

Abakoumova I.O., Sarichev N.V.
Counteraction to the informational threats in the light of Russian national interests

Informational sphere of Russia is characterized by the active development of the contemporary of the informational exchange and different types of the computer systems. This creates conditions to support different spheres of the national politics. However a little attention is attracted to the problems of providing informational security, it gives the possibilities to illegal access to the closed information, its stealing or destroying. The particular danger consists in manipulations of different kinds of information for the negative influence upon the process of the political decision taking, upon creating attitudes of approaching collapse and intolerance, especially in the youth environment.

Key words: strategy of the development of the informational society, law regulation, informational security, informational threats, informational protection.

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Bakoulin A.V.
Value and context barriers as categories of psychological and didactic analysis

To realize those problems which appear in the educational process in connection with problems of starting pupils' process of the context, it is necessary to analyze value and

context barriers and show their qualitative difference from context and cognitive barriers, the notion of which exists in psychological and pedagogical sciences. The attempt to make such kind of the analysis is represented in this article.

Key words: personality- oriented teaching, context forming in the educational process, educational difficulties, psychological barriers, cognitive barriers, context barriers, value barriers.

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Zinchenko E.V.
Diagnostics of the emotional and cognitive particularities of personality using tests-drawings

The attention of the author is attracted to the problem of psychological diagnostics of the personality's emotional

and cognitive particularities with the help of the test-drawing created by Silver and color test «My life».

The differences of the emotional and cognitive spheres of children and adolescents were found out empirically, the gender differences according to the criterion of the flexibility of thinking were discovered at the youth period. The significant life spheres of the adolescents and youths, which are described in details from the point of view of their color preferences and emotional attitude towards them, are reported in the article.

In whole the author reveals large possibilities of the application of the art-therapeutic methods to make diagnostics of the emotional and cognitive particularities of Russian schoolchildren of different ages.

Key words: cognitive and emotional particularities, adolescent and youth age, Silver's drawing test, цветограмма, forecasting, imagination, creative thinking.

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Zinchenko E.V.

Using the art-therapy for correction of the anxiety of junior schoolchildren

The article attracts our attention to the problem of high anxiety of junior schoolchildren; the author underlines the importance and topicality of this question in the contemporary conditions.

The data of psycho diagnostic research of anxiety with the complex methodic instruments, including traditional questionnaires and project test, as well as new art therapeutic methods, are presented.

The results of the application of the art-therapy in work with junior schoolchildren with high anxiety are described. Using subjective schoolchildren's self-reports, expert data (teachers) and many repeated objective tests, there is a conclusion about the efficiency of the art-therapeutic approach to the work with anxiety.

Key words: anxiety, fears, post traumatic disruptions, art-therapeutic diagnostics, drawing test, group art-therapy, dynamics of the emotional state.

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Kadiakina N.M.

Diagnostics of the motivational and dynamic particularities of the personal stability and self-regulation.

Context reality demonstrates itself in many different forms and it can't be reduced to similar structures; correspondingly, to analyze its different aspects we need different methods and method approaches. None of the methods or methodic approaches is able to seize context reality in whole, that's why its empirical research requires application of complex research strategy and different supplementary methods and approaches. Diagnostics of motivational and dynamic characteristics of self-regulation is possible through revealing context relations, appearing in man's professional activity and inherent in activity, because for understanding the goals of the activity, their real resource and context, it

is necessary to address to the studies of the process of the goal-orientation, in our case self-regulating activity.

Key words: *context sphere, content and dynamic characteristics of personality's context sphere, context forming and incentive motivation, personality stability, context self-regulation.*

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Kalachinskaya O.A.
Existential approach in the process of the rehabilitation – a necessary condition for rebuilding social health of personality

Given article is dedicated to study to life situation serviceman, residing in extreme condition. It is shown that rejection of the happened change, loss by personality of the sense to life obstruct the process to social adaptation, complicate the process of recovery. The Existential approach in process of the rehabilitations allows to arouse internal life power of the person, direct them on process of the change to its life, develop worth-semantic sphere and restore social health to personalities.

Key words: health, life situation, acceptance, altruism, concision to life, self-knowledge, development.

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Kontorovich S.D.

Using symbolic images in political advertising

In the article there are examined the place, the role and the ways of using symbols in political advertisement. The following problems are taken up: specification of political advertisement relating to commercial; the structure of political advertisement; political advertisement as form of psychological affect and it's ability to suggest stable senses at unconsciousness layer. There also considered interpretation of the «symbol» term by different authors, described variants of political symbols classifications and it's functions in political advertisement. Also there attention is payed to the understanding of «symbol» and «archetype» terms in K.G.Jung concept and to the specification of television visual discourse.

Key words: political advertisement, political symbols, psychological affect, unconsciousness.

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Kret M.V.

Influence of the achievement motivation and desire for success upon adults' dynamics of learning a foreign language.

Motives of the adults' learning, the role of the achievement motivation and *failure avoidance, while learning a foreign language, are dealt with in this article. The ways to increase motivation and their psychological mechanisms are considered.*

Key words: *polymotives, achievement motivation, ways to increase motivation, motivation influence upon success dynamics of learning.*

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- belonging. The degree of the positivism-negativism of the representations about personal features is also conditioned by the ethnic status of the subject of representations and gender identity. The gender- ethnic factors have a selective impact upon the assessment of the certain personal features of the manager.*

Key words: manager's ethnic and gender belonging; the degree of the positivism-negativism of representations; personal features.

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Shkouratova I.P.

Appearance styling as the way of personality's self-expression

The article is dedicated to the topical and badly studied problem of the personality's self-expression

Tivodar A.R.

Influence of gender –ethnic manager's belonging upon his representations about his personal features

The article considers the problem of the influence of manager's ethnic and gender factors upon the degree of the positivism-negativism of representations about personal features, belonging to the ethnic groups of «Armenians» and «Russians». Results of the comparative analysis of the representations testify that in business system the assessment of personal particularities is influenced by such characteristics as ethnic and gender

using appearance. The article reveals the notion of the appearance, costume, gives the analysis of the social and demographic impact and man's individual particularities upon appearance styling.

Key words: personality's self-expression, appearance, habit, psycho semantics, costume, social identification, unisex mode.

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Shkouratova I.P.

Speech as the way of personality Self-expression

The article is dedicated to the analysis of the individual and psychological particularities of the man's speech, which play the role, on one hand, of the way of средством его самовыражения, а, on the other hand, let the people who surround him to make an idea about his personality.

Key words: Self-expression, language personality, nonverbal characteristics of speech, styles of speech, gender intellect.

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