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традиций и успешным реформированием системы образования, внедрением современных теорий, методик и средств обучения.

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CUSTOMS AND TRADITIONS OF KERALA (INDIA)

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Kerala: Gods own country. Kerala is situated in the South of India has its origin dating back to the early 10th century. As per the Hindu mythology it is believed that Kerala was created by Parasurama, by throwing his axe from GOKARN, near Karwar, Karnataka. The sea on the

direction of the axe moved out and a strip of land was formed. The diverse culture of Kerala has its origin from the kings and legends who have ruled over it. The stories of lords creating miracles, the richness of spices and the melodies sung in the temples all paved a way for beautiful land of Gods. Speaking about the traditions ruling over this state, the diversity is vast. “Theyams thought be an artistic incarnation of god rules the northern region of Kerala while boat races (known as vallam kalli) predominates the south. Here are mentioned few of the infamous folklores of Kerala [5].

1. Theyyam

The great stories of Kerala are often retold using art forms. It is here that our legends truly come to life. Theyyam is a famous ritual art form that originated in North Kerala which brings to life the great stories of our State. It encompasses dance, mime and music. It exalts the beliefs of the ancient tribals who gave a lot of importance to the worship of heroes and the spirits of their ancestors. The ceremonious dance is accompanied by the chorus of such musical instruments as Chenda, Elathalam, Kurumkuzal and Veekkuchenda. There are over 400 separate Theyyams, each with their own music, style and choreography. The most prominent among these are Raktha Chamundi, Kari Chamundi, Muchilottu Bhagavathi, Wayanadu Kulaven, Gulikan and Pottan [5].

Each artist represents a hero with great power. Performers wear heavy make-up and adorn flamboyant costumes. The headgear and ornaments are truly majestic and fill one with a sense of awe and wonder. From December to April, there are Theyyam performances in many temples of Kannur and Kasaragod. Karivalloor, Nileswaram, Kurumathoor, Cherukunnu, Ezhom and Kunnathoorpadi in North Malabar are places where Theyyams are performed annually (Kaliyattam) and draw huge crowds.

2. Vallamkali

VallamKali is a traditional boat race in Kerala,India. It is a form of canoe racing, and uses paddled war canoes. It is

mainly conducted during the season of the harvest festival Onam in autumn. Vallam kali includes races of many kinds of paddled longboats, the traditional boats of Kerala. During the monsoon season, when the state of Kerala comes alive with the Onam festivities and the lush greenery unleashed by the rains, the famous Kerala Snake Boat Races are organised in the glorious backwaters and rivers of the region.

The Vallamkali Boat Race in Kerala is one of the most popular tourist attractions of the state that lures travellers from around the globe to the river banks, to cheer on the skilled oarsmen as they sail through the waters. Although the Vallamkali Boat Race is quite famous worldwide, there are several lesser known intriguing facts and legends associated with its history that add to its enticing charm.

According to legend, the origin of the snake boat race dates back to the ancient times, when the head of the Katoor Mana, a Nambudiri family, stood on the banks of the river Pamba, praying to Lord Krishna and waiting for a poor man to pass by whom he could feed to complete his rituals. It is believed that Lord Krishna took the form of a ragged boy, whom the Brahmin proceeded to bathe and feed, before he disappeared and later made an appearance at the Aranmula Temple. The Brahmin realised that the boy was an incarnation of God, and returned to the temple each year with food, along with a fleet of snake boats to guard the offerings. Thus began the appearance of Snake Boats in the river as others joined him in the ritual, and soon enough, the custom of the Snake Boat Race emerged [5].

3. **Onam**

Onam brings together a multitude of colours and flavours from across God's Own Country, and the celebrations reach their apex on the auspicious day of Thiruvonam. Onam commemorates the return of a mythical, righteous king – King Mahabali and brings together communities across the landscape in unified revelry that is unheard of across the planet. Households are adorned with exquisite floral carpets

(Pookkalam), traditional art forms and games are seen everywhere and homes are cleaned and impeccably maintained. One can see elaborate sumptuous feasts (Onasadya) served in every single home, with the feast ending with delicious payasam (Kerala dessert), which ensures that the message of oneness and hope is spread far and wide [5].

4. **Pulikkali** ("Puli" = Leopard/Tiger & "Kali" = Play in Malayalam language) is a recreational folk art from the state of Kerala. It is performed by trained artists to entertain people on the occasion of Onam, an annual harvest festival, celebrated mainly in the Indian state of Kerala. On the fourth day of Onam celebrations (Nalaam Onam), performers painted like tigers and hunters in bright yellow, red, and black dance to the beats of instruments like Udukku and Thakil. Literal meaning of Pulikkali is the 'play of the tigers' hence the performance revolve around the theme of tiger hunting. The folk art is mainly practiced in Thrissur district of Kerala. Best place to watch the show is at Thrissur on the fourth day of Onam, where Pulikkali troupes from all over the district assemble to display their skills. The festival attracts thousands of people to the Thrissur city. Pulikkali is also performed during various other festive seasons. Literal meaning of Pulikkali is the 'play of the tigers'. Pulikkali is practiced in Thrissur district in Kerala. Thrissur Pulikkali originated over 200 years ago. It believes that King Rama Varma Sakthan Thampuran introduced the folk art Pulikkali to celebrate Onam. Participants painted their body with yellow paints and black stripes. Face of tiger is painted on the belly of the participants [4].
5. **Thiruvathirakali or Kaikottikaliis** a unique dance performed in Kerala on the auspicious day of Thiruvathira, the birthday of Lord Shiva. It is performed by women who seek blessings for eternal marital bliss. It falls in the Malayalam month of Dhanu (December-

January). As per Hindu mythology, this dance is what brought Kamadeva (God of Love) back to life when he had been burnt to ashes by Lord Shiva's fury.

Groups of up to eight or ten women are seen dressed in traditional Kerala attire, dancing in a circle. The graceful movements of the dance are both enchanting and elegant. The white saris with colourful borders along with fresh jasmines adorning their hair make for a wonderful sight. Fidelity and the power of female energy are the crux of this ancient practice [3].

6. **Kathakali**

Famous around the world, Kathakali's magnificence has won great admiration for the state of Kerala. Proud that this renowned art form originated, was originated from Kerala's shores over 300 years ago. It combines devotion, drama, dance, music, costumes and make up into a divine experience for all who get to view it. It retells the great stories of the past, mostly from Indian epics, and leaves one spellbound at the various intricacies involved in the performance. Every single quiver of the lips, flicker of the eyes or a movement involving the fingers twirling, has great significance. The entire performance sees the audience unable to take their eyes away from the spectacle taking place on stage. Mudra is a stylised sign language used to depict an idea, a situation or a state of being. A Kathakali actor enacts his ideas through mudras. For this the actor follows a systematic sign language based on Hastalakshana Deepika, a treatise on the language of hand gestures. Kathakali said to have evolved from other art forms like Kutiyattam, Krishnanattam and Kalaripayattu. Kerala Kalamandalam is among the foremost centres for Kathakali training in the traditional way [2].

7. **Kalaripayattu**

Kalaripayattu (sometimes shortened as Kalari) is an Indian martial art and fighting system that originated in Kerala and practiced by warriors of Kerala and Tulu Nadu. There is a mention about Tulunadan Kalari in the ballads of Kerala. In Kerala, The

warriors belonged to all castes and religions. It is considered by some to be the oldest martial art still in existence, with its origin dating back to the 3rd century BCE. Kalaripayattu is often called the mother of all martial arts, although historical evidence points to the origin of martial arts at multiple locations in the world, much earlier than Kalaripayattu [1].

Kalaripayattu includes strikes, kicks, grappling, preset forms, weaponry and healing methods. Regional variants are classified according to geographical position in Kerala; these are the Northern style from Malabar region in north Kerala practiced by the Central style from inner Kerala and the southern style from Thiruvitankoor. Northern kalaripayattu is based on elegant and flexible movements, evasions, jumps and weapons training, while the southern "Adi Murai" style primarily follows the hard impact based techniques with priority on empty hand fighting and pressure point strikes. Both systems make use of internal and external concepts. The fighters who used to fight with this technique never used body armors as it became more complicated to flex after using armor. Some of the flexibility training methods in northern Kalaripayattu are applied in Kerala dance forms and Kathakali dancers who knew martial arts were believed to be markedly better than the other performers. Some traditional Indian dance schools still incorporate kalaripayattu as part of their exercise regimen [1].

In conclusion, it is necessary to admit, that Kerala is unique with its traditions, customs, celebrations and way of life. Here legends truly come to life. It deserves to be visited by huge number of tourists, who are searching for unforgettable experience.

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ФОРМУВАННЯ КОМУНІКАТИВНОЇ КОМПЕТЕНЦІЇ МАЙБУТНЬОГО СПЕЦІАЛІСТА У ПРОЦЕСІ НАВЧАННЯ

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Пріоритетним завданням сучасного освітнього процесу є підготовка висококваліфікованого фахівця, орієнтованого на постійне самовдосконалення і професійний пошук. З огляду на конкурентне середовище все більшого значення набувають такі характеристики, як професіоналізм і компетентність, відповідальність і коректність.

Швидкі зміни реалій життя вимагають істотних змін інноваційного характеру при отриманні кваліфікації майбутніми випускниками. Організація і моделі навчального процесу працюють на те, щоб дати студентам можливість не тільки опанувати теоретичні