

## THE PROCESSES OF FORMATION OF HUMANE IDEOLOGY THROUGH THE AREA OF PROFESSIONAL COMMUNICATIONS ON THE EXAMPLE OF SOCIAL AND CULTURAL PROJECT «I TOUCH MEANS I KNOW»

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The main concept of socio-cultural project «I touch means I know» is effective activity aimed at changing the public opinion which is related to the «other» body. The efficiency is being achieved by participation of creative professionals and active youth media in similar projects. Creating the multicultural space, which includes: alive and interactive communication, the creation of a design project, exhibitions, workshops and lectures, screening of a thematic film – all have motivational and adaptive value for the target audience. Disability is a complex phenomenon. And the interventions to overcome the damage, caused by disabilities, are complex and systemic in nature and they vary depending on specific conditions. The resources of overcoming and self-acceptance in the «other» body are developing in the natural environment of communication. The project includes practical, theoretical, and interactive educational technologies of young people motivation to draw attention to the «special» people. The processes of formation of a humane ideology through the area of special knowledge were activated in the results of researching the needs of people with the «other» body and the effective implementation of professional skills in practice. Due to the specific actions the open dialogue on disability was succeeded, and the stereotype of the «uncomfortable» themes in art, photography, and design was destroyed.

## ИСТОЧНИКИ, МЕХАНИЗМЫ И ФАКТОРЫ ЭВОЛЮЦИИ СОЦИОКУЛЬТУРНЫХ ПОНЯТИЙ (НА ПРИМЕРЕ ПОНЯТИЙ АВАНТЮРИЗМ, АВАНТЮРИСТ, АВАНТЮРА В РУССКОЙ КУЛЬТУРЕ)

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Описание социокультурных понятий в культурах, языках дает более точное понимание мировидения и миропонимания того или иного народа, что, несомненно, очень важно в современных условиях. Рассмотрение эволюции данных понятий дает ученым более точный взгляд на исторический процесс народа, становление его мировоззрения. В данной работе на конкретных примерах рассмотрены различные факторы эволюции определенных социокультурных понятий, предпринята попытка описать механизмы актов этимологизации. В семантике языковых единиц отражены этапы и способы концептуализации исторической действительности. Культурно-историческая информация, раскрывающая социокультурное понятие, индуцируется предметами и явлениями реальности и формирует содержательную сторону слов. Она вырабатывается народом в ходе его исторического опыта. Культурно-исторические смыслы представляют собой константы бытия, в которых нашло отражение взаимодействие человека с окружающей средой, его отношение к миру.

## SOURCE, MECHANISMS AND FACTORS OF EVOLUTION OF SOCIO-CULTURAL NOTIONS (ON THE EXAMPLE OF THE NOTIONS OF ADVENTURISM, ADVENTURER, ADVENTURE IN RUSSIAN CULTURE)

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The description of socio-cultural notions in cultures, languages gives better understanding of the vision of the world and its understanding of a nation. To analyze and understand that is very important nowadays. The investigation of the evolution of these notions gives specialists more precise opinion on the historic process of a nation, its world view formation. In this paper, on the certain examples, different factors of evolution of some socio-cultural notions were analyzed. We tried to describe the mechanisms of the process of etymologization. In semantics of language units the stages and ways of conceptualization of historic reality are reflected. The culture and history information reveals socio-cultural notions, it is induced by things and phenomena of the objective reality and it forms semantic, meaningful side of words. This information is developed by nations in their historic experience. Culture and history meanings and senses are constants of life, where the reflection of interrelation of people and their environment, their attitude towards the world can be found.