

ЕВРАЗИЙСКИЙ НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ ИМЕНИ Л.Н.ГУМИЛЕВА



Филологический факультет
Кафедра иностранных языков



СБОРНИК МАТЕРИАЛОВ
международного семинара
**«STRENGTHENING FOREIGN LANGUAGES
TEACHING: CHALLENGES,
APPROACHES AND TECHNOLOGIES»**

27-29 марта 2018 года

Астана, Республика Казахстан

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Сборник содержит статьи участников международного семинара «Strengthening Foreign Languages Teaching: Challenges, Approaches and Technologies». В сборнике рассмотрены актуальные вопросы касательно основных тенденций и особенностей развития современной методики преподавания иностранных языков в средней и высшей школе в условиях полиязычия, проанализирован опыт по реализации инновационных технологий в языковом образовании, рассмотрены вопросы преподавания предметов на иностранном языке, представлены исследования результатов независимого и интегрированного подходов с особым упором на креативность и критическое мышление, необходимых для академического письма в учебной деятельности магистрантов.

Издание адресовано ученым-методистам, докторантам, магистрантам и педагогам-практикам в области обучения языкам, а также широкому кругу читателей.

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FACING MATERIAL AS A DECORATIVE TOOL IN THE FORMATION OF THE STRUCTURAL ENVIRONMENT OF ASTANA

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In the era of globalization, in all spheres of life from year to year, it is increasingly difficult to surprise a person and correspond to his aesthetic taste. This problem is also related to architectural design. The importance of the decorative properties of not only objects, but also the multitude of materials and methods of application used for finishing its outer surface, increases. In developed countries, where they are well aware of this trend, the finishing materials fully perform both the protective function of external influences and the decorative function of the building.

Rapidly developing technologies make a big contribution in this direction. Because modern technologies not only increase the number of the above materials, but also develop methods for their production and application. On March 17, 2006, The solve of this problem was mentioned in the Decree of the President of the Republic of Kazakhstan "On the Strategic Plan for Sustainable Development of the City of Astana until 2030" was published. This strategic plan was developed in accordance with the

instruction of the President, issued on December 21, 2004 in the Council for the Development and Construction of the City of Astana.

The strategic plan determined the mission of Astana, which should become an exemplary capital in the Eurasian space. When determining the development strategy of Astana, one of its main goals was to become a city with a favorable environment. Change the status of the city as a result of the transfer to it of the capital functions implies a rapid one-off formation architectural environment of new capitals, which promotes education integral, organic architectural image of the environment. Building architectural environment of the city, in which the metropolitan functions are transferred, has a pronounced specificity, in view of the need for work for the reconstruction of the master plan of the city, the construction of new facilities, corresponding to the capital functions. The process of expressive architectural image of the environment, corresponding to the capital status, characterized by a number of requirements associated with objective reflection socio-cultural and political functions of the city in architectural objects. The quality of building clear semantic links in the architectural environment affects both the adequacy of perception of the image of the city as a whole, and the construction of a special scale that expresses the distinctive characteristics the capital city.

Research focus: developing the use of decorative properties of modern materials in the design of the architectural environment by. *The expected outcomes:* analysing new materials and approaches in facing that have not been used in our country so far, and to consider them having linked to the climatic, traditional features and the already formed urban environment of Astana. This is actual problem for a metropolis seeking to enter the list of 30 competitive cities in the world.

Research statement: If, by research, to improve using the decorative properties of finishing materials, this will spur further development of design of architectural environment, as they will become a decorative tool in the formation of the aesthetic aspect of the building. *Theoretical and practical significance of the research:* the formation of the current state of design of the architectural environment of Astana and the importance of the decorative properties of the finishing materials on the above mentioned environment are being studied on this topic. Thus, *objectives of the research:*

- 1) scientifically and theoretically substantiate the importance of the influence of the decorative properties of materials on the design of the architectural environment;
- 2) to adopt the foreign experience of using modern facing materials;
- 3) to determine the practical solution of the use of modern finishing materials in the design of the architectural environment of the city of Astana, taking into account the decorative aspect and presentation of its design model;
- 4) experimentally test the scientific hypothesis and summarize the scientific results on the research topic.

Research questions of this research are determined as follows:

- How are things with the methods of decoration and finishing materials today in Astana?

- Why the design of the architectural environment of Astana needs to improve the methods of decoration and decorative properties of finishing materials?
- What methods of decoration and modern finishing materials are most suitable for the climate of Astana?
- Which districts of Astana most need these improvements?
- Where these improvements have already been made?
- When these improvements are will be reflected in the design of the architectural environment?

Astana is a city that, in cooperation with world-famous architects and designers, was able to surprise the whole world with its bold design solutions of architectural objects in a short time. Various buildings with an interesting design on both banks of the city provide an excellent opportunity for residents and visitors of the capital to receive aesthetic pleasure. But, despite the aforementioned positive words, negative aspects of the design of the architectural environment still persist. Obviously, there is a uniformity of the finishing materials used in many urban sites. For example, mainly used travertine, brick, ceramic granite and plaster. They are mainly limited to the functions of coating and protection without regard to decorative aspects. This is especially noticeable on the right bank of the city. Therefore, this issue is very active for Astana, and this problem must be solved.

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