

## **Motivational and didactic features of teaching of electronic lectures on the problems of intellectual property (capital)**

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**Research methodology.** The models of subconscious conduct which have the collective nature are used: elementary prototypes, universals (protoinstitutions), as well as the principle of visualization of idea. It allowed to be determined with the prototypes of economic conduct, taking into account what the didactic features of lecture and its vivid report must be formed to the student.

**Results.** Ideals are formed by the community, and the lecturer must actualize them, distinctly and unbanally carry them to the students. In the electronic lecture on the problems of intellectual property for this purpose there are more possibilities than from other courses, in fact the continuum of reasons of appropriation is inwardly inherent to a man and related to appetite; it needs to be activated through the multi-media facilities. From the other side, cognition of any process is a not simple problem. Not simple is also the report of its content on a lecture.

**Novelty.** It lies in illustration of the psycho-social nature of intellectual capital, that allows to expose the didactic features of teaching of the problem electronic lecture. Quintessence is as it follows: generating of subconscious indemnifications is a spontaneous process, and their conscious perception through the visualization shows by itself the method of understanding and individual thinking.

**Practical significance.** The person with a certain individually psychical qualities operates within the microsocal dynamics, role interaction between people, which forms the general public stereotypes, is carried out. After that the reverse mechanism is operating: standards (result of previous development) come forward already as limitations or institutions. An individual becomes the element of the system, rules of which he/she executes. Dialectics of integrity and atomism which successfully enough are visualized in an electronic lecture takes a place.