Part I. INFORMATION AND COMMUNICATION SCIENCES

Basov S. A.

Public-state institutions in management of social-cultural sphere

The article focuses on an important issue of the democratization of social and cultural sphere. It's discussing the various types of relationships between the public and state institutions. The author analyzes an importance of community councils and professional associations in the social and public management model.

Keywords: social and cultural sphere, citizen participation, self-regulation, public-private management

Rubanova T. D.

Conception, structure and peculiarities of the subject "Printing and digital information media"

The article considers the conceptual, informative and methodical problems of the subject "Printing and digital information media", taught in the framework of the educational program 035000 Publishing business. There is represented experience of Chelyabinsk State Academy of Culture and Arts.

Keywords: educational program, printed publications, electronic publications, teaching, training

Sulenyova N. V.

Reading as the basis of creating video books

The article considers relevance of creating video books for improving quality of modern culture of reading, specificity of reading mastership of actor-students at video-recording of literary works.

Keywords: audio books, audio reader, traditional reading, literary work, author style, interaction

Pavlov S. N.

Public relations as an instrument of forming positive attitude to the HEI with the purpose of creating effective image: theory and practice

The questions of the use of the ways of public relations by the university authorities for efficient image are considered. The author gives his own interpretation of the concept image. Process of realization of this task is considered from positions of pedagogical management. Ways of communications of the management applied in practical activities by higher education institution with target audiences for impact on them for the purpose of formation of the positive relation to higher education institution are analyzed. The complex of the organizational and pedagogical conditions increasing efficiency of formation of public opinion is described.

Keywords: public relations pedagogical management, pedagogical communication, public opinion, formation, image

Krestnikov A. S.

Analysis of practice of master training at the higher institutions of culture and arts for using ICT

The actual problems of teaching students of master's degree in universities of culture and arts to use information and communication technologies are considered. By the example of the Chelyabinsk State Academy of Culture and Arts the author shares the experience of making working programs, describes the volume, structure, and gives a summary of subjects related to information and communication technologies.

Keywords: education, culture and arts, information and communication technologies

Maltseva E. V.

Peculiarities of correlation of the new informational technologies and social-cultural activity functions

3D-videomapping, as a direction of audiovisual creativity, is connected with general functions of social-cultural activity, and it also possesses specific functions, contributing to development of audiovisual culture.

Keywords: 3D-videomapping, functions of social-cultural activity, audiovisual culture

Part II. PHILOSOPHY. CULTUROLOGY. SOCIOLOGY

Smentsarev G. V.

Due to measuring contribution of the culture sphere to the social processes of mathematical modeling

The article deals with the results of mathematical modeling of the influence of cultural infrastructure on national security. On the basis of empirical socio-economic data of Russian Federation for 2001–2010 years was received integrated factors of cultural infrastructure quality level and of national security level. It was revealed a relationship between the cultural infrastructure and national security state and was offered appropriate mathematical model by using methods of mathematical statistics. It was shown the role of culture infrastructure in national security.

Keywords: culture infrastructure, national security, mathematical modeling

Zubanova L. B.

Modern culture at post-classic conceptions and actual socio-cultural trends

The article is directed to analysis of the key tendencies of development of socio-cultural space of modernity through understanding of marginal source of the modern culture (freak-culture), culture of "real virtuality", philosophy of hedonistic consumption.

Keywords: culture, culturology, virtual reality, marginality, freak-culture

German N. F.

Conflict prevention and achieving mutual understanding in business intercultural communication

The article analyses a wide range of factors, influencing the process and result of business interaction of representatives of different cultures, involving in intercultural contacts. The article considers the main causes of emergence of misunderstanding and conflicts in business intercultural communication. The author proposes the strategies of achieving the most complete mutual understanding.

Keywords: business culture, intercultural communication, conflict prevention, achieving mutual understanding, adaptation to another culture, compromise.

Shub M. L.
Updating of a phenomenon of the past in a context of a modern socio-cultural situation
The article is devoted to a past phenomenon, in particular its status in a context modern humanitarian knowledge, a place of the perspective connected with this phenomenon, in structure of actual interests, and also to the analysis of the main reasons for a demand of a phenomenon of the past in modern world research practice.
Keywords: time, history, past

Belyaeva L. A., Belyaeva M. A.

Social-cultural activity: structural-functional model

The authors construct the universal structural content and functional model of socio-cultural activity that includes actors, goal, means, results, functions and conditions of socio-cultural activities. The authors draw on works of famous Russian scientists and follow a systematic methodology, activity and functional approaches.

Keywords: culture, pedagogical activity, socio-cultural activity, structural and functional model

Popkova M. D., Kosterina A. B.

Non-classical selfhood: body as a method of self-identification

The article considers the problem of body as form of self-identity in non-classical culture. Exaggerated physicality is considered as symptom of decay of culture, that leads to the deconstruction of the body.

Keywords: non-classical culture, self, the loss of identity, body, exaggerated physicality, boundary bodily practices

Gushul Y. V., Kogenkin I. A., Lavrova K. B.

Modern library as a projectable socio-cultural space (problem definition)

The article is concentrated on a new trend of research activity – socio-cultural projection of the space of library, which has already stepped out its physical limits in the informational society. The authors appeals for defining the strategy of developing the libraries of philosophers, culturologists, historians.

Keywords: socio-cultural space, models of the library of future, social projection

Dydrov A. A., Penner R. V.

Freedom of human being and humanoids (based on the material of fantastic literature and audiovisual compositions)

This article is about the issues of freedom, which has found expression not only in the pages of philosophical treatises, but also in art, audio-visual works. The use of technology and human desire to experiment with themselves provide real processes, that changes the human nature, kiborgisation, for example. Fiction works accumulate main "fears", accumulated by human nation and related to the desire of preserving "too much human", including freedom.

Keywords: freedom, technology, transhumanism, cyberpunk, chip

An S. A., Vorsina O. A.

Sacral-ethical meanings of the altar at the Chinese written language tradition

The authors have made an attempt to prove the choice of hieroglyphs for writing the words, denoting the altar. They have shown influence of a component of the hieroglyph "altar" on its semantic field. There have been coordinated creativities of calligrapher and architect.

Keywords: sacral status, ethics, meaning, the altar, Chinese written language, tradition, image, temple of ancestors

Peschanskaya E. V.

New Year well-being wish pictures of China

The article investigates the genre of well-being wish picture "nyanyhua" (New Year picture), it detaches the main thematic groups, it analyzes composition devices, artistic peculiarities and methods of transmitting traditional well-being wishing.

Keywords: Ney Year pictures, well-being wish, compositional devices, artistic peculiarities, tradition, religion, semantics, ornamentality

Part III. ART STUDY

Predeina T. B.

Issues of periodization of the history of the native ballet of the 20th – 21st centuries

The article considers an important question of periodization of the history of the native ballet of the soviet and post-soviet epochs. It has presented the approaches to the periodization and the points of view, existing at art criticism for this topic.

Keywords: native ballet, history, periodization, periods, stages

Efremova N. I.

Rhythmic of E. Jaques-Dalcroze: yesterday, today, tomorrow

The article considers the subject "Rhythmic", which nowadays is obligatory at the curriculums of high special musical schools (colleges), and as an open classroom study is a part of the course of musical-theoretic disciplines of children musical schools. There is necessity of scientific grounding of principles, methods and devices, used in the course of musical-rhythmical upbringing.

Keywords: rhythmic, musical rhythm, musical-rhythmical upbringing, musical-rhythmical motion, rhythmical exercises

Lebedev A. E.

Genre of the concert symphony at the modern music for accordion

The article studies the historical development of the genre of the symphony for accordion and orchestra. In the comparative analysis of the symphonies by V. Zolotarev and S. Berinsky identification of the most characteristic features of the composite structure, themes, solo and orchestral texture. The main concept of the notion of drama.

Keywords: symphony, accordion, drama, thematism, timbre, texture, S. Berinsky, V. Zolotarev

Kochekov V. F.

Prerequisites for the formation of academic performance on Russian folk instruments of Chelyabinsk region

This article discusses the conditions and prerequisites for the formation of academic performance on Russian folk instruments in the period before 1919, the final establishment of the Soviet power in the region. Describes the general process of formation of academic performance, directly influenced the sphere of Russian folk instruments.

Keywords: Russian folk instruments, academic performance, musical culture, art, band, musician, performer

Radchenkov V. M.

This many-faced harpsichord. Renewal in the 20th century

The article narrates about the tradition of renew the tradition of performing harpsichord Baroque music in the 20th century, about the problems, arisen at renewal of producing the instruments, about emerging the historical instruments in 1960-s.

Keywords: harpsichord, renewal, authentics

Kalentyeva N. V.

Harpsichord art of Saint-Petersburg at the modern stage. Series and cycles of concerts

The article has given a survey of the most important events of the concert harpsichord life of Saint-Petersburg since the 80-s years of the 20th century till the current time. The author shows great educating significance of thematic cycles of concerts for auditory and for performers.

Keywords: harpsichord, authentics, Baroque, series and cycles of concerts

Gendova M. U.

The performing stile of Russian ballet – the unique spiritual valuable

The author examines the philosophical and aesthetic categories of the testament cultural, values, stile; the author tries to identify the components of the performing style of Russian ballet school and attempts to explain the reasons for the gradual de-identification of the dancers.

Keywords: the testament cultural, values, stile, artist of ballet, cosmolitism, the socio-cultural surroundings, thought-movement

Dashieva L. D.

Shaman legends and songs of Western Buryats: due to the issue of typology

The semantic and typology of the shamanic legends and songs in the Western Buryats' folklore are considered. The genre nature of the shamanic songs of the Western Buryats in this research of the shamanic cult is clarified.

Keywords: shamanic legends, songs, Western Buryats

Zyhovskaya N. L.

Prosperity of the Russian prose of the 30-s years of the 19th century and the main tendencies in development of olfactory poetics

The author shows the main trend of olfactory of Russian prose of 30-es of XIX century. The investigation of different olfactory in the fiction of writers helps to realize the principles of their poetics in general.

Keywords: olfaction, olfactory model, the picture of the art world, the Russian prose of XIX century

Khuzina E. A.

The optative modality of action undesirability at the infinitive constructions (by the example of proverbs and sayings)

The infinitive constructions in the role of the predicative center on the example of Russian proverbs and sayings are considered. The theme is made conditional on the insufficient level of scrutiny of proverbs and sayings as means of verbal representation of will with the shade of undesirability.

Keywords: modality, will, undesirability, infinitive constructions, proverbs, sayings

Part IV. SOCIAL-CLASSIC KNOWLEDGE

Zair-Bek E. S., Ksenofontova A. N.

Methodology of institutionalism in the education researches

In the given article the education is viewed as the component of social and economic relationship. The author highlights the use of institutional approach in school study research. The change in the structure of education and the institutional educational environment of the school is shown.

Shvachko E. V., Duranov M. E.

Social activity as a factor of forming political culture of students

The article considers the issues of forming political culture on the basis of personality social activity, its transmission into social-political one, being represented as a factor of generation of political culture of students.

Litvak R. A., Grevtseva G. Y.

Socio-cultural activity as a means of patriotic upbringing at A. S. Makarenko's works

The article analyses A. S. Makarenko's ideas for socialization of the person by means of patriotic upbringing. It has manifested necessity of training of the socio-cultural sphere specialists. It specifies the notions: patriotic qualities, patriotism, patriotic socialization, socio-cultural activity.

Biche-ool V. K.

Material culture of Taimyr nomads (on the example of samodiysky peoples)

In article the main realities and subjects of material culture of natives of Taimyr – representatives of samodiysky group are considered: nganasane, nenets and enets. The author analyzes the common and peculiar features in material culture: types of managing, vehicles, clothes and footwear, dwellings, food.

Plehanova O. E.

** Main branches of social-cultural rehabilitation of elderly people in Russia**

The article considers the matters of social-cultural activity of elderly people, a successful result of which is social-cultural rehabilitation. It discovers the specifications of various branches of social-cultural rehabilitation of elderly people, and it is also being emphasized that their general participation in social-cultural activity serves as a source of longevity.

Muromskaya Y. V., Plotnikova E. B.

Organized socialization of intellectual experience of a person in artistic-creative activity at the stage of the elementary professional education

The article considers the problem of developing the content, methods and pedagogical conditions of organized socialization of intellectual experience of a person at artistic-creative activity at the stage of elementary professional education. It has given the characteristic of the general of the research, of elaboration of the mechanisms of solving the problem.

Semionova E. V.

Methods of evaluation of mastering quality of competences in HEI (Higher Educational Institution)

Competency approach declares mastering in the educational process of the HEI of not only knowledge, abilities and skills, which are possible to be evaluated by the method of classical testing, definition of the quality of mastering of competencies is being based on expert evaluation. The named components do not still have any recognized even subjective diagnostic tools. It was supposed to solve this problem by analyzing the developed techniques and software synthesis methodology direction «Management».

Keywords: quality of education, competency approach, competences, Bologna process, the Federal educational project of the third generation, evaluation

Tarasenko O. I.

Humanization of historical education at the conditions of higher school modernization

The author considers the matter of humanization of historical education at the modern stage of its development. The article has defined and discovered the notions of "humanism", "humanization of education", "humanization of historical education". The given aspect of the problem is supposed to form the non-historical specialties students' axiological attitude to historical knowledge, historical science and domestic history.

Keywords: humanism, humanistic pedagogics, humanization of historical education, humanistic paradigm