

**I. S. Sokolova**

### **INNOVATIONS IN THE FIELD OF AUTHOR'S PREPARATION OF WORKS FOR SCIENTIFIC ISSUES ON THE NATURAL SCIENCES**

Abstract. New tendencies of creation of scientific works on the natural sciences, interfaced to expansion of the reader's address of scientific issues in which they are published, are considered. Methods used for this purpose are analyzed. They are methods of popularization of the natural sciences.

**Keywords:** scientific work, scientific issue, natural sciences, author, reader's address, popularization, innovation

**I. Yu. Matveeva**

### **HIGHER LIBRARY EDUCATION IN RUSSIA DEVELOPMENT PROBLEMS AND PERSPECTIVES**

Abstract. The article considers the periods of reforms of higher professional education of Russia during the last decades. Much emphasis is given to the modern period of new federal state standards of the third generation directed at integration of Russian education with the Bolognese process. The author shows the results of a comparative survey of the content of basic educational programmes of the RF Ministry of Culture high schools in the 071900 "Library-informational activities" branch of learning and analyzes the perspectives of further reforms of High school educational process on the grounds of introducing the Standards Three plus.

**Keywords:** higher library education, "Library-informational activities" branch of learning, Federal State Educational Standards of higher Professional Education, the third generation of educational standards, basic educational programme, basic and elective disciplines, Higher Library Education directions

**N. B. Krylova, Z. V. Russak**

### **NEW YOUTH – NEW TECHNOLOGY IN THIS ARTICLE DIFFERENT APPROACHES THE READING OF ART CLASSIER LITERATURE**

Abstract. The contemplate virtual method work of classier literature of internet environment as one resources reading of art classier literature of new youth. Notes the specific features and of new youth. Measures for promotion of classier literature in conditions of public library are suggested.

**Keywords:** new youth, internet environment, literature internet resource, library blog, virtual method work of classier literature

**D. A. Morozov**

### **PROCESS STRUCTURE OF SERVICE-ORIENTED SYSTEM OF LIBRARY INTERACTION**

Abstracts. The article discusses a model service-oriented information system of library interaction implementing an interface for each group of users (librarians and readers) represented as a set of standard processes combined.

**Keywords:** SOA, library interaction, process, interface

**I. N. Morozova**

**THEOLOGICAL DISCOURSE ON RELIGION AND CULTURE: OPTIONS FOR UNDERSTANDING**

Abstract. The article considers the Orthodoxy theology into the aspect of its relation to the culture. The author proposes to present the theocentrism as the variant of the axiological disposition. The conclusion has been made on the basis of the research of the church literature on the main directions of the theological understanding of the dialog of religion and culture.

**Keywords:** axiological relation, theocentrism, theology of culture, the dialogue of the religion and culture

**S. S. Sokovikov**

**PROBLEMS OF HISTORICAL MEMORY AND RELEVANT SOCIOCULTURAL CONTEXTS OF THE ARCHAEOLOGICAL MONUMENT (ending)**

Abstract. The article deals with urgent problems of historical memory, not matching the content and functional peculiarities of historical science as such. In this context, it analyses different sociocultural contexts, emerging «around» archaeological monuments.

**Keywords:** historical memory, commemorialization, rearchaeologization, an archaeological monument, socio-cultural contexts

**E. A. Kaminskaya**

**CULTURAL MEANINGS OF TRADITIONAL FOLKLORE**

Abstract. The author analyzes the concepts of «meaning», «cultural meanings»: describes the specificity of the folklore world's picture. The author also substantiates the unique position of folklore against other cultural phenomena; provides an understanding of the cultural meanings of traditional folklore.

**Keywords:** cultural meanings, traditional folklore, the model of the world

**M. V. Pankina**

**EVOLUTION OF PRINCIPLES DESIGN: CULTURAL STUDIES ANALYSIS**

Abstract. This article describes the evolution of the design principles. Evolution is caused by the current trends in social processes, changes in the conditions and possibilities of production, environmental issues, as well as understanding of the mission of the project activity and the degree of professional responsibility by the designers.

**Keywords:** principles of design, cultural studies analysis, socio-cultural role of design, principles of ecological design

**Sh. B. Maina, Sh. B. Maina, O. A. Choodu**

**TRADITIONAL FESTIVE CULTURE: THE CONCEPT AND ESSENCE ABSTRACT**

Abstract. The article discusses various approaches to the definition of the concepts of “tradition”, “traditional culture”, “holiday” (function, classification), “festive culture”. Author’s interpretation of the definition introduced “traditional festive culture”.

**Keywords:** tradition, traditional culture, holiday, festive culture

**E. I. Varova**

### **CHURCH ARCHITECTURE OF CHINA AS A TRIAD COSMOS – HUMAN BEING – TAO**

Abstracts. The article explores the value of Tao in the architecture of China. Proved the role of nature in the harmony between man and the cosmos. Spotted an inextricable link between man and the cosmos in the construction of temples.

**Keywords:** nature, cosmos, sky, China, Taoism, Dao, architecture of China, temple

**D. A. Baturin**

### **VIRTUAL REALITY OF FANTASY NEOMYTH**

Abstract. The article analyses the virtual-neo mythological essence of fantasy, stand out characteristic features of mythological virtual reality, analyzes processes of interaction between person and mythological fantasy- existence. Reveals basic properties of fantasy neomyth.

**Keywords:** fantasy, archaic myth, neo myth, virtuality, virtual reality, mythological reality, fantasy neo myth

#### ***Part III. ART STUDY***

**I. Yu. Kamotskaya**

### **JEAN ANOUILH'S 1940S PLAYS IN THE CONTEXT OF THE AUTHOR'S CREATIVE EVOLUTION**

Abstract. This article studies the creative process of 20th century French playwright Jean Anouilh through an analysis of the semantic orientation of the plays he wrote in the early- to mid-1940s. Conclusions are drawn regarding the evolution of his views on the world and man.

**Keywords:** J. Anouilh, existential hero, "Eurydice", "Antigone", "Medea", "Romeo and Jeannette", "Made- moiselle Colombe"

**D. I. Varlamov**

### **ACADEMISATION OF FOLK ART AND EDUCATION OF PERFORMERS ON RUSSIAN FOLK INSTRUMENTS**

Abstract. The second half of 20th century saw intensive development of performing on Russian folk instruments which was greatly supported by the development of educational system as a whole. The phenomenon got the name of "academisation" but it has not got detailed research yet. The article formulates such basic notions as academisation, academic art and demonstrates tendencies of the development both of folk instruments performance art and of folk instrumentalists' education.

**Keywords:** academisation, musical education, performance on Russian folk instruments, academic musical art

**I. D. Ergiev**

### **ALGORITHM OF ARTISTRY DEVELOPMENT OF A PERFORMER-INSTRUMENTALIST**

Abstract. In the article is expounded a theoretical concept of training and teaching a performer-artist by the example of instrumental playing. It is proposed the algorithm of teaching a performer-instrumentalist an artistic technique of expression and "demonstration" of a musical idea. At the heart of the given algorithm is the method of intonology – creation of a universal intonation as a carrier of meaning in the context of a noetic dialogue performer – spectator-listener. The given algorithm appears a necessary instrument of training an artist in the system of musical education.

**Keywords:** algorithm, artistry, artistic psychotechnics, instrumental performance, personal meaning

**V. F. Kochekov**

**CLASSIC SIX-STRING GUITAR IS IN FOLK-INSTRUMENTAL CULTURE OF RUSSIA  
(to status of classic six-string guitar)**

Abstract. Describes a problem caused by the presence of six-string classical guitar at the offices and departments of national instruments and attempts by some part of the guitar community beyond these educational structures.

**Keywords:** classical guitar, six-string folk instrument, status, style, artist, academic, repertoire, artist

**N. N. Pokrowskaja**

**TEACHING TO SCALESPLAY HARP: FRENCH AND RUSSIAN SCHOOLS**

Abstract. Article is devoted to a comparative analysis of the characteristics of fingering when playing scales after A. I. Slepushkins' method accepted in Russia and classic French technique. The analysis concluded necessarily to combine the best qualities of both schools in a modern teaching method.

**Keywords:** Harp, teaching, French school of playing a harp, Russian school of playing a harp, direction, fingering when playing scales

**A. S. Sums kaya**

**PRODUCERS' TV PROJECTS IN PROVINCIAL MEGALOPOLIS**

Abstract. In this article one can find the analysis of display-oriented products suggested by television media of Chelyabinsk region. The analysis is given in the view of specific area of cultural studies – particularly, cultural studies in media space. The author discovered several techniques of content production, forms of its representation. Also software units were revealed (they all satisfy the requirements of planning technology). There is a review of some producers' TV projects created by local experts of media business. The definition of producers' TV project can be found in the article as well as several typologies of TV projects, that go on the air in local TV companies. Genres and thematic variety of these projects are also presented here. Finally, the author summerized communicative intentions of recipients (producing companies).

**Keywords:** screen art, producer, project approach, local media business, genres and types of producers' TV projects, value interaction of the participants of media communication

**A. V. Markova**

**DISCOURSE PALETTE OF SPEECH ON FAMILY SITCOMS MODERN RUSSIAN TV**

Abstract. The problems of discourse between the characters of family sitcoms on Russian television today, the problems of discourse between television characters and television audience. We consider the relevance of cultural, linguistic and psychological approaches in the analysis of family sitcoms on modern Russian television. Suggests the possible influence of family sitcoms on stereotyping of family values in modern Russian television.

**Keywords:** discourse speech palette, dialogues, communication registers, TRANSACT, family sitcom, family values, the modern Russian TV

**A. V. Tugay**

### **METHODOLOGICAL APPROACHES THE STUDY OF DANCE**

Abstract. The paper presents and analyzes the methodological approaches to the study of dance. Dance is a very special kind of art, it is multi-faceted and not yet fully been explored. This topic is relevant and will come close to the main theoretical basis of the scientific interpretation of dance.

**Keywords:** dance, methodology, art, culture, choreography

**N. V. Kalentyeva**

### **MODERN HARPSICHORD PERFORMING ART IN SAINT PETERSBURG: MASTER CLASSES AND OPEN ACADEMIES**

Abstract. This article is devoted to master classes and open academies, which are the oldest form of educational activities in the history of authentic performance. Master classes and open academies exist in the epoch of numerous harpsichord classes of conservatories. Despite this, they are still attractive, especially for young performers. Practical recommendations of great musicians are very important for professional development of young performers. As examples, the article discusses the master classes, which gave in Saint-Petersburg American harpsichordist Edward Parmentayer and harpsichordist from Holland Bob van Asperen.

**Keywords:** Harpsichord, authentic, Baroque, master class, academy

**M. E. Eshankulov**

### **HISTORY AND DEVELOPMENT OF THE TAJIK MUSICAL CULTURE**

Abstract. The article is devoted to the study of some of the issues of Tajik music. Persian-Tajik medieval music theory, the formation and development of genre formation makomat are major targets for the identification of the specific formation of the Tajik musical art. The author poses a major problem for the study of musical life on the basis of Tajik, Persian and Arabic literary history and music of primary sources.

**Keywords:** Tajik Makoms, Persian-Tajik musical culture, history of the study of the Tajik music culture, Tajik musical culture V – XII centuries

#### *Part IV. SOCIAL-CLASSIC KNOWLEDGE*

**V. Ya. Rushanin**

### **IVAN ALEXANDROVICH TIKHOMIROV – DIRECTOR OF YEKATERINBURG TEACHERS' INSTITUTE (1912–1919)**

Abstract. In the context of historical reconstruction the author tells the readers about I. A. Tikhomirov, a famous scientist, one of the founders of popular schooling in the Ural region, about his period of life as the head of the Yekaterinburg Teachers Institute.

**Keywords:** I. A. Tikhomirov, I. A. Tikhomirov, Yekaterinburg Teachers Institute, curriculum of the Yekaterin- burg Teachers Institute, February and October revolutions 1917

**O. Yu. Zozulya**

### **DEVELOPMENT OF CREATIVE INDIVIDUALITY ARTIST BASED STUDY SUBSTANTIVE ART FORMS**

Abstract. Creative individuality of a young painter is being understood in the current article as a system of inherent ability and opportunities available for the painter, without which is impossible creative work. Culture change of creative individuality of young painter become progressive

character if substantial forms of his works take the adequate response in him near creative collective body.

**Keywords:** creative collective body, individuality, culture change, artistic ability, creative potential, logical- semantic model, substantial form

**A. Yu. Erykalina**

### **TEACHER TRAINING COURSES IN THE EDUCATION SYSTEM IN THE SOUTHERN URALS IN THE LATE XIX – EARLY XX CENTURIES**

Abstract. The article discusses the contribution of teacher training courses in the development of education in the Southern Urals in the late XIX – early XX centuries. Highlights the work of local authorities in the organization and financing of urban educational activities. The data on the initiatives of teachers in improving their professional skills and improving the effectiveness of schools in the South Urals whole.

**Keywords:** teacher training courses, education, advanced training, intelligency, the South Urals

**T. V. Yurkina**

### **INNOVATIVE FORMS OF SOCIAL AND CULTURAL ACTIVITIES IN DEVELOPING SUCCESSFUL STUDENTS OF CULTURE**

Abstracts. The article discusses innovative forms of socio-cultural activities and provides examples of a variety of cultural and recreational events that promote the success of students of high school culture.

**Keywords:** form, success, students, cultural and leisure activities, volunteering, innovation

**A. A. Danilova**

### **ORGANIZATIONAL AND PEDAGOGICAL CONDITIONS FOR DESIGN THE BUSINESS GAMES FOR FORMING OF CORPORATE CULTURE OF STUDENTS IN THE UNIVERSITY**

Abstract. The article raises the problem of formation of corporate culture of the students and use of the design of a business game for its decision. Any system is effective at observance of certain conditions therefore the author proves and opens a complex of organizational and pedagogical conditions for design the business games for forming of corporate culture of students in the university.

**Keywords:** organizational and pedagogical conditions, corporate culture, business games, motivation of students, game space

**U. S. Pozdnyakova**

### **FEATURES OF LEGAL REGULATION AND THE PRINCIPLES OF ORGANIZATION AND ACTIVITY (INCLUDING ANIMATION) CHILDREN'S SPORTS AND HEALTH-IMPROVING ORGANIZATIONS**

Abstract. The author carried out the concept analysis "children's sports organization" taking into account the current legislation of the Russian Federation. Author's definition of the children's sports organizations as legal entities of various organizational and legal forms and the forms of ownership which primary activity is directed on realization of services in ensuring rest of children and their sports improvement is given. In work the analysis of the obligatory principles of the organization and functioning of the

children's sports organizations is carried out, their author's classification is given. In article the main features of the organization and functioning of animation activity in work of the children's sports organizations are investigated, suggestions for improvement of animation activity in work of the children's sports organizations are formulated.

**Keywords:** animation activity, sports, health, physical culture, organization, principles, features, child, development, improvement

**N. V. Sapozhnikova, D. L. Tsenaev**

### **THE INFLUENCE OF PEDAGOGICAL POTENTIAL OF THE UNIVERSITY ON THE EDUCATION OF PROFESSIONAL CULTURE OF THE FUTURE SPORTS TEACHERS**

Abstract. The article analyzes the problem of influence of the educational potential of physical culture institutions at improving the efficiency of the education of the students' professional culture. Here is also specifies the structure of the educational society of the University, whose components have an impact on the education of the investigated phenomenon.

**Keywords:** professional culture, pedagogical potential of the University, the education of students, the structure of the educational society, educational society

**M. A. Altukhova**

### **INFORMATIONAL COMPETENCIES AS A BASIS OF DEVELOPMENT OF THE PHYSICAL CULTURE UNIVERSITY STUDENT'S COGNITIVE ACTIVITY**

Abstract. The article covers the bilateral nature of the relationship between the processes of informational competencies formation and development of student's cognitive activity. As one of the structural elements of cognitive activity and factors of its development are considered informational competencies, which are formed in the educational process, the effectiveness of which depends directly on the student's cognitive activity.

**Keywords:** informational competencies forming, informational competence, cognitive activity

## **DISCUSSIONS**

**A. V. Sokolov**

### **INFORMATION PHILOSOPHY ON PAGES OF "VESTNIK CHGAKI" (beginning)**

Abstract. The article analyses the concept of philosophy of information proposed by the K. K. Kolin. Critically assessed the metaphors of information. The ambivalent concept of information is presented. Made recommendations on the use of ambivalent concept in library and bibliographical science.

**Keywords:** ambivalent concept, critical evaluation, metaphors, philosophy of information

**T. I. Zharkova**

### **UNIVERSITY LIBRARY AS AN EDUCATIONAL PLATFORM FOR DEVELOPMENT OF SKILLS OF PROFESSIONALLY ORIENTED READING IN A FOREIGN LANGUAGE**

Abstract. The article considers the role and importance of university library to develop skills of reading on the foreign language for students of non-linguistic universities. It gives the definition of "reading", presents the principles of choosing texts for reading, kinds and strategic skills of reading.

**Keywords:** university library, reading, professional oriented reading, kind of reading, reading strategy