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А. БАЙТҰРСЫНОВ АТЫНДАҒЫ  
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## АЛТЫНСАРИН ОҚУЛАРЫ

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КОНФЕРЕНЦИЯСЫ

## МАТЕРИАЛДАРЫ

II КІТАП

## АЛТЫНСАРИНСКИЕ ЧТЕНИЯ

## МАТЕРИАЛЫ

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Жинаққа «Педагогикалық білім берудің үздіксіздігі-заманауи педагогтардың табыстылығының кепілі» атты Алтынсарин оқулары халықаралық ғылыми-практикалық конференция материалдары енгізілген.

Талқыланған мәселелердің әртүрлілігі мен кеңдігі мақалалар авторлары үздіксіз білім беру саласын педагогтарды жаңаша даярлау бағдарымен байланыстырып, әр түрлі деңгейдегі білім беру бағдарламаларын іске асырудың тиімді тәжірибесін көрсету, білім мазмұнын жаңарту аясында мұғалімдердің кәсіби шеберлігін арттыру қажеттілігін негіздеу, инновациялық технологиялар мен білім алушылардың тұлғалық дамуын психологиялық-педагогикалық қолдау туралы зерттеулерін еңгізді. Бұл жинақ материалдары ғалымдарға, ЖОО мен колледж оқытушыларына, мектеп мұғалімдері мен мектепке дейінгі тәрбиешілерге, педагогтар мен психологтарға, магистранттар мен студенттерге қызықты болуы мүмкін.

В сборнике содержатся материалы Международной научно-практической конференции Алтынсаринские чтения «Непрерывность педагогического образования – залог успешности современных педагогов». Многообразие и широта обсуждаемых проблем позволили авторам статей раскрыть сущность, тренды и тенденции непрерывности педагогического образования с учетом достижений науки и практики, показать эффективные практики реализации образовательных программ разного уровня, обосновать необходимость совершенствования профессионализма педагогов в условиях новых вызовов в образовательной практике, представить инновационные технологии и форматы психолого-педагогического сопровождения развития личности обучающихся.

Материалы данного сборника могут быть интересны ученым, преподавателям вузов и колледжей, учителям школ и воспитателям дошкольных учреждений, педагогам-психологам, магистрантам и студентам.

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**THE SPECIFICITY OF REPRESENTATION OF THE CONCEPT PUBLIC RELATIONS BY PHRASEOLOGICAL MEANS IN TEACHING MODERN ENGLISH AT HIGHER-EDUCATIONAL INSTITUTIONS: ITS INTERCULTURAL AND SOCIOCULTURAL SIGNIFICANCE**

**Berdalievа Dilnur Nurjigit kyzy,**

II-year master's degree student

South Kazakhstan State Pedagogical University

Shymkent, Kazakhstan

**Smanova Gaziza Ileskhanovna,**

PhD., associate professor

South Kazakhstan State Pedagogical University

Shymkent, Kazakhstan

**Аннотация**

Техникалық прогреске байланысты және оның нәтижесінде пайда болған қоғамдық қатынастар – жалпы адамзат қоғамының өркениет деңгейі ретіндегі жалпы мәдениеттің жетістігі, өйткені мәдениет өндірістегі, әлеуметтік және психикалық қатынастардағы жетістіктердің жиынтығы ретінде білім, ғылым, өнер және рухани өмір саласы технократиялық қайта құру элементтерінде қамтиды. Осылайша, PR қазірдің өзінде өз алдына мәдени тәжірибе болып табылады, және оларды жоғары оқу орындарында оқыту студенттерге оқытылатын тілмен және оқылатын тіл мәдениетімен тереңірек танысуға көмектесуі мүмкін.

**Түйінді сөздер:** қоғаммен байланыс, мәдени конфликт, хабарламаларды басқару, мемлекеттік істер, PR-дың әлеуметтік мәні

**Аннотация**

Общественные отношения, возникшие благодаря техническому прогрессу и в результате его, есть достижение общечеловеческой культуры как уровня цивилизованности человеческого общества в целом, поскольку культура, как совокупность достижений в производственных, социальных и духовных отношениях в области образования, науки, искусства и духовной жизни, также включает в себя элементы технократических преобразований. Таким образом, PR сам по себе уже является культурной практикой и преподавание их в высших учебных заведениях может помочь студентам гораздо глубже познакомиться с изучаемым языком и культурой изучаемого языка.

**Ключевые слова:** связи с общественностью, культурный конфликт, управление сообщениями, государственные дела, социальная значимость PR.

**Abstract**

Public relations, which arose due to technological progress and as a result of it, is the achievement of universal culture as the level of civilization of human society as a whole, since culture, as a set of achievements in production, social and mental relations in the field of education, science, art and spiritual life, also includes elements of technocratic transformations. Thus, PR is already a cultural practice in itself and teaching them at higher- educational institutions may assist students to become familiar with the target language and with the culture of studied language much deeper.

**Keywords:** public relations, cultural conflict, message management, public affairs, social significance of PR

Within the framework of a particular society, firstly, formed on the basis of activities necessary for society at a certain stage of its development, we can talk about PR as a phenomenon of a professional subculture. The scheme of entering the concept of PR into the system of general culture can be represented as follows: Producer (a professional organization aimed at developing PR activities and a professional concept of PR); The concept of PR as a product Consumer (national-cultural community) and the concept of PR as a concept of perception. Having passed the last stage of entering the system of general culture, the concept of PR is included in the structures of communication and in the mental categorizations associated with communication. In view of the fact that a professional subculture is characterized by such features as a commonality of symbols, values, norms and patterns of behavior shared by a professional group and related to the content of the work and the role that its representatives play in society, within its framework, the goals of activity and the system of values, norms, ideals and symbols will be somewhat different from general cultural ones [1, p.417]. Therefore, the professional concept of the PR, accordingly, will differ in some way from the concept of the PR, perceived by the national concept sphere. But the subculture is secondary in relation to culture, the subculture develops on the basis of the latter [2, p.114], therefore the concept of PR is, first of all, a phenomenon of culture, universal and national, and everything in which it finds its manifestation, will bear traces of this culture.

The concept PUBLIC RELATIONS (PR), firstly, belongs to the category of relatively new concepts that have formed at the present stage of the development of civilization, and through the prism of its linguistic representation, one can access to understanding the modern worldview of a particular ethnic group; secondly, the concept of PR is an intercultural unit, i.e. it is perceived by different cultures, carries their traces, which, reflected in the language, provide access to the identification of national and cultural differences, and the identification of the national and cultural specifics of the linguistic representation of specific concepts contributes to the resolution of such urgent general scientific problems as the creation of a holistic concept of the relationship of language, thinking, extra linguistic reality and national culture; thirdly, the concept under study is an element of both the professional and collective concept sphere of a particular national-cultural community, which allows expanding the range of research and revealing the ratio of the shares of international and cultural-specific both at the national and professional levels. These characteristics of the concept of PR determine the multidimensional nature of the study and determine the prospects for studying this mental structure and its linguistic representations within the framework of an interdisciplinary approach aimed at resolving the central task of anthropological linguistics: to identify how a modern person appears in the mirror of the language that he created, and which he uses.

Secondly, the priority of culture in the study of the concept of PR is determined by its cross-cultural significance. This concept was introduced into the British concept sphere from the American cognitive space in the process of communication between American and British cultures [3, p.691]. Considering various aspects of intercultural communication as a phenomenon of the modern world, many authors pay close attention to the so-called «cultural conflict» when one culture perceives the artifacts of another culture. The reasons for the conflict lie in the orientation of national conceptual systems towards specific social, cultural, and aesthetic values that are significant for these peoples. As for the American and British cultures, according to Anderson, the conflict between them may be due to the clash of the so-called we-cultures and I-cultures [4, p. 56].

Moreover, in order to regulate public opinion, various publications, press bulletins, advertising texts, etc. are created, i.e. the verbalization of the concept of PR is carried out, during which the features of a potential multinational audience should be taken into account. In fact, when writing communication through the media, the authors of the texts need to create forms and meanings that can excite the desired reactions in the recipient of the message. Already in the process of creating the text, the addressee must be «present», i.e. it is necessary to take into account knowledge of the language, knowledge of the world, other attitudes and ideas, because in the case of written communication, writers and readers participate in the process of social and cultural dialogue. To manage opinions is to anticipate the appearance of «weak points» in communication, which is called PR “a method of improving communication”. If the concept, as we indicated above, is included in the communication structures and mental categorizations associated with communication, then in this incarnation, the concept of PR is characterized as the most convoluted semantic structure of the text, just focused on eliminating the possibility of the appearance of such weak points.

The socio-cultural dialogue generated by the concept of PR affects the sphere of interaction between the culture of a certain ethnic group and the language that is used as a means of communication at the global level - state or international. According to the fair remark of B. Bryson, “English as the language of world communication, international and intercultural, is used as a means of communication by representatives of different peoples and different races. That is why these peoples and races make their demands on him” [5, p. 420]. Consequently, an insufficient understanding of the cultural context can lead to failures in the communication of ideas in the process of PR communication.

It is known that the United States met the beginning of the 21st century with a tragic shock and a new surge of discussions about the need for reconciliation between the national-cultural segments of American society. In this regard, it became necessary to revise and correct PR strategies for managing crisis situations and establishing a process of adequate perception of messages («message management”) by a multinational, in particular Muslim, audience [6, p.103]. In the tragic days for America, the words of the US President about revenge on terrorists and their accomplices sounded all over the world. The expressions «crusade against the enemies» (crusade against the enemy), «holy war» (holy war), «smoke them out» («smoke» them), «Wanted, dead or alive” appeared in the lexicon of the American media. " (Deliver, dead or alive). It turned out that Arabs and Muslims living in the US misinterpreted George Bush's promise «/o smoke them out». It was taken as an intention to declare war on all Arabs and Muslims living both in the US and outside of it. This is due to differences in the way conflict is represented by different cultures. Representatives of the Muslim “wide-context” culture perceived the conflict with a high degree of personification [ 7, p. 626]. In order to correct the image of America, an integrated marketing approach was developed, including the distribution of booklets, brochures, communiqués, posters aimed at establishing a dialogue with Muslim Americans, up to promoting Islam as one of the most common religious denominations in the United States. These publications contain the idea of «Shared Values», aimed at finding «common points» of different cultures and religions. The idea that different religions preach essentially the same dogma, that all US citizens without exception are equal in their rights, coexist in a single, common home, permeates these texts with a “red thread”. «American values, by and large, very consistent with Islamic values, with a focus on family, faith, hard work, and an obligation to better self and society» [8, p.374]. It

focuses on universal values that do not depend on nationality and religion: family, faith, hard work, better self and society. Thus, taking into account that the modern world in general and the United States, Great Britain, Western European countries in particular, are faced with such a global problem as international terrorism associated mainly with representatives of Arab countries – carriers of Muslim culture and religion, then the intercultural significance of PR as a means of establishing parity in relations between state power and citizens of the country, as well as the world community as a whole, capable of interpreting certain statements of politicians about terrorism with an “Arab face” in different ways, becomes obvious.

Thirdly, the priority of culture is manifested in the significance of the PR concept as a social form of organization of people's behavior and emotions in modern society. New milestones in the development of PR coincided with major socio-economic, political, migration, environmental and other changes (the Great Depression, the entry of the United States and Great Britain into World War II, the period of the Cold War and opposition to the socialist camp, the collapse of the socialist camp, unleashing a terrorist war against the United States and European countries, etc.). Apart from that, PR activities as one of the types of persuasive communication, etymologically associated with such types of persuasive activities as propaganda, advertising, lobbying [9, p. 114], note that it is PR turned out to be the most effective (unlike propaganda and even compared to advertising) way of regulating public opinion and assessments in almost any area of modern life, from economics, politics and show business, to the social sphere and education.

According to C. Botan, this is due to the fact that PR was based on the first and universal need of a human being – the need for communication. Such a need arises in a person from the moment of birth, because breathing is already one of his forms. All human existence is based on the need to “establish relations” (“open up relations”), to have something in common, to share something among themselves” [10, p.103], so, PR is the essence of a set of methods used by subjects to model human communication, creating a climate of trust in the environment with which they have to interact, and usually in society as such.

As the end of the 20th century approaches and the onset of the beginning of the XXI century. The social significance of PR activities has been continuously increasing and new directions have begun to emerge in it, which form separate and independent spheres of social activity, and hence new concepts:

- work on relations with government agencies and public organizations was called «public affairs»;
- corporate image management - «corporate affairs»; creating a favorable image of a person - «image making», building relationships with the media - «media relations»; building good relationships with staff - «employee communications»;
- public expertise – «public involvement» \ investor relations – «investor relations»; holding presentation events – «special events»; crisis management – «crisis management»; – management of the process of adequate perception of messages by the audience – «message management», etc.

The successful implementation of the social function of PR activities - the establishment of a positive climate in the social environment, is inextricably linked with the linguistic side of the PR concept. The desire not to offend, not to hurt the feelings of a person, to maintain his good mood, to emphasize his dignity and significance in this society is an integral part of PR, the basis of this activity. Therefore, when verbalizing the concept of PR in the process of social dialogue, such an intention is embodied in the use of new ways of linguistic expression instead of those that can hurt the feelings and dignity of the individual, infringe on his human rights with linguistic tactlessness or straightforwardness in relation to race and gender, age, health, social status [11, p.26]. The idea of a linguistic manifestation of a good attitude towards people underlies the linguistic trend of Political Correctness, knowledge of which, of course, is included in the concept of PR. Some authors even point out that it was the emergence of PR that contributed to the development of this cultural, behavioral and linguistic trend.

Some arguments can be expressed even such a radical point of view, according to which PR of the American and European type will have to play a decisive role in the development of the mentality of the former socialist countries due to its unique ability to humanize public relationship. Thus, the intercultural and social significance of the concept of PR is due to its function of establishing agreement between different audiences. The significance of this function in any civilized society, the possibility of adapting the created technologies to the requirements of a particular national and cultural community determined the ability of PR to internationalize and the formation of national PR models[12, p.17].

If you use the metaphorical model «Crossroads of cultures and culture of crossroads», then the concept of PR itself can be described by the metaphor «culture of crossroads», and its significance in the context of culture is revealed in its informative and regulatory function of influencing the audience in the conditions of «crossroads of cultures», each of which, taken separately, is characterized by the unity of the cognitive base, has common ideas, interests, assessments for its representatives, expressed in linguistic images characteristic of a given linguoculture. The variability of linguistic representations of the PR concept depending on culture also determines its linguacultural significance.

The essential characteristics of PR activities (professional environment of generation and public environment of functioning; communicative nature; ability to internationalize due to the informative and regulatory function that is significant in any civilized society; the ability to adapt the created technologies to the requirements of a particular national-cultural community and the formation of national models of PR - American PR (APR) and British PR (BPR)) predetermine the multilayer structure of the PR concept,

determine the methodology for studying its national and cultural specifics by studying the linguistic representations of each of its layers, including: 1) the etymological layer; 2) universal layer; 3) national layer; 4) professional layer.

From the foregoing, it follows that the concept of PR is a socially significant unit, it is included in the mechanism of assimilation of social information and stimulates the social activity of the individual. In addition, it is a dynamically developing microsystem that originated in the macro system and is capable of generating new socially significant concepts in dialogue with the macro system. The results of the study allow us to formulate the following:

- The concept of PR was formed in the American professional concept sphere. The main extra-linguistic stimulus for its formation was the conscious need of American society to carry out new persuasive activities, caused by socio-political and economic changes in American society. In the process of close economic and political interaction between the American and British societies and under the influence of largely similar social, political and economic problems, the concept of PR was adapted by the British concept sphere.

- The concept of PR is a multidimensional mental formation that encodes knowledge about a socially and culturally significant area of human activity – PR activities, and has a multilayer structure (etymological, universal, national and professional layers) predetermined by the essential characteristics of PR -activities.

- Universal characteristics regarding the content and structural organization of the concept in national PR models (American PR (APR); British PR (BPR)) are due to the genetic connection of the PR concept with the universal category of human consciousness - the concept of persuasion, the mutual influence of two cultures. The universal layer in the structure of the concept of PR is represented by a common quantum of ordinary knowledge for both national cultures, assigned to the nomination «public relations». i.e. in the form of a representation, in the mind of a professional – as conceivable in the entire integrity of its constituent parts, i.e. in the form of a frame [13, p.2]. The PR thematic frame is a unified cognitive model of PR activity in the American and British professional consciousness, studied in the process of empirical knowledge of PR-activities, therefore, the game (GAME) is the basic universal metaphor of the PR concept and includes the universal conceptual metaphors PR-CONTEST, PR-PERFORMANCE derived from it.

- The presence of universal representations of the PR concept in the American and British linguocultures is predetermined by the universal principles of PR activities in the USA and Great Britain, which determined the presence of universal nominative frames, as well as the predominance of equally equivalent nominative units in them. The professional PR sublanguage contains a general pool of nominations that prevail over nationally marked ones. The universal mechanisms of comprehension of PR activities in the categories of the game led to the existence of phraseological nominations that are universal for APR and BPR, the figurative basis of which is the gestalt game.

- The national and cultural specificity of the structural organization and content of the PR concept is manifested, firstly, in the composition of parts of nodes of thematic frames - nested thematic frames; secondly, in the differences in the evaluative perception of PR activities, which manifested itself in a different degree of relevance of the PR concept in two linguistic cultures [14, p.92]. Thirdly, knowledge oriented towards social, cultural and aesthetic values significant for each national-cultural community, reflected in the professional consciousness, constitutes the national-cultural share in the professional layer of the PR concept.

- The national and cultural specificity of phraseological representations of the PR concept in two linguistic cultures is manifested, first of all, in the different frequency of referring to the images of war, hunting, theater, sports (as spheres of human activity united by a single prototype of the game), which is predetermined by cultural traditions of the American and British language communities. The national and cultural flavor of concepts that are universal for two PR cultures, caused by the peculiarity of the processes of cognition and development of PR activities in a particular national community, manifested itself in a number of nominations of the professional sublanguage

The concepts with which PR has an etymological and genetic connection include the concepts of propaganda, advertising, lobbying, which make up the paradigm of the concepts of persuasion; the concepts generated by PR and included in its structure include the concepts of image making, employee communications, crisis management, message management, etc.; socio-linguistic concept of political correctness. All of these concepts belong to both American and British cultures, where they are connected by a chronology of origin (they appeared in these cultures almost simultaneously), a parallel, although not uniform, existence in two cultures in conditions of their close interaction. Consequently, the concept of PR occupies a central place in the sign system of American and British social cultures.

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## **КӨРКЕМ ЕҢБЕК ПӘНІНЕН ИННОВАЦИЯЛЫҚ ТЕХНОЛОГИЯЛАРДЫ ҚОЛДАНУДЫҢ ПСИХОЛОГИЯЛЫҚ ЕРЕКШЕЛІКТЕРІ**

**Биімбетова Ақмарал Елібайқызы,**  
көркем-еңбек пәнінің мұғалімі  
Нұртас Ондасынов атындағы Түркістан  
мамандандырылған мектеп-интернаты  
Түркістан қ., Қазақстан

### **Аннотация**

Мақаланың мақсаты көркем еңбек пәнінен инновациялық технологияларды қолданудың психологиялық ерекшеліктерін анықтау. Бұл мақалада интерактивті оқытудың сыртқы көрінісі арқылы оқушылардың топпен жұмыс жасауы сипатталған. Сонымен қатар зерттеу барысында синтез арқылы бұйым құрастыру немесе өнім жасау жолдары берілген.

**Түйінді сөздер:** Интерактив, психология, жаңалық, әдіс, синтез.

### **Аннотация**

**Цель статьи** – выявить психологические особенности использования инновационных технологий в сфере искусства. Описывается, как учащиеся работают в группах посредством появления интерактивного обучения, а также исследование предлагает способы проектирования или создания продукта посредством синтеза.

**Ключевые слова:** Интерактив, психология, новизна, метод, синтез

### **Abstract**

The aim of the article is to define psychological features of the using of innovative technologies in the sphere of artistic creativity. In this article group work of students are described through aspect of interactive learning. And also during the research formation of ware with synthesis or ways of making products are given.

**Keywords:** interactive, psychological, novelty, method, synthesis

Елде болып жатқан саяси, әлеуметтік, экономикалық және т.б. өзгерістер білім беру жүйесіне де әсер етуде. Бұл өзгерістер оқыту әдістемесінде жаңартулар ғана емес, мектептерде жаңа пәндер, ендіруге қажеттіліктерінен туындады.

Әлемдік деңгейдегі білім берудің қазіргі парадигмасы білім беруде нәтижеге бағдарлану, оқытуды оқушының жеке тұлғасына бағытталу, ал оқыту әдістерін тұлға аралық қарым-қатынастарға бейімдеу болып отыр. Демек, оқушы білімді дайын күйінде мұғалім түсіндірмесінен алмай, өзінің өмірлік тәжірибесіне сүйену арқылы танымдық “жаңалық” ашуы шығармашылық тапсырмаларды орындау негізінде әр түрлі өнімдер жасауы тиіс. Нәтижесінде оқушының дүниетанымы кеңейіп, өзіндік пікірі мен көзқарасы қалыптасуы керек.

Біздің ел дамудың демократиялық жолын таңдауына байланысты, бүгінгі таңда қоғамды шешім қабылдауға тартудың маңызы арта түсті. Осы бағытта оқушылардың белсенділігін арттыруға мүмкіндік беретін әдістемелік тәсілдер интерактивті деп аталып жүр. Бұл әдістер инновациялық