

Pedagogy and Psychology

Formation of Aesthetic Value Orientation of an Individual

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Key words and phrases: artistic attitude; impact of art; interaction with a work of art; practice of artistic consciousness; psychological nature of artistic consciousness; value-sense ability.

Abstract: Artistic consciousness is an internal, psychological condition, transforming potential of art in really existing incentives of aesthetic value orientation of an individual's development. The impact of art is represented by psychological aesthetic approach, which considers a person, who interacts with art on the level of artistic consciousness. The one who perceives art is viewed neither in the art itself, nor outside it; an individual is viewed as special reality with its own laws integrated in the "practice" of artistic consciousness.

page 5-7

Philology

Discourse and Different Aspects of Its Definition

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Key words and phrases: cognitive linguistics; communicative phenomenon; context; discourse; discourse analysis; discourse characteristics; discourse definition; discursive formations; discursive parameters; extralinguistic factors; intertextual interaction; psycholinguistics; semiotics; sociolinguistics; speech production analysis.

Abstract: This article examines in detail all the diversity of approaches to the understanding of the "discourse" concept, covering a wide range of different disciplines. The author of this article demonstrates main phases in the development of the discourse theory, and also highlights that the definition of discourse, incorporating all the stated points of view, would be most exact.

page 8-13

Economic Sciences

Impact of Environmental Factors on Strategic Priorities of Education in Kondinskiy District of Khanty-Mansiysk Autonomous Okrug Yugra

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Key words and phrases: factors of external environment; north region; strategic priorities; system of education.

Abstract: The article elaborates upon the challenges related to selecting strategic priorities within educational policy of Kondinskiy district, Khanty-Mansiysky Autonomous Okrug Yugra. The paper examines educational strategic orientation based on the influence of external environmental factors, particularly of the northern regions.

page 14-17

International Scientific Conference “Prospects and pace of scientific development” (January 23–25, 2014, Prague, the Czech Republic)

Architecture and Construction

Urban Development Factors in Siting Multi- Purpose Health Centers in Angola

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Key words and phrases: accommodation; basic requirements in the design of multi-

page 19-21

purpose health centers (MPHC); climatic factors; design of medical facilities.

Abstract: The purpose was to study urban factors affecting the architecture of medical facilities in Angola. The studies were conducted using the method of systematic structural approach enabling to consider the basic characteristics of the object of the study. This method enables to simulate multi-purpose health center (MPHC) as a complex, dynamic relatively open system and distinguish it from the surrounding systems, determine its urban functions.

The basic principles of urban architecture of MPHC, as well as their application in the process of architectural modernization have been examined.

History, Philosophy and Sociology

Social Development of Man and Society as Goal and Result of New Industrialization

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Key words and phrases: consumption; labor; social development of man; use value.

page 22-27

Abstract: This article demonstrates that the main purpose of socio-economic development of the society, from the standpoint of consumption-value approach, is man and his consumption which is regarded as an element of production of the society, social life and social development of man.

Electronics, Measuring Equipment, Radioengineering and Communication

Methodology of Wall Parameters Assessment during Indoor Propagation

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Key words and phrases: attenuation; indoor; propagation.

page 28-31

Abstract: The paper analyzes the basic methods for assessing the propagation of electromagnetic waves. Experimental studies were conducted to assess the attenuation of electromagnetic waves of wireless communication systems for different conditions. Mathematical model was developed for performance evaluation of materials characterizing signal attenuation; the data obtained experimentally for theoretical calculations was used.

International Scientific Practical Conference “Science. Society. Business” (May 26–28, 2014, Paphos, Cyprus)

Biotechnology and Medicine

Special Methods Make it Possible to Diagnose and Treat Stomach Cancer

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International Information Nobel Centre, Tambov (Russia)

Key words and phrases: cancerous points; early diagnostics of stomach cancer; electrophysiological methods; information field; magnetic fields; plant cytostatics; special methods; treatment of stomach cancer.

page 33-34

Abstract: The paper describes the method of stomach cancer treatment by using “cancerous points” accompanied by fibrogastroscopy with the biopsy and histological studies.

**On Self-Dependent Antitumor Activity of Magnetite Nanoparticles
in the Experiments *in vivo***

page 35-36

L.Kh. Garkavi, G.V. Zhukova, O.I. Kit, V.A. Zernov, T.A. Barteneva, M.I. Bragina, A.I.

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International Information Nobel Centre (IINC), Tambov (Russia)

Key words and phrases: antitumor activity; magnetite nanoparticles; transplantable tumors.

Abstract: Application of ferrimagnetic nanoparticles in antitumor treatment is briefly discussed. An experiment using the methods of light and electron microscopy is described.

History, Philosophy and Sociology

The History of Mobile Phones

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Key words and phrases: cell phone; cellular communications; history; transmission of sound over a distance.

page 37-39

Abstract: This paper examines the history of creation of a cell phone; the main stages in the development of mobile communication have been discussed.

Management, Computer Engineering And Information Science

Contact Lens with Built-in LCD for Image Translation

Eva Ryder

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Key words and phrases: invention; lens with built-in LCD; productive and compact devices for viewing images; scanner.

page 40-41

Abstract: The invention of new, more productive and compact devices has been relevant at all times. Contact lens with built-in LCD are compact and easy to use, they present limitless possibilities for application. The scanner notices defects and faults invisible to the naked eye. The process of accessing information are much simpler, hands are freer, and the dream "to photograph as you see" will finally become a reality.

Augmented Reality as Major Innovation

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Key words and phrases: Augmented reality (AR); supporting information technology; virtuality and reality.

page 42-44

Abstract: The paper is a brief overview of augmented reality technology. It provides a brief history of the origin of the term and considers several important AR developments. The role of augmented reality in modern society is discussed.

The System of Image Compression

A.M. Kumaritov, E.A. Sokolova

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Key words and phrases: automation; compression; images; system.

Abstract: The paper discusses the ways of improving the efficiency of information processing; innovative methods of image compression are proposed. In North Caucasian Institute of Mining and Metallurgy digital image compression algorithm was developed and patented in Russia. It can be used for different purposes and is commercially available for a limited number of consumers as digital compression software. The product accelerates the information processing capacity by several times; it can be used by various departments and agencies of the Russian Federation, including special ones. The possible deployment of the tool is also discussed.

page 45-48

Economic Sciences

Theoretical Aspects of Interaction of Mega-Corporations and Regional Economic System: Content and Form

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Stavropol State Agrarian University, Stavropol (Russia)*

Key words and phrases: investment process; mega-corporation; method of capital combinations; regional economic system.

page 49-52

Abstract: The article considers the intensive development of interaction of mega-corporations with regional economic systems. It is revealed that the regional research in this area faces substantial difficulties, including methodological ones.

ISS and Competition: Prolonged Waiting for Metamorphosis

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St. Petersburg (Russia)*

Key words and phrases: competition; competitive space; institutional & spatial synthesis (ISS); spatial competition.

page 53-55

Abstract: The article covers scientific categories “spatial competition”, “institutional competition” in economics theory. The perspective of such categories as “competition” in the context of institutional & spatial synthesis has been discussed.