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Наши наблюдения показали, что сегодня в дошкольных образовательных организациях сложилась аналогичная ситуация: качество подвижных игр падает, репертуар их узок и однообразен, педагоги испытывают затруднения в организации и проведении игр с детьми.

Возможная причина этого явления — недооценка духовной составляющей физического воспитания детей дошкольного возраста, что доказывает актуальность и необходимость исследования данной проблемы.

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Social Advertising as a Framework for Performing Nonprofit Advertising and Informational Activity Activities in Ukraine

Currently the development of advertising and informational activity aimed at promoting socially useful and valuable information of nonprofit nature is a very important matter not only for Ukraine but also globally. Each country comes up with its own unique peculiarities in executing such activity depending on the regulatory and legislative framework, specifics of the existing social issues, culture and many other factors. Therefore, there is no universal approach to carrying out this activity and there are so many discrepancies related to defining the existing terms. Drawing lines between the ways in which advertising and informational activity is executed in different countries is quite useful considering the possibility to share the international best practices not only in the sphere of social pedagogy.

Advertising and informational activity is particularly important for Ukraine in the context of social education. Advertising serves as a basis of nonprofit advertising and informational activity in Ukraine. This means that information contained in the advertisement does not aim at providing commercial benefits. Prior to going further with this type of advertising, let us focus on the specifics of understanding and interpreting this term. In order to refer to the above-mentioned concept the Ukrainian legislation uses term "social advertising". This term is a literal translation from Ukrainian, and is not quite correct in terms of its use in the international practice. "Public service advertising" and "Public service announcement" are the valid synonyms. The notion of "social advertising" in Ukrainian is a manifestation in one single term that in English translation sounds like "Public service advertising" and "Public service announcement". In Ukraine, social advertising serves as one of the tools for spreading and promoting information possessed by the public authorities in the spheres of education, science, health, conservation of natural and energy resources, crime prevention, social protection and public safety. Such advertising does not feature specific product or its manufacturer and does not pursue any commercial interest. Through the means of social advertising the state can bring in new values and directives that are beneficial for the society as well as introduce orderliness into its livelihood structures.

Scholars in Russian and Ukraine define the term "social advertising" in different ways. N. Lysytsia treats it as a non-personalized way of transmitting social information from an individual or corporate author to the mass market, which can be both a statement and a communication and leaves out the act of buying or selling¹. In her turn, the researcher A. Strelkovska highlights the ability of social advertising to shape a human being behavior. She notes that the main precondition for optimizing the effective influence of social advertising is treating it as part of a social advertising and informational campaign — a comprehensive system that impacts certain groups through various means and channels of mass and individual information sharing and training in order to encourage adoption of new beneficial behavior patterns². The researcher points out the need to teach event management for advertising and informational campaigns to people involved in creating and practically implementing the campaigns of social nature. In particular, such event management exercises should include organization and development of promotional and informational

¹ Lysytsia, N. (1999), Advertising as a social institution: Author's thesis. [Reklama kak sotsialnoi instytut: avtoref.dis. ... dok. sots. nauk], Kharkiv, 35 p.

² Strelkovska, A. (2007), Social and pedagogical conditions of positive directional behavior of young people by means of social advertising: Author's thesis [Sotsialno-pedagogichni umovy formuvannia pozytyvno spriamovanoi povedinky zasobamy sotsialnoi reklamy: avtoref.dis. ... kand. ped. nauk], Kyiv, 25 p.

materials, methods and ways of communicating information on planned activities to the audience, organization and conducting of campaign presentations, contests, trainings¹. According to N. Piskunova, social advertising acts as a form of social reflection; awareness of civil responsibilities; not only indicator of the ability to understand social problems, but the request to solve it as well. With this in mind, she anticipates using one of the most up-to-date channels of communication — advertising².

“Advertising & Printing Industry” Dictionary defines social advertising as promotional texts aimed at popularizing the foremost social values³.

While specifying the meaning of the term social advertising, G. Nikolayshvili defines it as a form of communication intended to attract attention to the most burning social issues and moral values.⁴ At the same time, M. Grybok notes that social advertising calls for solving social issues, and appeals to a human being as to a citizen and society representative. It encourages actions, not purchases⁵.

Thus, the analysis of social and educational literature allowed us to define social advertising as a way to shape younger generations’ attitudes towards the reality as well as a method for attracting public attention to social issues and matters of state development. While understanding social advertising concept as a framework for carrying out advertising and informational activity in the social sector, it is important to note that such type of activity can serve as communication and interaction between its subjects, can be one of the human activities and at the same time a powerful controller of the social relationships.

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Die Rolle der Wörterbücher im DaF-Unterricht

Die Lexikographie hat sich in den Hochschulen Usbekistans in den Teil der Lexikologie verwandelt und für sie werden im Lehrprogramm ein paar Vorlesungsstunden bestimmt. Praktisch beschäftigt man sich im Unterricht nicht.

Nachlässiges Verhältnis der Lehrer zu der Lexikographie zieht nach sich Folgen in der Wörterbuchbenutzung der Studierenden, von denen die Wörterbücher verwendet werden, ohne zu wissen, welches Wörterbuch zu welchem Zweck zu benutzen. „Das Fehlen der systematischen Kenntnisse in der Lexikographie und der Gebrauchsfertigkeit hat zur Folge laienhafte Behandlung des lexikographischen Materials, sogar bei den Studierenden, die gut die Fremdsprache beherrschen“⁶.

Es ist schwer zu werten, inwiefern die Benutzung verschiedener Wörterbücher und Handbücher bei der Arbeit an der Fremdsprache wichtig ist. Die lexikographischen Kenntnisse, und zwar das Können sich in den Wörterbüchern zu orientieren und den

¹ Karpenko, O. (2007), Production, implementation and evaluation of the effectiveness of Social Advertising for young people in educational institutions. [Vygotovlennia, vprovadgennia ta otsinka efektyvnosti sotsialnoi reklamy dlia molodi v zakladah osvity], Dragomanov NPU, 74 p.

² Piskunova, M. (2004), “Social Advertising as a phenomenon of social reflection”, PR in communication system: collection of scientific papers [Sotsialnaia reklama rfr fenomen obschestvennoi refleksii: sbornik nauchnyh trudov], Faculty of Journalism of MSU, pp. 171–194.

³ Stefanov, S. (2004), Advertising & Graphic: Experience of the informative dictionary. [Reklama i poligrafia: Opyt slovaria-spravochnika], Gella-print, Moscow, 320 p.

⁴ Nilolaishvili, G. (2008), Social Advertising: Theory and Practice. A tutorial for university students. [Sotsialnaia reklama: teoria i praktika. Ucheb. posob. dlia stud. vuzov], Aspekt Press, Moscow, 191 p.

⁵ Gribok, N. (2008), Social advertising. A tutorial. [Sotsialnaia pedagogika. Ucheb. posob.], MSU, Moscow, 76 p.

⁶ Лебедева Л. Д. Введение в курс английской лексикографии. Москва «Высшая школа» 2008. С. 285.