

SOCIAL AND PEDAGOGICAL CONDITIONS OF FORMATION THE STUDENTS CULTURE OF COMMUNICATION BY MEANS OF SOCIO-CULTURAL CREATIVITY

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The article is devoted to the research of formation the student's culture of communication between different nationalities. The main directions of the organization of formation of culture of international dialogue related to the implementation of multicultural environment, ensuring the development of native culture, its history, traditions and moral values. Socio-cultural creativity as a means of formation of culture of international dialogue presented in this study is aimed at providing opportunities for young people to gain access to cultural values, to create favorable conditions for the creation, development and implementation of measures aimed at the organization and support of the national, national and international festivals, as well as support for the priority areas of innovation in the social and cultural sphere. The article presents the results of the research of formation the culture of international dialogue of students by means of social and cultural creativity. Materials of article can be recommended for the development the culture of communication in future work of teachers, organizers, managers.

Keywords: social, youth, cultural sphere, creativity.

INTRODUCTION

The organizational aspect of identifying socio-pedagogical conditions of formation of culture of interethnic communication of student's youth by means of socio-cultural creativity is associated with the identification of the structure of organizational support, goal setting, programming, coordination and information support in the process of organization of socio-cultural creativity.

The problem of the typology of conceptual methods and their usage in teaching process is not developed enough at this stage of social and pedagogical research.

The substantive aspect of the identifying data conditions associated with a need of identifying pedagogical effect in focusing the attention of organization of

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socio-cultural creativity not only on the side of pedagogical process, but also on the creative part of it.

True continuous improvement and updating of the organization and management of socio-cultural creativity of youth, need constant stimulation of their creative initiatives, it is important broad information support of the process.

The researcher R.G. Salakhutdinov (2002) says that socio-cultural creativity is realized through individual (interviews, advice, interviews, search, collecting, inventing, etc.), group (clubs, studios, clubs, club associations, creative labs, groups etc. of public enterprises), mass forms of social and cultural activities (concerts, lectures, evenings, themed evenings, holidays, contests, festivals, decade, etc.). Here, in his opinion, the systemic quality of socio-cultural creativity as a specific education structure for optimization the educational efforts of the subjects with young people take place.

Socio-cultural creativity is determined by the necessity of a deep understanding of the appropriateness of existing forms, methods and means to meet socio-cultural needs of youth in a multicultural context (Dictionary of English Language and Culture, 1992). Culture, leisure and creativity is an ongoing social participation and social leadership of young people in formal, semi-formal and informal communities. That is why it is necessary for the development of personality, formation of its subjective position is the creation of conditions under which a person will be able to express fully and to meet their needs and interests in the sphere of culture, education, arts, sport, tourism and recreation.

RESEARCH METHODOLOGY

In this work, we rely on the theoretical and methodological analysis of socio-cultural, psycho-pedagogical, sociological, political and methodological literature on an investigated problem; monitoring activities of the participants in terms of socio-cultural creativity; diagnostic parametrului measurement; sociological and educational measurement: observation, questioning, interviewing, diagnosis, interview, introspection, self-evaluation, analysis of leisure activities of young people, diagnostic interviews, discussions, natural pedagogical experiment.

RESULTS

The main results of this study are: 1) the structure-forming components of motivational-valuable orientation of teachers; 2) experimental verification of the effectiveness of formation of motivation and valuable orientation of teachers to inculcate in students the ability to tolerant behavior.

Structure-forming components of the social and pedagogical conditions of formation of culture of interethnic communication

In this respect the leading target orientations of the socio-cultural creativity are:

- intensification of joint activities of young people maintaining the cultural environment in habitable condition, its structural change by their own efforts;
- ensure favorable innovation environment for self-development of cultural life by stimulating the mechanisms of self-organization, meaningful combinations and support the historically formed socio-cultural and new products, items, phenomena.

Young people grouped around specific programs and projects for which the participation in their implementation is a way of filling the cultural life serves as a unifying and socializing factor. The inclusion of youth in the process of development, discussion and implementation of projects is also important from another point of view — it encourages self-organization and initiative of youth, promotes the formation among them of labile initiative groups and active social communities. For attraction and effective participation of youth in socio-cultural life of the community required appropriate financial and organizational support for their initiatives (Ikonnikova, 1974; Zakirova & Purik, 2016; Kalimullin & Dobrotvorskaya, 2016; Kayumova & Zakirova, 2016).

In this thesis, the researcher G.A. Gorbunova (2010) notes that currently, all science, culture, production, management, socio-spiritual spheres of life, including pedagogy and art, in dire need of youth, prone to non-standard, creative thinking, owning the ability to generate original and unusual ideas. Especially appreciated the person to explain differently, seeing differently than others. It is able to identify the main from lying on the surface of the secondary characteristics and parameters (Nekrasov, 1998).

It is very important in the organization of socio-cultural work with young people not to resort to strict regulation and excessive rationality. You should take into account the tendency of youth as a specific social group to constant innovation, changing codes of behaviour and styles of communication. Therefore, the main problem of the qualitative organization of socio-cultural creativity of youth is the problem of education of culture and leisure choice of young man (Kharisova & Shakirova, 2006). Within the quality of the free time it is important to account for these subjective factors of leisure activity as a choice young man (a group of) specific content and structure of leisure preferences. Leisure activities involves some combination of active and passive forms of recreation, socializing, creative activity and passive consumption of spiritual values. They are valuable to individuals and society alike, and therefore cannot be opposed to each other (Kunin, 1998).

The following socio-pedagogical condition associated with the provision of legal, informational, organizational and other factors for the infrastructure development of socio-cultural creativity, as well as upgrading of services in the sphere of culture for youth, orientation services for specific groups and categories of young people.

One of the most important results was the justification of Z.Sh. Magomedova (2016) the following principles, which build a mechanism for the efficient organization of the spiritual life of the society and the technology of identity formation as a subject of culture:

- voluntariness and accessibility of socio-cultural activities;
- development of the initiative;
- comprehensive utilization of linguacultural capacity of nature and society;
- differentiation of the ideological and emotional impact on different groups of young people;
- continuity and consistency of youth involvement in world culture;

The interaction and mutually reinforcing effects of implementation of adaptive-regulatory, educational, developmental, transformative-creative, environmental-protective, educational, integrative and communicative, and recreational-gaming functions (Magomedova, 2016).

Experimental verification of the effectiveness of formation of culture of interethnic communication of student's youth by means of socio – cultural creativity

Thus, the socio-cultural creativity aimed at the formation of culture of interethnic communication of young people, should be associated with the formation of tolerance and the development of international communication, freedom of creativity through the preservation and development of Amateur folk art, the continuity of traditional Russian culture and development of cultural innovation, the development of various forms of cultural and leisure activities and Amateur art, as well as the modernization of services in the field of culture, youth, orientation services for specific groups and categories of young people, ensuring effective work of state and municipal institutions of culture of the region through improved information, regulatory and legal framework for the regulation of activities (Shakirova, Kharisova & Kharisov, 2016; Kalimullin, Vlasova & Sakhieva, 2016).

The organization of social and cultural creativity connected with the individualization of socio-cultural services, a departure from the mass approach that ensures the development of the organization of corporate events, holidays, shows, interactive events, occurrence agencies, agencies for the provision of private services in the field of socio-cultural creativity. For young people of different categories, an increase in the diversity of organizational forms and technologies to meet contemporary social and cultural needs:

- information,
- communicative,
- business,

- creative,
- competitive,
- role-playing,
- play
- art and creative,
- cultural and educational,
- esthetic,
- intellectual and cognitive.

Organizational and managerial factors in the frames of the conditions provides:

- implementation of complex measures aimed at the preservation and development of multinational cultural heritage of different countries, encourage the development of youth creativity;
- creation of conditions for freedom of creativity and the development of cultural and spiritual potential of the people, the implementation of measures to improve the level of professional education, advanced training and retraining of cultural institutions, the identification and support of young talents;
- preservation of specialized cultural institutions engaged in the development and popularization of folk art;
- development of project activity of cultural institutions, as a key provider of cultural services;
- creation of conditions for the development of organizations working in the field of conservation and restoration of traditional folk culture;
- support and promotion of creative activities of young people, and is the carrier and distributor of material and spiritual culture traditions;
- holding regional, interregional, international festivals, competitions, exhibitions, aimed at preserving the culture and development of youth creativity;
- development of social partnership through joint organization of mass festive events dedicated to national, professional and regional (local) holidays;
- creating equal conditions for creative self-expression of the multinational population of the region;
- support and promote the best traditions of the multinational culture of the countries by creating a system of monitoring of efficiency of activities of state and municipal institutions of culture, they offer services of cultural goods, the analysis of the socio-cultural situation in the municipalities,

offer informed advice on the restructuring and optimization of the municipal network, activities of cultural institutions in connection with legislation on local self-government;

- implementation of projects aimed at the revival of traditional spiritual values, the formation of positive interethnic and inter-confessional communication, the prevention of manifestations of nationalism and extremism.

There are also attempts of creating and supporting social and cultural projects with the potential to become a tourism product, contributing to the expansion of international interaction:

- integration of existing museums, theatres, entertainment and cultural centers in the tourist routes;
- design and development of cultural and educational programs for tourists and the introduction of new tourist routes on the basis of cultural institutions;
- development of exhibition and cultural and leisure activities museums, libraries, exhibition halls;
- development of new forms and areas of cultural, educational and event tourism;
- creation of special programmes for youth and children's tourism;
- support of modernization of cultural institutions and their activities aimed at attraction and efficient service to guests and residents;
- conducting large-scale national festivals, vibrant cultural events, shows.

One of the important activities is the conduct of the Youth Forum in centres. The Youth forum is an innovative platform where any young person and team can present and defend your project, to find adherents to its implementation and to obtain public and government support. The purpose of the forum is creation of conditions for presentation, discussion, evaluation and promotion of socially significant, innovative and socially beneficial ideas and projects of talented youth, as the basis for the effective development and implementation of intellectual and creative potential of the youth (Mugtasimova, Nabiullina & Denmukhametova, 2014). Thematic area of the forum involves young people, whose projects are aimed at solving social problems, prevention of negative phenomena in the youth environment, environmental issues, historical, cultural and spiritual education, the development of the tourism industry, the development of sports volunteering during mass sporting events (Solopov & Antonets, 2016).

Another important socio-pedagogical condition is the condition for the realization of the contradiction between innovation as a value of modern society and civilization development, as a determinant of the usual form and means of socio-cultural sphere.

Interesting position of E.A. Malyanov (2012), which substantiates the thesis that in a situation of increasing uncertainty on the level of basic components of the socio-cultural upbringing and education formed the need for the targeted development of particular personal qualities, expressing the willingness of the individual to existence in conditions of innovation, the ability to conscious regulation of innovation, participation in innovation activities and finally to independent generation of innovation. The implementation of the new, according to the author, is a function, which can be done only innovators, “special people” who possess such qualities as the ability to take risks, ability to work alone, overcoming the resistance of people not interested in the update. E.A. Malyanov (2012) notes that it takes people, knowledge of scientific methods of solving technological and social problems, able to convince others with the ability to “broad vision” that combines rationality and irrationality. These qualities define the innovative potential of the personality, which is represented as an aggregate of various resources and potentials (cognitive, competence-based, existential, etc.) required of the individual for the implementation of modern innovative activity, which is manifested in their relationship, complementarity, cooperation, giving birth to a new emergent system properties and synergetic effects.

Thus, we can conclude that innovation in the field of socio-cultural creativity aimed at ensuring social needs of the society in new types of people who is mobile and flexible to change social space, to create a new popular culture products. In this regard, it is important to change the approach to educational work with students, and providing practic cultural development.

It is essential that in the socio-cultural sphere was formed the direction of “revitalization” and “spiritualization” of the relationship between people, the widespread use of public spiritual-cultural values, of different types and genres of creativity, thereby providing the identity of the new conditions for inclusion in a creative, wellness, educational, recreational, and social activities. (Nabiullina, Denmukhametova & Mugtasimova, 2014). The pedagogical value of these approaches is that they do not just form the youth of active cultural and creative attitude to your free time, but also gives him high qualities of interaction with a serious arsenal for spiritual and cultural enrichment that affects the quality of formation of culture of interethnic communication in the modern socio-cultural conditions (Schaffner, 2007).

An important condition – when the socio-cultural creativity is subject to the peculiarities of the psychology of personality, associated with the ability to organize their free time, provides a rational ratio in the classroom for free choice (Kharisova, Shakirova & Kharisov, 2016).

In his youth more fully and intensively communicate, easier to install and develop relations of friendship and love. Youth is considered the optimal time for self-realization. The difficulties are not stumbling blocks, surrounding them, doubt

and uncertainty are rapidly, we are actively seeking new opportunities to achieve goals.

Here is the path to the development of political culture and socio - creative activity of a person in other areas of public life, which in our opinion, directly affects the formation of culture of interethnic communication (Ulyankova, 2012).

V.V. Tuev (2009) believes that the most important are the ideas of acculturation, sociocultural adaptation, creation, distribution and consumption of cultural values, etc., which ultimately focused on the inclusion of a person's culture, its inclusion in the socio-cultural environment.

G.A. Avanesova (2006) under the leisure and cultural activities understands appropriate organized and filled with meaningful activity of large groups of people or a specific person free time, which develops on the basis of human needs in changing the nature of the activity, combined with the goals of recreation and socio-cultural development. Forms and types of this activity a person chooses their own, based on individual preferences, opportunities and level of cultural development, and taking into account the traditions of fashion, the influence of other people. Speaking about cultural and leisure activities, the author has in mind, primarily that it represents the aggregate activity of many people who are in need of recreation. The private moment of cultural and leisure activities, the manifestation and peculiar unit of measurement is leisure activity which presupposes the involvement of a person or many people in particular a holistic process (Teliya, 1996).

The second condition is a formation of culture of interethnic communication is associated with the development of ethno-cultural competence aimed at developing the skills of intercultural interaction (Gilazetdinova, Edikhanov & Aminova, 2014).

The process of interaction of cultures objectively has its positive and negative sides. Positive was the fact that close communication between people of different nationalities enriches them, creates the conditions for mutual respect. At the same time observed, especially in urban areas, psychological indifference in the relations of people. The indifference to man, cut off from the beneficial influence of mother nature, a sharp noise "impersonal" communication through computers and multimedia produce a youth cultural aspirations (Bolgarova & Mirzagitov, 2013).

The modern aspect of the formation of culture of interethnic communication, in our view, the new information technologies associated with the understanding of the importance of the contribution of each nation to global development, with the expansion of planetary mentality, globalization processes, with the understanding that each nation on our planet is interconnected with the other peoples in many areas: political, economic, cultural, tourist, social, moral.

In the modern conditions of wide development gets the concept of multicultural personality development. It provides for the adaptation of man to different values

in a situation of existence of a multitude of diverse cultures, interactions between people with different traditions, focusing on the dialogue of cultures, the rejection of cultural and educational monopoly in relation to other nations and people. The implementation of her ideas is aimed at creating an environment in which any living person would feel not only the son of their country, but a citizen of the universe, understood and respected, kept not only the culture of its people, and culture of other peoples, and, therefore, respect the right of another person to free cultural development. This brings the youth to understand the existence of other lifestyles that are equally significant and have the right to exist as their own (Mukhametzyanova & Shayakhmetova, 2014).

Important condition is the specific impact of socio-cultural environment on the development of culture of interethnic communication of the students (Flotow, 2007).

The study is of great importance enabling sociocultural environment that provides the possibility of formation of culture of interethnic communication of young people, full development of the person.

In the dissertation research of O.B. Ershova (2007) the specificity of influence of the socio-cultural environment on the formation of culture of interethnic communication complements the theory of socio-cultural activities are systematized and specified information about the possibilities of using technologies of socio-cultural activities in the process of the complex task of interaction with the person with the active involvement of socio-cultural institutions. In this socio-cultural environment, according to the author, includes the following interrelated components: core values, attitudes, traditions, norms, rules, and symbols; cultural and community space, educational and leisure activity; the process of communication, identity, media, aesthetic space, the external environment.

In conditions when the state and society are facing the need to modernize the country in great social and political importance of a joint focus on the future, focus on the achievement of a qualitatively new social status, the fullness of personal life, social meanings, since the tendency in the future may not be accompanied by a break with the past.

Some authors consider the three stages of formation of culture of interethnic communication of young people in terms of socio-cultural environment (Kharisov, Shakurova & Mirzagitov, 2015; Kalimullin, Khodyreva & Koinova-Zoellner, 2016; Birova & Eliasova, 2014; Birova, Barancova & Simkova, 2016).

The I step lays basic moral values, norms of behavior, personality is formed, a self-aware part of society, part of their country. Develop communication skills that allow you to be an integral part of the surrounding world, which contributes to the formation of skills to resolve conflicts through dialogue. Development of creative potential of youth is through participation in the work of youth associations that help to shape the personality able to contribute to the life of the city and the country.

II step. The conditions for the formation of a system of values and attitudes of behavior in the world, assists in acquiring the knowledge and skills necessary for independent living in a multicultural society, the respect for the law, law, the rights of others and responsibility towards society. The basis of the idea of conscious participation of the individual in the solution of socially significant problems of society. It involves a combination of developing skills of social practices with a deep assimilation of the foundations of the social sciences. In the implementation of various multicultural projects, the participants actively use their knowledge, communicate and cooperate with each other, learn to engage in dialogue and constructively resolve conflicts, make choices in difficult situations.

III degree. Is determined by the citizenship of a person, his socio - political orientation, improved readiness and ability to defend their rights and the rights of others, the ability to build individual and collective activities. Socio-cultural creativity reaches a new stage when the youth acts as the initiator and creator of social and cultural practices, initiates and develops activities in the framework of various projects. The formation of conscious attitude to reality allows the individual to engage and involve in social and cultural practices of different people of different nationalities, where in the foreground the personal involvement of each in the general case. Through the personal and emotional understanding of the experience of human interaction in past and present young people have formed a respectful attitude to other's opinion, tolerance, intolerance, xenophobia, ethnophobia, chauvinism, they internalize ideals and values of a democratic society come to understand the essence of patriotism, beginning to recognize themselves as the bearers of civil rights and liberties in their country.

DISCUSSIONS

Z.Sh. Magomedova (2016) notes that in the educational process, culture of interethnic communication, the subject of which are the students, acts as a way of existence and expression of personal culture due to the influences of the cultural environment, significant role in which plays the purposeful pedagogical activity. Formation of culture of interethnic communication is seen in the work of Z.Sh. Magomedova (2016) as an organized, purposeful process of formation of the personality of internationalist feelings and beliefs, and based on their humanistic practice of international communication. International communication acts as a tool for purposeful development of relationships and connections of student's youth according to the type and rules of national relations, accompanied by appropriate education. The subjects of education it is important to know the nature and character of the current relations of peoples, the diversity of manifestations of social and ethnic processes in specific ethno-demographic conditions in different regions in order to have more complete information that unites students around the idea of strengthening the friendship of people of different nationalities, and on this basis

to form cross-cultural feelings and beliefs. This will ensure the creation of multinational teams of students a favorable psychological climate - respect for traditions and cultural values of different Nations, empathy, mutual respect and mutual aid of people of different nationalities in the process of communication.

CONCLUSION AND RECOMMENDATIONS

Culture of interethnic communication is determined by the level of the overall development of the participants, their ability to comply with the universal norms of morality and behavior, mutual willingness to perceive national values, striving to enrich yourself with knowledge of these values.

The problem of communication of young people of different nationalities is of particular importance. It is aimed at education in the spirit of peace, tolerance and tolerance, the formation of the norms of social behavior, values education, tolerance of ethnic, religious and political differences. The culture of interethnic communication is also associated with an increase in the effectiveness of inter-ethnic and inter-religious dialogue, respect for the diversity of different world cultures, civilizations and peoples willingness to understand and cooperate with people differing in appearance, language, beliefs, customs and beliefs.

The culture of interethnic communication ensures the development of semantic structures that characterize the identity of a substantial part, on the part of her motivation, life goals, general orientation, it is expressed in the forms of fixed semantic experience of youth.

The practical importance of research consists that its results aimed at improving the level of intercultural communication in the conditions of interethnic interaction and are associated with the implementation of the basic concept of the forms of organization of socio-cultural creativity.

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