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*Keywords:* promotion; educational services; integrated marketing communications; communicative policy of a HEI; marketing instruments; project marketing.

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*Keywords:* mathematisation of sciences; integration; mathematical and methodological preparation; future teacher.



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*Keywords:* digital systems of transmitting; networks and radio communications system; telecommunications; reliability of telecommunication systems; info communications networks and systems; theory of coding.

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*Keywords:* innovative technologies of learning; competences of learners; activity-based approach; mental operations; research skills.

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*Keywords:* cultural dyssynchrony; intellectually gifted teenagers; mental development; influence of ethnic culture; socialisation; psychological regulation; neurotisation of a personality.

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*Keywords:* patriotism; student community; heroism; systems of values.

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*Keywords:* professional competence; pedagogical competence of a university lecturer; instruction-focused environment of a HEI; personality of a lecturer.

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*Keywords:* surrounding environment approach; health; health protecting environment.

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*Keywords:* civil society; legal negativism; legal socialisation; deviant activities; values; criminal groups; law and order; management; law; motivation.

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*Keywords:* descriptive geometry; engineering graphics; computer generated graphics; modelling; graphical training.



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*Keywords:* personal-professional development; further education; communicative competence; awareness of meaning in life; self-actualisation; reflection.

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