditions, which is determined by the fitness of the structural elements of the body.

We offer the indicators and criteria for the cognitive component of the physical culture of the student's personality: - operational indicator: physical culture and health knowledge, understanding and knowledge of physical culture and health knowledge, the skill of using in practical activity physical culture and health knowledge; - reflexive-evaluative indicator: the ability to analyze physical culture and fitness skills, mastery and creative application of physical culture and health abilities, systemic ability to evaluate and correct the results of the creative application of physical culture skills;

- behavioral indicator: the level of physical culture, formation and maintenance of a healthy lifestyle of students.

Thus, the development of psychological and pedagogical monitoring of the student's physical culture formation through the use of a set of diagnostic methods will allow a more qualitative study of the course and results of component-wise and step-by-step development of the physical culture of an individual's subjects and different types of students. A detailed analysis of the various aspects of the process under study will help facilitate the timely adjustment of the educational process.

The system integrity and effectiveness of the criterion-diagnostic apparatus used to assess the level of a student's physical culture formation is ensured by a step-by-step method of forming components of a person's physical culture according to their performance, which best accumulates individual diagnostics, including the author's ones, and allows for a complete picture of the formation physical culture of the personality of the subjects. The use of the diagnostic apparatus at various stages of work allows us to ensure a comprehensive and holistic study of the characteristics of the formation of physical culture of the personality of the subjects with different worldview, activity and cognitive conditionality.

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СТУДЕНТТІҢ ЖЕКЕ БАСЫНЫҢ МӘДЕНИЕТІН ҚАЛЫПТАСТЫРУ МОНИТОРИНГІ

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Аңдатпа: Әртүрлі дүниетанымдық, белсенді және қызметтік негіздеме адамның дене шынықтырушылығының сипаттамаларын жан-жақты және тұрғысындағы зерттеуді қамтамасыз ететін диагностикалық әдістер кешенін пайдалану арқылы студенттің жеке басының дене мәдениетін қалыптастыру мониторингісін әзірлеу. Зерттеліп жатқан үдерістің әртүрлі аспектілерін егжей-тегжейлі талдау білім беру үдерісін замануи тұрғыдан түзетумен реттеледі.

Негізгі сөздер: Мониторинг, студенттің жеке басының дене мәдениетін қалыптастыру, диагностикалық құралдар.

МОНИТОРИНГ ФОРМИРОВАНИЯ ФИЗИЧЕСКОЙ КУЛЬТУРЫ ЛИЧНОСТИ СТУДЕНТА

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Аннотация: Разработка мониторинга формирования физической культуры личности студента на основе использования комплекса диагностических методик, позволит обеспечить всестороннее и целостное изучение особенностей формирования физической культуры личности испытуемых с различной мировоззренческой, деятельностной и когнитивной обусловленностью. Детальный анализ различных сторон изучаемого процесса содействует своевременной корректировке образовательно-воспитательного процесса.

Ключевые слова: Мониторинг, формирование физической культуры личности студента, диагностический инструментарий.

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UDC 004.03

WHAT IS THE INTERNET OF THINGS?

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***Abstract:** High-speed Internet access is also widely available, the cost of connecting to the Internet is declining, and many devices are equipped with wireless communications, smartphones are becoming an integral part of our lives. All this creates a favorable environment for the Internet of Things.*

The Internet of Things is a network of physical objects equipped with electronics, special software, sensors, and Internet access for collecting and exchanging information. These types of physical objects include cell phones, coffee makers, washing machines, vehicles, freezers, and more. All of this can be a member of the Internet of Things, if they have access to the Internet.

The Internet of Things is a giant line of interconnected objects. This is the relationship between man and man, man and things, things and things.

One of the best examples of a wide range of uses for the Internet of Things is smart cities. All these cities are interconnected and do not have unnecessary waste and pollution. In this case, the Internet of Things helps us understand and improve the way we live and work.

***Key words:** Internet of Things, information and communication technology, big data.*

What is the Internet of Things?

The Internet of Things, or IoT, refers to the billions of physical devices around the world that are now connected to the internet, collecting and sharing data. Thanks to cheap processors and wireless networks, it's possible to turn anything, from a pill to an aeroplane, into part of the IoT. This adds a level of digital intelligence to devices that would be otherwise dumb, enabling them to communicate without a human being involved, and merging the digital and physical worlds [1].

What is an example of an Internet of Things device?

Pretty much any physical object can be transformed into an IoT device if it can be connected to the internet and controlled that way.

The term IoT is mainly used for devices that wouldn't usually be generally expected to have an internet connection, and that can communicate with the network independently of human action. For this reason, a PC isn't generally considered an IoT device and neither is a smartphone - even though the latter is crammed with sensors. A smartwatch or a fitness band or other wearable device might be counted as an IoT device, however [1].

What is the history of the Internet of Things?

The idea of adding sensor and intelligence to basic objects was discussed throughout the 1980s and 1990s (and there are arguably some much earlier ancestors), but apart from some early projects - including an internet-connected vending machine - progress was slow simply because the technology wasn't ready.

Processors that were cheap and power-frugal enough to be all but disposable were required before it became cost-effective to connect up billions of devices. The adoption of RFID tags - low-power chips that can communicate wirelessly - solved some of this issue, along with the increasing availability of broadband internet and cellular and wireless networking. The adoption of IPv6 - which, among other things, should provide enough IP addresses for every device the world (or indeed this galaxy) is ever likely to need - was also a necessary step for the IoT to scale. Kevin Ashton coined the phrase «Internet of Things» in 1999, although it took at least another decade for the technology to catch up with the vision [2].

The IoT was initially most interesting to business and manufacturing, where its application is sometimes known as machine-to-machine (M2M), but the emphasis is now on filling our homes and offices with smart devices, transforming it into something that's relevant to almost everyone. Early suggestions for internet-connected devices included «blogjects» (objects that blog and record data about themselves to the internet), ubiquitous computing (or «ubicom»), invisible computing, and pervasive computing. However, it was Internet of Things and IoT

that stuck [2].

How big is the Internet of Things?

Big and getting bigger - there are already more connected things than people in the world. Analyst Gartner calculates that around 8,4 billion IoT devices were in use in 2017, up 31 percent from 2016, and this will likely reach 20,4 billion by 2020. Total spending on IoT endpoints and services will reach almost \$2tn in 2017, with two-thirds of those devices found in China, North America and Western Europe, said Gartner.

Out of that 8,4 billion devices, more than half will be consumer products like smart TVs and smart speakers. The most-used enterprise IoT devices will be smart electric meters and commercial security cameras, according to Gartner.

Table 1. IoT Units Installed Base by Category (Millions of Units).

Category	2016	2017	2018	2020
Consumer	3,963.0	5,244.3	7,036.3	12,863.0
Business: Cross-Industry	1,102.1	1,501.0	2,132.6	4,381.4
Business: Vertical-Specific	1,316.6	1,635.4	2,027.7	3,171.0
Grand Total	6,381.8	8,380.6	11,196.6	20,415.4

Another analyst, IDC, puts worldwide spending on IoT at \$772,5bn in 2018 - up nearly 15 percent on the \$674bn that will be spent in 2017. IDC predicts that total spending will hit \$1tn in 2020 and \$1,1tn in 2021.

According to IDC, hardware will be the largest technology category in 2018 with \$239bn going on modules and sensors, with some spending on infrastructure and security. Services will be the second largest technology category, followed by software and connectivity.

What are the benefits of the Internet of Things for business?

Occasionally known as the Industrial IoT, the benefits of the IoT for business depend on the particular implementation, but the key is that enterprises should have access to more data about their own products and their own internal systems, and a greater ability to make changes as a result.

While industry-specific products will make the early running, by 2020 Gartner predicts that cross-industry devices will reach 4,4 billion units, while vertical-specific devices will amount to 3,2 billion units. Consumers purchase more devices, but businesses spend more: the analyst group said that while consumer spending on IoT devices was around \$725bn last year, businesses spending on IoT hit \$964bn. By 2020, business and consumer spending on IoT hardware will hit nearly \$3tn.

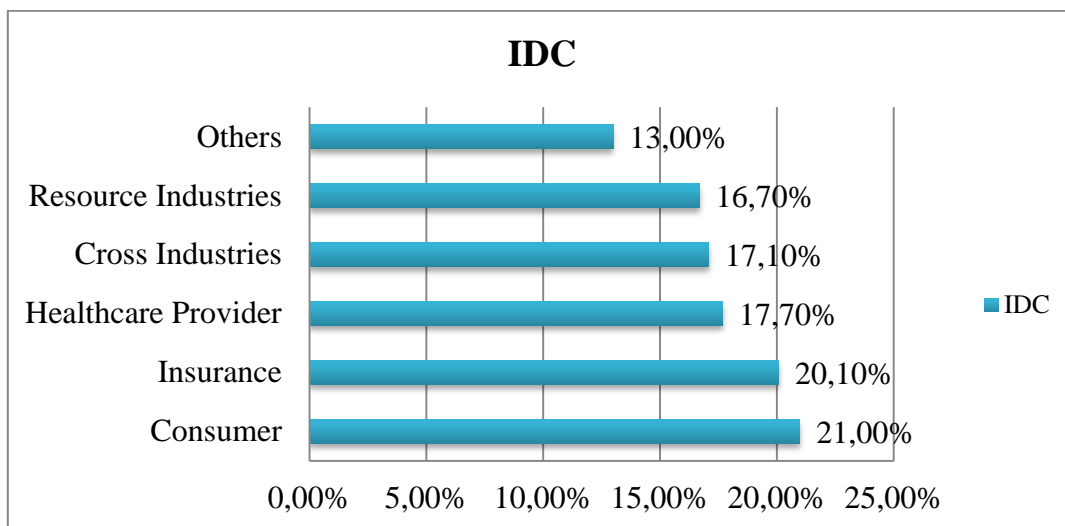


Chart 1. The Internet of Things, broken down by industry.

For IDC the three industries that are expected to spend the most on IoT in 2018 are manufacturing (\$189bn), transportation (\$85bn), and utilities (\$73bn). Manufacturers will largely focus on improving the efficiency of their processes and asset tracking, while two-thirds of IoT spending by transport will go toward freight monitoring, followed by fleet management.

IoT spending in the utilities industry will be dominated by smart grids for electricity, gas, and water. IDC puts spending on cross-industry IoT areas like connected vehicles and smart buildings, at nearly \$92bn in 2018 [2].

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ЗАТТАР ИНТЕРНЕТІ ДЕГЕНІМІЗ НЕ?

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***Аңдатпа:** Жоғары жылдамдықты интернет кеңінен қолжетімді болып барады, оның үстіне интернетке қосылудың құны төмендеуде, көптеген құрылғылар сымсыз қосылу мүмкіндігімен бірге шығарылады, смартфондар біздің өміріміздің ажырамас бөлігіне айналады. Осының бәрі Заттар интернетін құруға өте қолайлы жағдай туғызып отыр.*

Заттар интернеті - ақпарат жинауға және алмасуға мүмкіндік беретін электроникамен, арнайы бағдарламамен, сенсорлармен және интернетке шығу мүмкіндігімен жабдықталған физикалық объектілердің желісі. Мұндай физикалық объектілер қатарына: ұялы телефон, кофеқайнатқыш, кір жуғыш машина, көлік, мұздатқыш және осы секілді көптеген заттар кіреді. Осы заттардың барлығы, егер олар интернетке шыға алса, Заттар интернетінің мүшесі бола алады.

Заттар интернеті дегеніміз - өзара байланысқан «заттардың» алпауыт желісі. Бұл өзара байланыс адам және адам, адам және заттар, заттар және заттар арасында болады.

Заттар интернетінің кең көлемде қолданылуының үздік мысалы - смарт қалалар. Ондай қалалардың барлығы өзара байланысқан және қажетсіз ысырап пен ластану болмайды. Бұл жағдайда Заттар интернеті бізге қалай өмір сүретінімізді және жұмыс істейтінімізді түсініп, оны жақсартуға мүмкіндік береді.

***Негізгі сөздер:** Заттар интернеті; ақпараттық-коммуникациялық технологиялар; үлкен деректер.*

ЧТО ТАКОЕ ИНТЕРНЕТ ВЕЩЕЙ?

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***Аннотация:** Высокоскоростной доступ в Интернет широко доступен, стоимость подключения к Интернету снижается, а многие устройства оснащены беспроводной связью, смартфоны становятся неотъемлемой частью нашей жизни. Все это создает благоприятную среду для Интернет вещей.*

Интернет вещей - это сеть физических объектов, оснащенная электроникой, специальным программным обеспечением, датчиками и доступом в Интернет для сбора и обмена информацией. К таким типам физических объектов относятся сотовые телефоны, кофеварки, стиральные машины, транспорт, морозильники и многое другое. Все это может быть членом Интернет вещей, если у них есть доступ к Интернету.

Интернет вещей - гигантская линия взаимосвязанных объектов. Это взаимоотношения между человеком и человеком, человеком и вещами, вещами и вещами.

Одним из лучших примеров широкого спектра использования Интернет вещей являются - смарт города. Все эти города взаимосвязаны и не имеют ненужных отходов и загрязнений. В этом случае, Интернет вещей помогает нам понять и улучшить то, как мы живем и работаем.

***Ключевые слова:** Интернет вещей; информационно-коммуникационные технологии; большие данные.*

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GRAPHICS AND GRAPHIC DESIGN

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***Abstract:** The article deals with various types of graphic art, their history, innovative contribution of graphic design to the development of socio-economic and cultural sphere and its ability to create contemporary visual landscape. Graphic design is a branch of human activities aimed at creation functionally and artistically important products through manual or computer-generated graphics. Brushes, pencils, pens, computer mice and soft-tip pens are equally important tools used to create products of graphic design. Various artistic techniques and effects are intended for positive perception by both the author and the user. Clarity of image, pull and decorative effect are the key features of artistic language of posters. Composition of poster is the first thing to select. A central object dominates when preference is given to symmetrical composition, while asymmetric composition is just a fragment or a part of the whole with attention focused on motion. Composition can be linear and diagonal.*

***Keywords:** Graphics, graphic design, book graphics, logo, color and tonal unity, symmetry and asymmetry, dynamics and statics, rhythm, contrast and shading, proportionality and scale.*

Graphic design will save the world right after rock and roll does.

(David Carson)

Graphics (from the Latin word «grapho» for write or paint) is pictorial art related to visual representation of plane objects.

Graphics combines pictorial representation as a separate field of arts and various types of printed matter, i.e.: xylography (wood-engraving), etching (metal plate engraving), cardboard printing, etc.

There is easel, book and applied graphics. Easel graphics Easel graphics is a field of arts with artworks created as separate objects of arts in terms of their intended purpose and form. Such artworks are neither included in books or albums nor constitute a part of a street or indoor decoration like posters, or are intended for practical use like applied arts. Basic types of easel graphics are easel painting and engraving. Museum and exhibition collections and hanging on the walls inside public

and residential interiors are traditional places of easel graphics exhibition. Easel graphics are used for decoration of offices, galleries and the walls in our apartments [1].

Book graphics is one of the visual arts. Book graphics include book paintings, vignettes, headpieces, drop caps, book covers, wraparounds, etc. The history of painting goes back to ancient and medieval manuscripts, while the art of engraving and lithography originates from printed books.

Letters deeply rooted in ancient times, are graphic symbols, that is why they are also classified as graphics. Artists illustrate texts by accompanying them with visual images and helping the readers to understand the author's idea.

Graphic design means artistic and design activities targeted at creation of a well-balanced and efficient visual and communicative environment.

Graphic design innovatively contributes to social, economic and cultural development through creation of modern visual environment.

Graphic design covers the entire history of mankind from Lascaux cave paintings to glaring neon lights of Ginza. The long history of visual communication is full of indescribable differences and intersections of advertising art, graphic design and visual arts. They are all bound by a shared variety of elements, theories, principles, practices and languages and sometimes by a sole patron or customer. The unconditional goal of advertising art is sales of goods and services.

It is generally accepted that graphic design is used in advertising magazines and ads, packaging and web design. Composition is one of the key features of graphic design, especially when supporting materials or any other elements are used.

Graphic design is a branch of human activities aimed on creation of functionally and artistically important products through manual or computer-generated graphics. Brushes, pencils, pens, computer mice and soft-tip pens are equally important tools used to create products of graphic design. Various artistic techniques and effects are intended for positive perception by both the author and the user [2].

Composition features creation techniques:

1. Symmetry and asymmetry.
2. Dynamics and statics.
3. Rhythm.
4. Contrast and shading.
5. Proportionality and scale.
6. Color and tonal unity.

There are three technique-based groups:

- text only;
- signs only;
- text and signs combination.

Graphic design products:

- visual corporate identity with logo as its key element;
- booklets, leaflets, calendars and other advertising printed products;
- packages, labels and binders;
- souvenirs;
- websites;
- dummy copies and book illustrations.

Logotype, or logo (from the Greek «logos» for word + «typos» for print) is an original decorated visualization of a full or abbreviated company or brand name contributing to the corporate image.

Logo is the face of the company. Creation of corporate logo is the first step towards development of corporate look and other visual features of the company.

As any graphic image, logo is created in compliance with the laws and features of composition, i.e. creation of an aggregate picture whose essence, content, intended use and harmony underlie location and interconnection of its components. Any composition rests on creation of a certain visualized image.

The key logo, brand or trademark development criteria are:

Identity that differentiates a particular product from its peers and contributes to its competitiveness [3].

Ingenuity that differentiates the logo owner from its competitors and gives rise to positive emotions and associations of consumers.

Functionality that makes it possible to post the logo on letterheads, web-pages, facsimile transmissions, souvenirs or leaflets, which means that the logo must be easily scalable and relatively simple.

Contiguity that establishes the links and associations between the logo and special features of products bearing this logo.

A vector graphics software is needed to design and create a logo. Vector format makes it possible to change the dimensions of the created image, e.g. zoom in to fit the dimensions of the billboard without compromising its quality. It is extremely important because logo is posted both on small products like T-shirts and pens and on various large-size promotion products. There is a wide variety of software products used for logo creation, e.g. Adobe Illustrator, CoreDraw, Freehand, XARA X and others.

The aspects to be factored into logo creation process:

- authenticity;
- artistic expression;
- laconic brevity;
- readability;
- rememberability;
- attractiveness;
- advertizability and adaptability while in use.

Polychromatic logos should be avoided.

1. The more colors are used, the more difficult it is to achieve the balance and harmony.

2. Highly polychromatic logos are not easily memorizable and can look annoying.

3. The costs of polychromatic ads and souvenirs could be several times higher than the costs of monochromatic products.

Graphic design products include posters and placards.

Posters and placards («plakat» in German from the French word «placard» for advertisement or poster, and from the French word «plaque» for paste or stick) are large-size catching images with concise text created for awareness raising, advertising, informational or educational purposes and representing another field of graphic arts. Posters and placards in state-of-the art design are easily understandable visualized messages sent to contemporaries for making conclusions and acting respectively. This formula reflect the level of graphic design and informs about the object of communication [4].

The artistic language of posters is rather special, i.e. the objects must be clearly visible from long distance, draw attention and give a clear idea of the message. Posters and placards are a separate branch of graphic art since the second part of 19th century. The unique features of this genre are as follows: The placards and posters must be understandable and clearly seen from long distance and be positively perceived by target groups. Placard designers often use creative metaphors, geometric objects of different scales with representation of the events occurring in different time and in different places, and wireframe images.

Selection of fonts, composition and colors is of importance here. Photos combined with paintings and drawings are also used. Today the poster art is multigenre - there are political placards and posters, playbills, circus placards and ecological posters. Both images and fonts are intended to demonstrate the key message of a placard. Selection of fonts which could appropriately transmit meaningful messages is a challenge. The color of fonts attracts attention and contributes to special perception of images on the posters. Narrative posters is one of the most popular types of visual propaganda.

Clarity of image, pull and decorative effect are the key specifics of artistic language of posters. Composition of poster is the first thing to select. A central object dominates when preference is given to symmetrical composition, while asymmetric composition is just a fragment or a part of the whole with attention focused on motion. Composition can be linear and diagonal.

Only the objects with clear messages must be depicted on the posters.

Placards and posters are not pictorial art - they don't need refined color shading and smallest details as well as variety of colors (the number of colors used in placards may not exceed four - it is quite enough to create expressive color spectrum). Color gamut can be used to create a well-balanced color scheme. Combination of achromatic colors is also possible.

The topics addressed by posters and their intended use can vary. They can be:

- informative;
- educational;
- awareness raising;
- advertising;
- instructional; and
- satirical.

There are training exercises based on the composition rules and combining image and text used in placards:

1. Photos instead of rectangles and text instead of drawn lines.
2. Images instead of blurs (photos and drawings cut along their contours appearing from the background together with the line).
3. Photos act as background for text and other compositional elements.

At the modeling stage the most efficient way to combine images and text is selected. The image can be represented by painting, photo or abstract blur. Combination of images and text creates the image with the key message conveyed by the poster. The draft poster focuses on all specific features of its composition, i.e.: harmony and balance, rhythm, complex nature, clearly expressed keynote, etc.

Once the topic of the poster and its components are determined, they should be arranged in a particular way.

Text in posters and placards must be laconic and easily readable as if appearing out of the background. The composition can be underlying or frontal.

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ГРАФИКА ЖӘНЕ ГРАФИКАЛЫҚ ДИЗАЙН

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***Аңдатпа:** Мақалада графикалық өнердің әр түрлі түрлері, олардың тарихы, графикалық дизайнның әлеуметтік-экономикалық және мәдени саланы дамытудағы инновациялық үлесі, оның қазіргі заманғы визуалды ландшафты қалыптастырудағы әдісі қарастырылады. Графикалық дизайн-қол немесе компьютерлік графика құралдарымен орындалған функционалдық және көркем мәнді өнімдерді жасау бойынша адамның қызметі. Қылқалам, қарындаш, қалам, компьютер тышқаны, фломастер-Графикалық дизайн өнімдерін жасаудың тең құқылы құралдары. Автордың да, пайдаланушының да оң қабылдауына арналған түрлі көркемдік әдістер мен әсерлер қолданылады. Плакаттың бейнелі тілінің ерекшелігі: бейненің айқындығы, көріністігі, сәнділігі. Ең алдымен, плакаттың композициясын белгілеп, шешу керек. Симметриялық композицияда плакатта орталық фигура басым. Ассиметриялық, керісінше, фрагмент, бір үлкен бүтін бөлігі. Қозғалысқа назар аударылады. Композицияның сызықтық, диагональды құрылымы бар.*

***Негізгі сөздер:** Графика, графикалық дизайн, кітап графикасы, логотип, колорит және тоналды бірлік, симметрия және асимметрия, динамика және статика, ритм, контраст және нюанс, тепе-теңдік және масштабтық.*

ГРАФИКА И ГРАФИЧЕСКИЙ ДИЗАЙН

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Аннотация: В статье рассматриваются различные виды графического искусства, их история, инновационный вклад графического дизайна в развитие социально-экономической и культурной сферы, его способности в формировании визуального ландшафта современности. Графический дизайн - деятельность человека по созданию функционально и художественно значимой продукции, выполненной средствами ручной или компьютерной графики. Кисть, карандаш, перо, мышь компьютера, фломастер - равноправные инструменты создания продуктов графического дизайна. Используются различные художественные приемы и эффекты, рассчитанные на положительное восприятие как автором, так и пользователем. Специфика образного языка плаката: ясность образа, броскость, декоративность. Прежде всего, необходимо наметить и решить композицию плаката. При симметричной композиции на плакате доминирует центральная фигура. Ассиметричная, наоборот, представляет собой как бы фрагмент, часть какого-то большого целого. А внимание акцентируется на движении. Существует и линейное, диагональное построение композиции.

Ключевые слова: Графика, графический дизайн, книжная графика, логотип, колорит и тональное единство, симметрия и асимметрия, динамика и статика, ритм, контраст и нюанс, пропорциональность и масштабность.

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THE ROLE OF THE BOOK ILLUSTRATION NOWADAYS

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***Annotation:** Modern editions demonstrate the books high quality standards. Illustrations rightfully take one of the main places in the book design concept. Book illustration is especially needed in children's publications. Illustrators should have an exceptional artistic taste, unique style, as well as fine appreciation of the book characters in order to convey their character properly.*

Fiction is a powerful and effective means of mental, moral and aesthetic education of children, which exerts a great influence on the child's speech development and enrichment.

Artistic illustration is the most important element of the book for children, which largely determines the artistic value, the emotional impact nature, the possibility of using it in the process of aesthetic education of readers. The book illustration helps the child to explore the world, to learn the moral values, aesthetic ideals and deepens the perception of a literary work.

A child begins the process of choosing a book for reading from illustration. Illustration enables the child to understand the literary text, to perceive its subject, concept and characters, and contains an assessment of events and characters of the literary action.

***Keywords:** Book design, illustrations, children's illustration, book.*

Today, illustrators work with publishers and various companies on a contract basis, using freelance sites. Such sites allow illustrators to work on the design of books, both with publishers and directly with authors. Artists being freelancers can work with different clients and take on new, unrelated projects. First they receive the project summary, after that the budget and deadlines are negotiated, and then sketches, concepts and drawings are sent back and forth until the project completion.

Illustrative books for children occupy a separate niche among printed publications design projects. Authors who create children's products want to see bright, funny pictures in their works that children like so much, styles of which range from soft, realistic watercolors to bright vector drawings and so on.

Children's illustrators work in different techniques, due to the rich history of this artwork development from an engraving image in one of the first children's publications of Jan Kamensky's book «The World in Pictures» in 1658 to modern computer graphics combining cubism, futurism and collage.

See below illustrators' statements describing a diversified approach to design conceptsolving:

«Probably everything always begins with a rough sketch. Then I use literally everything, I paint with acrylic or lacquer paint or transfer the drawing to a computer, where I work in Photoshop or MangaStudio (I use Cintiq). And the last in the order, but not in order of importance -ink, which I use for drawing on a light table» - SanderPappot (Zender), an illustrator.

«Let's take, for example, a book cover. First, I get a short description from a client. I ask as many questions as possible before starting, trying to understand what the client wants to see in the end. Then I start searching for suitable references, study history, culture, clothes, hairstyles and poses.

Different clients rate work differently. Some would like to see a few pencil sketches before creating the final illustration. Others prefer to see the finished version immediately. Generally, I do a pencil sketch after the preparatory work, then scan and refine in Illustrator. Then I send the work to the client, correct the work according to the received comments, until the client is satisfied, and finally, I send the file for printing» - HelenHuang, an illustrator.

«Several days I can sketch the concepts for the book sections that the author wants to illustrate or as we decided should be illustrated. I try to choose interesting or expressive scenes.

The sketches are always rough and sloppy, but they convey the basic idea. I send them to the author and we discuss (usually by email) which ones are suitable and which ones are not. When the author chooses suitable sketches, I move to color sketches or final illustration, depending on what is required» - MaryKinsora, an illustrator.

Bright colors and knowledge of how children react - these are the components of an excellent children's illustration.

Children are incapable of abstract thinking as adults, therefore many children's products seem to be pulled away from reality or completely psychedelic. Meanwhile, children perceive it as entertainment, and not as a story or something that «should make sense».

The only thing that matters is the obvious image, which is easy to remember and repeat in different forms.

A good children's illustration does not require much beauty. Children often respond to simple and even primitive styles (you may look at your own children's drawings). What really matters is the effect a drawing can have on a child.

«If you can see the world through the eyes of a child, children will surely like your drawings. The most popular pop-up books tell us about such things as birth of a new family member or learning of new behavior models, since children learn about the world around them». - GraceSandford, an illustrator [1].

Three rules of good children's illustration:

1. The children's illustration should be contrastive. Otherwise, it will be difficult for a child to focus on something. Ability to focus is not developed very well in children. They perceive colors and shapes, therefore it is especially important for children's illustration.

2. The composition should be clear, well thought out. The look should not go beyond the limits of illustration. All attention should be concentrated within the picture.

3. Readers should recognize themselves in heroes. It is good, for example, if the characters match the age of the children.

Depending on the size and location in the book, illustrations differ in frontispiece, headpiece, band pass (full-page), half-page, center spread and ending.

Frontispiece means the main illustration, placed on the left half of the first broadside, the right side of which is the title page. Frontispiece is an illustration of the entire literary work. This is usually an associative or generalized image. Sometimes a

portrait of the writer or the main characters is placed here [2].

Headpiece illustrations are placed at the beginning of a part or a chapter of a book on the fresh page along with the text, mean the beginning of one of the parts of the narration, are usually placed at the top of the page and are separated from the text by a white space. They help the reader to focus on the new material, to tune into it emotionally.

Headpiece scan depict the scene described at the beginning of a chapter; talk about the main topic of a part or a chapter; show the scene or landscape, which should cause the reader to have the appropriate mood. Headpiecescan also be subject-decorative or symbolic. Headpiecesis like a small overture to the text, which prepares the reader for active perception of a literary work or a chapter of a book.

Full-page, half-page, center spread, frills and marginal drawings are placed inside the text. Choice of image format is determined depending on the importance of the illustrated event, the image. The content of such illustrations usually has a direct relationship with the preceding or following text. Important events are chosen as works for bigcenter spread or full-page illustrations, and less significant ones are depicted on small frills or drawn on the margins. Illustrations largely determine the architectonics of the book, so you need to pay attention to their rhythmic alternation and equal saturation of the entire text with them.

The endings are placed at the end of parts, chapters or the entire book. They, as well as headpieces, can be narrative, ornamental-decorative or symbolic. Headpieces and endings must be made in the same style, as they are interconnected and are often placed side by side in thecenter spread of a book. The nature of each artist's illustrative system can be assessed from the perspective of how he/she conveys two main categories of any action in illustrations - space and time.

Since the book with images is a special artistic structure, it can be said that it was the illustration that contributed to the formation of publications for children as an independent complex of the printing industry. The illustration is included in the book edition, which is the product of people's social activities, the achievement of culture. In addition, images from book illustrations are often used as promotional products.

Vector drawings using the stencil screen printing method are transferred to accessories and other things. Digital drawings and other bitmap works depicting the characters of illustrations of famous works are used in many fields [3].

Majority of the content for children is aimed at learning nowadays, since children's illustrations play an important role in the educational sphere. From school materials to children's literature - products created for children are aimed at their development and addition to the education they receive or will receive in the future.

Considering that the illustration in the book influences not only the child reading the book, but also the creation of favorable relationships in the family circle, illustrators should be aware of what positive or negative emotions they send to children through their drawings. Parents teach children to read books through illustrations. This becomes especially evident during pop-out books reading, when parents with children make up incredible stories about the heroes of the book. Book illustration is a means of aesthetic education of a child, which forms a creative personality and performs a cognitive function.

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ЗАМАНАУИ ӘЛЕМДЕГІ ИЛЛЮСТРАЦИЯ КІТАПТАРЫНЫҢ РОЛЬДІГІ

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Аңдатпа: Қазіргі басылымдар сапалы кітаптардың жоғары стандарттарын көрсетеді. Кітап дизайны тұжырымдамасындағы негізгі орындардың бірін иллюстрациялармен жұмыс істеу алады. Әсіресе, кітап иллюстрациясы балалар басылымдарында өте қажет. Иллюстрация жасаушылар кітап кейіпкерлерінің мінез-құлқын дұрыс жеткізе алу үшін керемет көркемдік талғамы болуы, оларды жан-жақты сезініп, ерекше стилі болуы керек.

Көркем әдебиет балаларды тәрбиелеу кезінде оларға адамгершілік және эстетикалық тәрбиені бойларына сіңдіру үшін, ақыл-ойын жан-жақты дамыту үшін және тілін дамыту мақсатында үлкен әсер етеді.

Көркем иллюстрация - балаларға арналған кітаптың маңызды элементі болып табылады, ол көбінесе оқырмандардың көркемдік құндылығын айқындайтын, әрекет етудің көңіл-күйіне әсер ететіндігімен, сонымен қатар эстетикалық тәрбие үрдісінде пайдалану мүмкіндігімен ерекшеленеді. Кітап иллюстрациясы балаға дүниені тануға, адамгершілік құндылықтарды бойына сіңіруге, эстетикалық идеалдарды түсінуге, әдеби шығармаларды қабылдауға көмектеседі.

Баланың кітап оқуы үшін таңдау процесі иллюстрациядан басталады. Иллюстрация балаға әдеби мәтінді дұрыс қабылдауға көмек етеді, оның тақырыбы туралы түсінігін, идеясын түсінуге, кейіпкерлерді сезінуге көмектеседі, сонымен қатар әдеби әрекеттер арқылы жағдайлар мен кейіпкерлерге баға беруді қамтиды.

Негізгі сөздер: Кітап дизайны, иллюстрациялар, балаларға арналған иллюстрациялар, кітап.

РОЛЬ КНИЖНОЙ ИЛЛЮСТРАЦИИ В СОВРЕМЕННОМ МИРЕ

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Аннотация: Современные издания демонстрируют высокие стандарты качества книг. Одно из главных мест в концепции книжного дизайна по праву занимают иллюстрации. Книжная иллюстрация особенно необходима в детских изданиях. Иллюстраторы должны обладать непревзойдённым художественным вкусом, уникальностью стиля, а также тонко чувствовать персонажей книги, чтобы правильно передать их характер.

Художественная литература служит могучим действенным средством умственного, нравственного и эстетического воспитания детей она оказывает огромное влияние на развитие и обогащение речи ребенка.

Художественная иллюстрация - важнейший элемент книги для детей, во многом определяющий художественную ценность, характер эмоционального воздействия, возможности использования её в процессе эстетического воспитания читателей. Книжная иллюстрация помогает ребенку в познании мира, освоении нравственных ценностей, эстетических идеалов, углубляет восприятие литературного произведения.

С иллюстрации начинается процесс выбора ребенком книги для чтения. Иллюстрация способствует пониманию ребенком литературного текста, формирует представление о его теме, идее, персонажах, содержит в себе оценку событий и героев литературного действия.

Ключевые слова: Книжный дизайн, иллюстрация, детская иллюстрация, книга.

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SAFETY OF CORPORATE NETWORKS

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Abstract: *In this article information, the main issues of safety of the company on social networks through media behavior of users considered. From the point of view of criminals, networks are place for distribution of malicious applications. The ultimate goal of crimes to get access to corporate network. At the end of January, 2018 global media the We Are Social agency and the developer of the platform for management of social networks HootSuite submitted the report according to which more than four billion people use the Internet worldwide.*

Thus, more than a half of world's population is connected to network, and, judging by the latest data, nearly a quarter of one billion new users for the first time joined the Internet in 2017.

The purpose of article consists is the analysis of the company of readiness of cyber attacks and security features, to minimize risk from leak of confidential information.

Keyword: *Users, social networks, cybersport, cyber attacks, cyber security, cybercrimes, cyberthreats, social engineering, swindler.*

Most of new users appeared in network thanks to depreciation of smartphones and tariff plans on mobile communication which became available to more general population. In 2017 more than 200 million people for the first time bought any mobile device. Thus, more than two thirds of the population of the globe got mobile phones (mainly smartphones). The number of users of mobile phones in 2018 is 5,175 billion people (68%) that is 4% more in comparison with the same period of 2017.

Use of social networks continues to grow quickly. More than three billion people around the world leave now in social networks at least once in a month, and nine of ten users get access to them by means of mobile devices. The number of users

of social networks in 2018 was 3,196 billion (42% of the population of the globe) that is 13% more, than in 2017 [1].

According to Kaspersky Lab the Russian small enterprises differ in bigger vulnerability in comparison with the western colleagues. So, 40% of cyber attacks in Russia lead to leak of corporate data while in the USA and Europe this indicator is only 23%, demonstrating the best security of the foreign organizations.

In February, 2018 analysts of the anti-virus company McAfee counted that in 2017 the world damage from cybercrimes was about \$600 billion, having increased approximately by 35% in comparison with assessment for 2014 in \$445 billion.

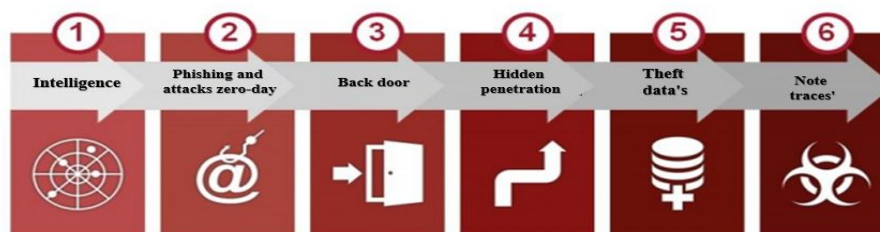
Theft of intellectual property caused at least a quarter of damage of cybercrimes in 2017, is reported in the report prepared by McAfee in partnership with the Center of the international and strategic researches (Center for Strategic and International Studies, CSIS) [3].

In 2017 hackers stole \$172 billion from 978 million consumers in 20 countries of the world, having proved in practice that online users are excessively self-confident in questions of cyber security. It is reported in the report of 2017 Norton Cyber Security Insights Report prepared by the Symantec company in January, 2018 [4].



Pictures 2. Stages of the phishing attack [5]

The social engineering became very powerful and widespread tool for many swindlers. Depending on their specific goal, they can base the methods of social engineering on specifics of the used system, the mobile device, or on human psychology [5].



Pictures 3. Stages of implementation of cyber attacks to corporation

Already there are adequate means of protection allowing to reduce risk of using social networks in business to acceptable level. Modern firewalls, antiviruses, sensors and prevention of the attacks are suitable for protection against external threats.

For protection against leaks it is possible to use modern DLP systems (English Data Loss Prevention).

Confidential information protection is carried out by a DLP system by means of use of the following basic functions:

1. Traffic filtering on all data transmission channels;
2. The deep analysis of traffic at the level of the content and the context.

Confidential information protection in a DLP system is carried out at three levels: Data-in-Motion, Data-at-Rest, Data-in-Use.

Data-in-Motion - the data transferred on network channels:

1. Web (HTTP/HTTPS protocols).
2. The Internet - messengers (WhatsApp; Viber; Telegram; Skype, etc.).
3. Corporate and personal mail (Gmail, Zoho Mail, Yandex.Mail, etc.).
4. Wireless systems (WiFi, Bluetooth, 3G, etc.).
5. FTP - connections.

Data-at-Rest - the data which are statically stored on:

1. Servers.
2. Workstations.
3. Laptops.
4. Data Storage Systems (DSS).

Data-in-Use - the data used at workstations.

Confidential information protection includes organizational measures for search and classification of the data which are available in the company. In the course of classification data are divided into 4 categories:

- Classified information.
- Confidential information.
- Information for office use.
- Public information.

Modern DLP systems are based on flow analysis of the data crossing perimeter of the protected information system. At identification in a flow of confidential information protection, and transfer of the message (a packet, a flow, a session) works it is blocked or monitored.

At the moment about two tens domestic and foreign goods having some DLP-system properties are presented at our market. Here are some of them:

The Russian:

1. Garda Enterprise 2.1.4
2. Patrol Jet 5.0.1
3. InfoWatch Traffic Monitor Enterprise 5.1
4. Falcongaze SecureTower 5.1

Foreign:

1. GTB DLP Suite 14.8.4
2. Symantec Data Loss Prevention (DLP) 12.0.1

Besides the main objective, a DLP system is also well are suitable for the solution of some other tasks connected with control of actions of personnel namely:

1. Control of use of working hours and working resources by employees;
2. Monitoring of communication of employees for the purpose of identification «behind-the-scenes» fight which can do much harm the organizations;
3. Control of legitimacy of actions of employees (prevention of printing of counterfeit documents and so forth);
4. Identification of the employees distributing the summary for quick search of experts on a vacant post.

Conclusion.

In this article ways of penetration through social networks and software products were considered for information are sewn up corporate. Analyzing damages from cyber attacks for the last several years, and readiness of the company to cyber attack came to a conclusion that, it is sewn up American the companies much higher than the Russian companies.

Safety of confidential information of the company to depend, beginning from employees yes of readiness the company. For reduction of threat it is necessary to observe security policy of social networks. And for the company exists products of the DLP systems having properties.

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КОРПОРАТИВТІК ЖЕЛЛІЕРДІҢ ҚАУІПСІЗДІГІ

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Аңдатпа: Бұл мақалада компанияның әлеуметтік желілердегі ақпараттық қауіпсіздігінің негізгі мәселелерін пайдаланушылардың медиа тәртібі арқылы қарастырады. Қылмыскерлер тұрғысынан, әлеуметтік желі зиянды бағдарламаларды таратуға арналған сәтті орын. Қылмыстың түпкі мақсаты корпоративтік желіге қол жеткізу. 2018 жылдың қаңтар айының соңында We Are Social жаһандық медиа агенттігі және әлеуметтік желілерді басқару платформасын әзірлеуші HootSuite есепі бойынша әлемде төрт миллиардтан астам адам интернетті пайдаланады.

Осылайша, желіге әлем халқының жартысынан астамы қосылған, соңғы мәліметтер бойынша жаңа пайдаланушылардың төрттен бір бөлігі алғаш рет 2017 жылы интернетке қосылды.

Мақаланың мақсаты компаниялардың кибершабуылға дайындығын талдауы және құпия ақпараттың таралып кету қауіп-қатерін азайту үшін қорғаныс құралдарын қарастыру болып табылады.

Негізгі сөздер: Пайдаланушылар, әлеуметтік желілер, кибершабуыл, киберқауіпсіздік, киберқылмыс, киберқауіп, әлеуметтік инженерия, алаяқ.

БЕЗОПАСНОСТЬ КОРПОРАТИВНЫХ СЕТЕЙ

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Аннотация: В данной статье рассматривают основные вопросы информационной безопасности компании в социальных сетях через медиа поведение пользователей. С точки зрения преступников, социальная сеть удачное место для распространения вредоносных программ. Конечная цель преступлений получить доступ в корпоративную сеть. В конце января 2018 года глобальное медиа агентство We Are Social и разработчик платформы для управления социальными сетями HootSuite представили отчет, согласно которому более четырех миллиардов человек по всему миру используют интернет.

Таким образом, к сети подключено более половины населения мира, причем, судя по последним данным, почти четверть миллиарда новых пользователей впервые присоединилась к интернету в 2017 году.

Цель статьи заключается в анализе компании подготовленности кибератак и средств защиты, для минимизации риска от утечки конфиденциальной информации.

Ключевые слова: Пользователи, социальные сети, кибератака, кибербезопасность, киберпреступления, киберугроза, социальная инженерия, мошенник.

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