THE PROCESS OF COMMUNICATION IN THE PROFESSIONAL TRAINING OF STUDENTS OF PEDAGOGICAL UNIVERSITY

Rogognikova R.A., Babushkina E.A.
Perm State Humanitarian Pedagogical University Russia Perm Sibirskaya st., 24 (614990), e-mail: elena290493@gmail.com

The communication in the professional training of students of pedagogical University is considered as a dominant activity of the pupils, as an essential condition for the upbringing of the person. It’s stressed that in the sphere of ethics of communication has both reserves of optimization of pedagogical process and pedagogical reasons of failure. The main stages of the process of communication and the role of the teacher’s speech in the process of teaching are discussed. Practical classes in University, observation of lessons and out-of-class activities and teaching practice help develop the students' samples of high culture of communication in the acts of communications: “teacher-pupils”, “teacher - colleagues”; “teacher - parents” and so on. We defined the role of habits in the process of formation of pupils’ etiquette, which is the basis of morals of the person. The research data provided a tendency to increase the level of ethical students’ communication. The relationship between the students gain positive character. Their interaction is based mostly on the enthusiasm of the joint creative activities, on the style of communication on the basis of friendship.

FEATURES OF PROFESSIONAL ACTIVITY OF THE EDUCATIONAL PSYCHOLOGIST IN WORK WITH CHILDREN WITH SIGHT VIOLATIONS

Rodin M.V., Volkova I.V.
“Nizhny Novgorod State Architectural and Construction University”, Nizhny Novgorod, Russia (603950, Nizhny Novgorod, ul. Ilyinskaya, d.65), e-mail: ghv-nngasu@mail.ru

For the children having deep violations of sight it is important to get the timely and effective social psychological assistance and support. Practice shows that violation of sight isn’t an absolute obstacle for successful establishment of social contacts with whose who are able to see. The visually impaired child can successfully get skills necessary for this purpose in the process of continuous direct communication with normally seeing contemporaries. The educational psychologist is one of key figures in the course of the organization of effective educational space for children with the broken sight, so he has to take active part in the organization of educational process for visually impaired children both in mass school, and in educational institution of residential type, to define specific educational, educational and correctional objectives of a lesson according to an educational program.
Exposure and Influence on the Younger Generation of Information Flows, Including Uncontrolled Educational System by the Media, and the Internet Video Market

Rodionov P.V., Pavlov A.S., Piskun A.A.

The article marked the most pressing problems for the protection of the younger generation of children and young people from the impact and influence on the younger generation of information flow, including uncontrolled by the education system of the media, and the Internet video market. In this paper, the following objectives: to analyze the influence of the information flow, uncontrolled by the state on the younger generation and identify the necessary measures to protect the younger generation from the influence of harmful information. Today, in the information space of childhood in Russia there have been dramatic changes. Society constantly must pay great attention to this, due to the fact that harmful information is primarily affects the further definition of the child as an individual in this society, and if society does not care what it is the next generation, it will constantly deal with this problem.

Genre-Stylistic Peculiarities of Press-Release and Pragmatics of Teaching Its Writing During the Lessons in Business Russian for Foreign Students

Rolak I.L.

The paper presents an analysis of genre-stylistic peculiarities of the press-release as one of the varieties of business discourse and shows the pragmatics of teaching how to write texts of such genre. The press-release belongs to PR-communication types, it integrates the business and journalistic styles, the main aims of which are informing and influencing. However, the interrelation of aims and target audience in different types of press-release may vary dependently on the situation of communication. This predetermines the selection of teaching material for press-release writing that is essential and satisfactory to foreign students in order to form a business discourse of such type. At this, some model is being formed in students’ linguistic consciousness according to which they would further reproduce such texts. This determines the specifics of the process of teaching to foreign students, in which very important components are pragmatics of utterance, communication form, content, genre and stylistic peculiarities of the text being produced. It is shown on the basis of examples.