PHILOSOPHY
(speciality 09.00.13)

E.V. Papchenko **The role of non-verbal communication in culture**

The article dwells on the peculiarities of non-verbal means of communication. It is distinguished that these systems provide information exchange which is necessary for people's life activity. Modern researches confirm the role of olfactorian communication in sexual relationships, and scent is one of the ways of non-verbal dialogue in different cultures, it also influences people's life over a period of all cultural epochs as well.

Key words: non-verbal communication, olfactorian communication, scent, western culture, eastern culture.

Technological institute
Southern federal university   *November, 15, 2008*

(speciality 09.00.08)

E.V. Polykarpova **Spheres of high-hume technologies influence**

It is dedicated to the sphere of high-hume technologies effect: mass media, image science, SC-therapy, pharmacotherapy, computer psychotechnologies, ideology, management activity, business. Also it is presented the importance of the computer technologies of psychocorrection, which directly influences on the human subconsciouness and the psychotronic weapon.

Key words: technology, consciousness, man, mass-media, therapy, ideology, imigeology, management, stratagema

Technological institute
Southern federal university   *November, 8, 2008*

E.V. Polykarpova **Social determination of high-hume technologies**

Social determination of high-hume technologies is divided into the following kinds: mythodesign and advertisements, impression economics, marketing wars, competing business, social chaos and virtual society state. The peculiarities of social determination are predetermined by the specific features of information society, based on the theoretical knowledge with its criteria of abstractness, codification and generalization.

Key words: technology, economics of sensations, marketing wars, competition, business, chaos, virtual state.

Technological institute
Southern federal university   *November, 8, 2008*

(speciality 09.00.05)

V.G. Moushich-Gromyko **About the virtue in medicine**

It is undertaken an attempt to consider a notion of "medicine ethics" from the point of view of human thought dualism with the simultaneous support of the introducing form of thought (intention↔kernel↔total) and also of such terms as: harmony, debt, responsibility, virtue, complementarity, representation and some others.

Key words: medicine, medicine ethics, consciousness, harmony, virtue.

PSYCHOLOGY
(speciality 19.00.05)

A.V. Zemskova **Social and psychological aspects of market communications**

Within the social and psychological approach it is revealed the communication process and the main elements of market communications. It is analysed the existed approaches to the comprehension of communication and communication impact model. It is investigated the interaction of communicator and recipient in the process of communication on the condition of personal and mass communication. It is revealed the social and psychological content of market communications.

Key words: communication, exchange of information, communicative models, advertisement, PR, consumer reactions.

PHILOLOGY
(speciality 10.02.04)

E.V. Pastukyan **The core constructions of the functional and semantic field of coordination in the Modern English language**

It has not been still attempted to describe widely-spread coordinating constructions from the point of view of the theory of functional-semantic fields, though it has a potential of a complete characterization of linguistic phenomena. The article describes the core of the functional-semantic field of coordination in the Modern English language, taking into account the category of homogeneity, which is the basis of that field.

Key words: coordination, homogeneity, functional-semantic field, natural coordination, sentences of homogeneous and non-homogeneous content.

L.M. Mikhailova **The construction of the nominative field of the concept "speaking" in Modern English**

It is described the construction of the nominative field of the concept "speaking" in Modern English. It is set the totality of language means nominating the given concept and its separate features. It is revealed the direct nominations of the investigated concept, the key word and its synonyms that leads to the distinguishing of the core of the field. The periphery is analysed through the construction of the lexical and phraseological field of the synonyms of the key word.

Key words: concept, language means, nominative field, lexical and phraseological field, core, periphery.