

#### Chief editor - J.D., professor, academician Pavlov V.V.

Reviewers - experts:

Alexey Konovalov (Kazakhstan) - Cand. of History, Associate Prof., Prof. of History Department, Director of the Center of Social Monitoring and Forecasting, Chairman of the public association "Semey Independent Sociological Center"

Berhard Neumann (Germany) - PhD, ThD, priest, writer, publicist

Daniela Grava (Italy) - DLitt, Literary agent

Elena Kosykh (Russia) - Cand. of Philology, Associate Prof.

Galina Kontsevaya (Belarus) - Cand. of Philology, Associate Prof.

Helen Shentseva (Russia) - Cand. of Philosophy

Julie Soreli (France) - Dr. Est., Expert of National Association of Picture Galleries

Khachatur Avetis Sanosyan (Armenia) - Cand. of Education, Associate Prof.

Marianna Balasanyan (Georgia) - Dr. of Philology (PhD), Associate Prof.

Marina Dedyulina (Russia) - Cand. of Philosophy, Associate Prof., Prof. of the RANH, Full member of the European Academy of Natural History (UK, London), Associate member of the Council for Research in Values and Philosophy (Washington, USA)

Mehmed Jemal (Turkey) - Ph.D.

Oksana Lagoda (Ukraine) - Cand. of Art sciences, Associate Prof.

Olivia Thatcher (UK) - DSc, Counsellor of the South Yorkshire Department of External Affairs and Migration Issues

Pak Sung Hoon (South Korea) - Litterateur and scientific expert, PhD

Radko Monchev (Bulgaria) - PhD, Licensed football agent, licensed trainer

Sabina Ayazbekova (Kazakhstan) - Dr. of Philosophy, Ph.D. in Art History, Full Prof.

Seville Ismailova (Azerbaijan) - Cand. of Philosophy, Associate Prof.

Tatyana Lugovaya (Ukraine) - Cand. of Art sciences, Associate Prof.

Tatyana Makarova (Russia) - Dr. of Art sciences, Cand. of Technical sciences, Associate Prof.

Tetyana Kovalevska (Ukraine) - Dr. of Philology, Full Prof., Head of the Ukrainian Language Department

Tetyana Panyok (Ukraine) - Cand. of Art History, Associate Prof., Head of the "Visual Art" Department

Yuliana Pykhtina (Russia) - Dr. of Philology, Associate Prof., Head of Department of Russian Philology and Russian Language Teaching Methods

Scientific researches review is carried out by means of professional expert assessment of the quality of articles and reports, presented by their authors in the framework of research analytics championships of the GISAP project

Research studies published in the edition are to be indexed in the International scientometric database "Socrates-Impulse" (UK) and the Scientific Electronic Library "eLIBRARY.RU" on a platform of the "Russian Science Citation Index" (RSCI, Russia). Further with the development of the GISAP project, its publications will also be submitted for indexation in other international scientometric databases.

"Role and ratio of verbal and nonverbal means of communication against the background of the increasing value of information and intensity of its turnover", "Material and spiritual factors of the personal creativity expression in the general social process of the cultural values formation": Peer-reviewed materials digest (collective monograph) published following the results of the CXXXIX International Research and Practice Conference and I stage of the Championship in Philology (London, March 02 - March 10, 2017) and CXL International Research and Practice Conference and I stage of the Championship in Art History, History, Philosophy, Culturology, physical culture and sports (London, March 16 - March 24, 2017)/International Academy of Science and Higher Education; Organizing Committee: T. Morgan (Chairman), B. Zhytnigor, S. Godvint, A. Tim, S. Serdechny, L. Streiker, H. Osad, I. Snellman, K. Odros, M. Stojkovic, P. Kishinevsky, H. Blagoev - London: IASHE, 2016. - 84 p.

In the digest original texts of scientific works by the participants of the CXXXIX International Scientific and Practical Conference and the I stage of Research Analytics Championship in Philology "Role and ratio of verbal and nonverbal means of communication against the background of the increasing value of information and intensity of its turnover"; the CXL International Scientific and Practical Conference and the I stage of Research Analytics Championship in Art History, History, Philosophy, Culturology, physical culture and sports "Material and spiritual factors of the personal creativity expression in the general social process of the cultural values formation" are presented.

ROLE AGAI

## ROLE AND RATIO OF VERBAL AND NONVERBAL MEANS OF COMMUNICATION AGAINST THE BACKGROUND OF THE INCREASING VALUE OF INFORMATION AND INTENSITY OF ITS TURNOVER

Peer-reviewed materials digest (collective monograph) published following the results of the CXXXIX International Research and Practice Conference and I stage of the Championship in Philology (London, March 02 – March 10, 2017)

## MATERIAL AND SPIRITUAL FACTORS OF THE PERSONAL CREATIVITY EXPRESSION IN THE GENERAL SOCIAL PROCESS OF THE CULTURAL VALUES FORMATION

Peer-reviewed materials digest (collective monograph) published following the results of the CXL International Research and Practice Conference and I stage of the Championship in Art History, History, Philosophy, Culturology, physical culture and sports (London, March 16 – March 24, 2017)

The event was carried out in the framework of a preliminary program of the project "World Championship, continental, national and regional championships on scientific analytics" by International Academy of Science and Higher Education (London, UK)

# MATERIAL AND SPIRITUAL FACTORS OF THE PERSONAL CREATIVITY EXPRESSION IN THE GENERAL SOCIAL PROCESS OF THE CULTURAL VALUES FORMATION

Peer-reviewed materials digest (collective monograph) published following the results of the CXL International Research and Practice Conference and I stage of the Championship in Art History, History, Philosophy, Culturology, physical culture and sports (London, March 16 – March 24, 2017)

The event was carried out in the framework of a preliminary program of the project "World Championship, continental, national and regional championships on scientific analytics" by International Academy of Science and Higher Education (London, UK)

Published by IASHE London 2017 Unlike Flor its architect ethical, legal suburbs on to by tidiness a production Florentine R unprecedental least secured economic de very high.

Undoubtedly diplomat Nico of 1505 he co of the King around outsk of persistent the famous industry in co

However the accompanyin peasants thre Florentines as

Approaching several dozer shaking their a wheat field. the old gloom gnarly sticks i average years

- The landlog land from the plot. Peasants before such contains the examine th

After listening horse, came c introduced his the unexpecte their many-v recriminations

- Stop! Nice silent! You, the despite the fac pay off only in
- Of course! assistants arme me? After all, t
- And you, the

   Machiavelli l

  head as a sign

  agree.
- I address e looked round tl

#### EXPERTS OF CHAMPIONSHIPS AND CONFERENCES



HELEN SHENTSEVA (RUSSIA)
Candidate of Philosophy

Place of work: Musical school

**Scope of research interests:** The questions of artistic (music) education and the problems of understanding of artwork (interaction between a human and a text); the formation processes of network society; the methodological issues of humanitarian and philosophical studies; the network theory.



KHACHATUR AVETIS SANOSYAN (ARMENIA)

Candidate of Education, Associate Professor

Place of work: State Engineering University of Armenia (Polytechnic).

Scope of research interests: water sports, management of training process.

He is the author of more than 40 scientific works, most of which are monographs.



#### MARINA DEDYULINA (RUSSIA)

Candidate of Philosophy, Associate Professor, Professor of the Russian Academy of Natural History (RANH), Full member of the European Academy of Natural History (UK, London), Associate member of the Council for Research in Values and Philosophy (Washington, USA), Expert of the "Russian network intelligence" community, Member of the Russian Communication Association, Member of the Editorial Board of the scientific journal "Philosophy Study" (ISSN 2159-5313)

Place of work: Taganrog State Radiotechnical University, Taganrog technological Institute of SFU, Southern Federal University

Scope of research interests: cratology, philosophy of science and technics, social and ethical problems of high technologies



#### SEVILLE ISMAILOVA (AZERBAIJAN)

Candidate of Philosophy, Associate Professor

Place of work: Baku State University.

Scope of research interests: family, culture, spiritual life, religion, politics, mass communications.

Is the author of more than 50 works, published in republican and international journals, and 5 manuals



TATYANA LUGOVAYA (UKRAINE)

Candidate of Art sciences, Associate Professor

Place of work: Odessa National Polytechnic University.

Scope of research interests: folklore, history of theater, history and theory of culture, innovative management of informational activity.

Is the author of more than 38 scientific articles and methodological materials.



lems of

ocesses

lies; the

Natural

ondon),

ington,

Russian

journal

itute of

ethical

mass

urnals,

ulture,

BERHARD NEUMANN (GERMANY) PhD, ThD, priest, writer, publicist.



JULIE SORELI (FRANCE) Dr. Est., Expert of National Association of Picture Galleries



OKSANA LAGODA (UKRAINE) Candidate of Art sciences, Associate Professor, Doctoral Candidate



Place of work: Cherkassy State Technological University Scope of research interests: Fashion and style, problems of ethnic and national motives transformation in the design practice with condition of preservation of moral, aesthetic and mental values by means of structural and composite, visual and figurative tools; features of pictorial stylistics, as well as formation of genre and stylistic characteristics of modern suit; clothing as an "external" form of identity narrative.



PAK SUNG HOON (SOUTH KOREA) Litterateur and scientific expert, PhD



SABINA AYAZBEKOVA (KAZAKHSTAN) Doctor of Philosophy, Ph.D. in Art History, Full Professor



Place of work: Kazakhstan Branch of Lomonosov Moscow State University Scope of research interests: Philosophy, History, Culturology, Philology, Educational sciences, Pychology, Sociology, Political science, Art History, Religious Studies



TATYANA MAKAROVA (RUSSIA) Doctor of Art sciences, Candidate of Technical sciences, Associate Professor

Place of work: The Kosygin State University of Russia.

Scope of research interests: design (including graphical: logotypes, corporate identities, marketing products, posters), fashion, style, image (theory and practice); signs systems in design, signs and symbols in design; semiotics. Experience of research in this area: over 12 years.

#### CONTENTS

PHL

Socia

T. Fi

LIM

Bop

Phila IIIei

### ROLE AND RATIO OF VERBAL AND NONVERBAL MEANS OF COMMUNICATION AGAINST THE BACKGROUND OF THE INCREASING VALUE OF INFORMATION AND INTENSITY OF ITS TURNOVER

real services		
pHI	IOI	OGY

Germanic languages  I. Kobiakova, S. Shvachko, V. Stepanov, MODELING THE HUMAN LIFE FRAME CONCEPT ON THE BASIS OF A FRIEDRICH NIETZSCHE'S PHILOSOPHICAL-APHORISM CORPUS	
PHRASEOLOGICAL UNITS	9
Native literature           Пыхтина Ю.Г., СНЕЖНЫЙ ПЕЙЗАЖ В РУССКОЙ ХУДОЖЕСТВЕННОЙ ПРОЗЕ:           ФУНКЦИОНАЛЬНО-СЕМАНТИЧЕСКИЙ АНАЛИЗ	0
Philology - Open specialized section Аязбекова С.Ш., НЕВЕРБАЛЬНЫЕ И ЯЗЫКОВЫЕ ФАКТОРЫ ФОРМИРОВАНИЯ И РАЗВИТИЯ МИРОВЫХ КУЛЬТУРНЫХ УНИВЕРСАЛИЙ	3
Гренадьорова І.М., ЗНАЧЕННЯ НЕВЕРБАЛЬНОГО СПІЛКУВАННЯ В ПРОЦЕСІ НАВЧАННЯ         АНГЛІЙСЬКОЇ МОВИ	7
I. Usachenko, TOWARDS THE ISSUE OF SOCIAL VARIATION OF LANGUAGE	
Theory of language Баласанян М.А., ПРОФЕССИОНАЛЬНЫЙ ЖАРГОН – НОРМАТИВЕН ЛИ ОН?	
Тур О Н. ПРОБЛЕМИ ТРАНСЛІТЕРУВАННЯ ВЛАСНИХ НАЗВ ЯК ЕЛЕМЕНТІВ ДОКУМЕНТНОЇ	
КОМУНІКАЦІЇ	6
O. Shatilova, CATEGORY OF AUTHORIZATION IN TERMS OF THE THEORYOF FUNCTIONAL-SEMANTIC FIELD4	1
MATERIAL AND SPIRITUAL FACTORS OF THE PERSONAL CREATIVITY EXPRESSION IN THE GENERAL SOCIAL PROCESS OF THE CULTURAL VALUES FORMATION  ART HISTORY	
<i>Тheory and history of arts</i> <b>Аязбекова Д.,</b> ФОРМИРОВАНИЕ И РАЗВИТИЕ КРЕАТИВНОСТИ НА ОСНОВЕ ОБУЧЕНИЯ ИСКУССТВАМ (НА ПРИМЕРЕ ПЕРВЫХ ЛОКАЛЬНЫХ ЦИВИЛИЗАЦИЙ)	3
Technical aesthetics and design Макарова Т.Л., Макаров С.Л., РЕЗУЛЬТАТЫ АНАЛИЗА СОВРЕМЕННЫХ ГОТИЧЕСКИХ ОБРАЗОВ В ДИЗАЙНЕ КОСТЮМА И РАЗРАБОТКА ЭЛЕМЕНТОВ БАЗЫ ДАННЫХ	5
HISTORY	
Domestic history  Macaлимов Р.Н., ИСТОРИЧЕСКИЙ ПУТЬ БАШКОРТОСТАНА К РОССИИ  (К 100-ЛЕТИЮ РЕСПУБЛИКИ БАШКОРТОСТАН) / THE BASHQORTOSTAN'S  HISTORICAL WAY INTO THE RUSSIA (TO THE CENTENARY OF THE REPUBLIC OF BASHQORTOSTAN)	9
CULTUROLOGY, PHYSICAL CULTURE AND SPORTS	
Theory and history of culture Аязбекова С.Ш., ИНДИВИДУАЛЬНОЕ И ОБЩЕЕ В УСТНОЙ И ПИСЬМЕННОЙ ПРОФЕССИОНАЛЬНОЙ МУЗЫКЕ (НА ПРИМЕРЕ НОМАДИЧЕСКОЙ И ОСЕДЛОЙ ЦИВИЛИЗАЦИЙ)	
Аязбекова С.Ш., ИНДИВИДУАЛЬНЫЙ ХУДОЖЕСТВЕННЫЙ СТИЛЬ В СИСТЕМЕ КУЛЬТУРНЫХ VHUBEPCA ПИЙ	51
Theory and history of cultureАязбекова С.Ш., ИНДИВИДУАЛЬНОЕ И ОБЩЕЕ В УСТНОЙ И ПИСЬМЕННОЙ ПРОФЕССИОНАЛЬНОЙМУЗЫКЕ (НА ПРИМЕРЕ НОМАДИЧЕСКОЙ И ОСЕДЛОЙ ЦИВИЛИЗАЦИЙ)	51

## ROLE AND RATIO OF VERBAL AND NONVERBAL MEANS OF COMMUNICATION AGAINST THE BACKGROUND OF THE INCREASING VALUE OF INFORMATION AND INTENSITY OF ITS TURNOVER

Peer-reviewed materials digest (collective monograph) published following the results of the CXXXIX International Research and Practice Conference and I stage of the Championship in Philology (London, March 02 – March 10, 2017)

### MATERIAL AND SPIRITUAL FACTORS OF THE PERSONAL CREATIVITY EXPRESSION IN THE GENERAL SOCIAL PROCESS OF THE CULTURAL VALUES FORMATION

Peer-reviewed materials digest (collective monograph) published following the results of the CXL International Research and Practice Conference and I stage of the Championship in Art History, History, Philosophy, Culturology, physical culture and sports (London, March 16 – March 24, 2017)

Layout 60×84/8. Printed sheets 9,77. Run 1000 copies. Order № 01/04-2017.

