

MATERIÁLY
XIII MEZINÁRODNÍ VĚDECKO - PRAKTICKÁ
KONFERENCE
«EFEKTIVNÍ NÁSTROJE
MODERNÍCH VĚD - 2017»

22 - 30 května 2017 г.

Volume 7
Politika
Filologie
Philosophy

Praha
Publishing House «Education and Science»
2017

Vydáno Publishing House «Education and Science»,
Frýdlanská 15/1314, Praha 8
Spolu s DSP SHID, Berdianskaja 61 Б, Dnepropetrovsk

Materiály
XIII Mezinárodní vědecko - praktická konference
«Efektivní nástroje moderních věd - 2017», Volume 7 : Philosophy . Filologie .
Politika . Praha. Publishing House «Education and Science» -96 s.

Šéfredaktor: Prof. JUDr Zdenák Černák

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**Materiály XIII Mezinárodní vědecko - praktická konference ,
«Efektivní nástroje moderních věd - 2017», 22 - 30 května 2017 r. on
Philosophy . Filologie . Politika .**

Pro studentů, aspirantů a vědeckých pracovníků

Cena 50 Kč

ISBN 978-966-8736-05-6

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THE SOCIAL CONTENTS OF TOLERANCE AS VALUE

The phenomenon of tolerance reflects the process of accelerated cultural and value-oriented modernization and transformation of the contemporary society. The principles of tolerance fix the disputed nature of relations in the global social space. The factors of tolerance are related to the variety of social and cultural contradictions as well as the choice of ways to resolving them.

Values of tolerance are reaction to the sensitivity of "ethnic" contacts and the controversial nature of attitudes to "traditional" values and much more. Tolerance is the subject of active and dynamic social practice and a factor in the forming of models of communication in modern society and culture. The values and practice of tolerant behavior in modern society respond to the "requests" and "challenges" of new social processes and events of all levels of life of the society and man.

The values of tolerance as forms of social relations reveal diverse social and cultural expectations and norms as well as direction, prospects and scale of social activity. The internal structure of tolerant behavior and attitudes includes different values, types of reactions and motivational factors. The phenomenon of tolerance has the most important practical function. Ignoring tolerance as a norm of social relations and superficial interpretation of the value of tolerance disorients the participants of social and cultural processes and contacts, as well as researchers of this phenomenon [1, p. 5]. Neglect of the factor of tolerance causes psychological and social destruction relative to the most important types of interaction.

Values of tolerance provide an opportunity for active social modernization of society, harmonization and the establishment of a new quality of cultural dialogue. Tolerant attitude determines the meaning and content of new "standards" of life and communication in the global world. In modern social theory and philosophy denies "common" or universal definition of tolerance. Actual problems of tolerant behavior and relations form the basis for an interdisciplinary and complex analysis of the phenomenon of tolerance in philosophy, psychology and sociology. Modern social

theory reflects and characterizes the diversity and difference of the directions of studies of the phenomenon of tolerance.

The variety of scientific approaches to the problem of tolerance is connected with real and everyday problems of the forming of policy of tolerance, tolerant attitudes in society and in cultural sphere. Values of tolerant behavior and communication are characterized in terms of their cultural functions. Researchers of the phenomenon of tolerance remind about link between tolerance and freedom factors, self-regulation, critical functions of consciousness as well as individual characteristics of social and cultural subjects.

The factors of tolerance in society are associated with various social norms and requirements, dynamics of social conflicts, as well as with the diversity of informal manifestations of social and cultural activity and identity. The experience of tolerant behavior depends on temperament, type of personality, "the direction of mental energy", from the dominance of one of the "mental functions" of a person. Tolerance is often seen as a function of the psyche as a whole and its "fickle" states.

The main characteristics of tolerant behavior and communication are reflected in the social and cultural functions of values of tolerance. Values of tolerance are considered, first of all, as values of communication and practical interaction of people. Norms of tolerant behavior disclose and describe the instability, unsteadiness, dynamism, subjectivity and "conflict" factors of social communication.

The factors and qualities of tolerance are related to the specifics of obtaining information, the practice of regulating social relations, the mechanisms of cultural communication, models of behavior, motivations of human activity and the functions of a social organization. Values of tolerance are filled in modern society with deep cultural meaning and content. The values of tolerance become the basis for the systematization of social and cultural phenomena, presentations, norms, descriptions and evaluations. Some researchers identify humanism and tolerance.

Thus, the factor of tolerance and the norms of tolerant behavior or communication are manifesting in various and different levels of social relations actively and ubiquitously. The variety of specific norms of tolerant communication does not reach the level of "universal" or "systematized" understanding of the value of tolerance. Any norms of tolerance behavior reflect one aspect of the manifestation of tolerance in social life. Tolerance norms are often associated with a particular model of behavior or certain social standards. The most common definitions of tolerance or

the form of its manifestation do not cover many practical issues and important aspects of the practice and experience of tolerance.

The factor of tolerance penetrates not only into the issues of interrelations and dialogue of cultures or ethnic groups. Problems of tolerance connect with issues of social personal activity in the society, ubiquitous, practical and everyday problems. The phenomenon of tolerance reflects the problematic situation in theory and practice as well as the complex functional and communicative content of problems and issues of behavior, upbringing and education: the upbringing of the younger generation on the principles of tolerance; motivation for tolerant behavior and tolerant responsibility of citizens of mature age; creation of the "renovated" education system; problems of civic education; tasks of cultural modernization in the society; the forming of a positive attitude towards other cultural values.

Social actors are actively involved in information interaction in the contemporary socio-economic ("civilizational") situation. Increase of aggression, intolerant manifestations, phobias and also forming the negative image of the "other" is a tendency of the development of information environment and information culture. The modern educational environment is revealing as a model for building intercultural, interethnic, interreligious relations in the course of joint education and the forming of a multicultural education system, especially in higher education [2, p. 12]. Education structures and institutions are considering as particularly important for the forming of policies and principles of tolerance in historically multinational and multi-religious regions and states.

The tolerant context of the forming of values and judgments of members of the community is seen today as one of the most important and essential characteristics of a genuine democratic development of society. Values of tolerant behavior and communication are a prerequisite not only for social, economic and cultural forms of integration, modernization and social reforms but also the basis for elementary survival in the modern economic, cultural and social space.

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CONTENTS

FILOLOGIE

Jazyk, řeč, komunikace

Ashimova N. DIFFERENT FORMS OF COMMUNICATION	3
Исаева А.Ж., Чечетко М.В. СТИХОТВОРЕНИЕ УИЛЬЯМА ВОРДСВОРТА “НАС СЕМЕРО”: ОБРАЗЫ И СТИЛЬ.	9
Окас Г.Т., Чечетко М.В. ПОЭЗИЯ ТОМАСА ГАРДИ.....	12
Токсамбаева А.О, Смайлханова М. ЖОҒАРЫ СЫНЫПТАРДА ПРОЗАЛЫҚ ШЫҒАРМАЛАРДЫ ОҚЫТУ.....	15
Саликова.З.О ҚАЗАҚ ЖӘНЕ ТАТАР ТІЛДЕРІНІҢ ФРАЗЕОЛОГИЯСЫНДАҒЫ КЕЙБІР ОРТАҚТЫҚТАР	21
Буралхиева Г.Б. ЯЗЫК СОВРЕМЕННЫХ СМИ КАК СИСТЕМА ИНТЕРПРЕТАЦИИ В КОНТЕКСТЕ СОВРЕМЕННОЙ КУЛЬТУРЫ	29
Голованова Е.С. ТИПЫ ДИСКУРСА.....	36
Аязбаева С. ҚАЗАҚ ТІЛІНДЕГІ ЖҰРНАҚ МОРФЕМАЛАР ЖӘНЕ ОЛАРДЫҢ СИНГАРМОЛОГИЯЛЫҚ ТАЛДАНЫМЫ.....	38
Хаирлаева Гульсая ШЕТ ТІЛІ САБАҒЫНДА ИНТЕРНЕТ АРҚЫЛЫ ҒАЛАМДЫҚ ЖЕЛІНІҢ АҚПАРАТТЫҚ РЕСУРСТАРЫН ҚОЛДАНУ.....	43

Nativní jazyk a literatura

Азарова Л. С., Пустовіт Т. Н. ПОРТРЕТНІ ХАРАКТЕРИСТИКИ В РОМАНАХ Д. БАЛАШОВА.....	47
--	-----------

POLITIKA

Globální studie

Нуршанов А.А., Килыбаева Ш.Е. ПРИЧИНЫ РАДИКАЛИЗАЦИИ ТЕРРОРИСТОВ.....	52
Залесский Б.Л. БЕЛАРУСЬ - МАЛАЙЗИЯ: ПОТЕНЦИАЛ, КОТОРЫЙ НАДО РАСКРЫТЬ	57

Елисеев С.А., Дучко Д.А. К ВОПРОСУ УПРАВЛЕНИЯ ЧАСТЯМИ ГРАЖДАНСКОЙ ОБОРОНЫ НАЦИОНАЛЬНОЙ ГВАРДИИ ПРИ ДОСТАВКЕ ГУМАНИТАРНОЙ ПОМОЩИ В ЗОНУ ЧРЕЗВЫЧАЙНЫХ СИТУАЦИЙ.....	60
Залесский Б.Л. БЕЛАРУСЬ - ХУНАНЬ: ОТ ТОЧЕК СОПРИКОСНОВЕНИЯ - К ЛИНИИ ПАРТНЕРСТВА.....	66

PHILOSOPHY

Sociální filozofie

Kuntuova I., Kantarbaeva Zh. PROBLEM OF SELF-IDENTIFICATION OF YOUTH	69
Есбол Г.Ш. А.БАЙТҰРСЫНҰЛЫ МЕН М.ШОҚАЙ ТӘУЕЛСІЗДІК ТУРАСЫНДА.....	76
Karabayeva A.G., Ismagambetova Z.N. THE SOCIAL CONTENTS OF TOLERANCE AS VALUE	78

Filosofie kultury

Сыбанбаев Қ.У. ФИЛОСОФИЯ ТАРИХЫНДАҒЫ ШЫҒАРМАШЫЛЫҚ МӘСЕЛЕСІ	81
Аликбаева М.Б., Танабаева А.С. MUSIC IN THE CONTEXT OF THE ARAB-MUSLIM CULTURE.....	86

HUDBA A ŽIVOT

Иматаева М.И. СПЕЦИФИКА РАБОТЫ КОНЦЕРТМЕЙСТЕРА В КЛАССЕ НАРОДНЫХ ИНСТРУМЕНТОВ (ДОМБРА).....	91
--	-----------