Part I. INFORMATION AND COMMUNICATION SCIENCES

S. N. Lutov

BOOKS TRADITIONS IN MODERN INTERPRETATIONS

Abstract. "Book" and "tradition" are two phenomenons, the combination of which is largely determined by the cultural evolution of mankind. Traditions associated with the domestic use of the book began to take shape in the early stages of literacy development, enriching the culture of developing societies. As the scale of books and spheres of influence of the book, these traditions helped to shape the foundations of book culture. Landmark study milestones in the history of book culture reveals some patterns to preserve the traditions of the book when the forms, methods of making and using it. Perception traditions in society changed, they maintained through interpretations correspond to the spirit of time. Problems of the book culture at the turn of XX – XXI centuries again show the opposition of tradition and modernity that highlights the issue of the mechanisms of inheritance traditions of book culture in the emerging information society.

Keywords: book-learning, book culture, traditional book, tradition, innovation, patterns, interpretation, mechanisms of inheritance

A. V. Shtoler

REGIONAL HISTORY BOOK CASE: URAL LOCUS

Abstract. The characteristics of the methodological aspects of the study of regional literacy in the context of the study of the history of books and publishing the Urals.

Keywords: history books, book business, Ural, historical and bibliographic research, creation of bibliographic descriptions, local publications

N. S. Kolpakova

FUTURE TEACHERS-MUSICIANS INFORMATION COMPETENCE FORMATION ON THE BASIS OF THE ELECTIVE COURSE AND A RISING ROLE OF THE INSTITUTE LIBRARY

Abstract. The article says about the necessity of future teachers-musicians information competence formation that allows to keep professional activity supplied with information on the basis of the elective course. It shows interaction and cooperation in the system of "teacher-librarian-student".

Keywords: Future teachers-musicians information competence formation, an elective course, the Institute library, "teacher-librarian-student" cooperation, characteristics of information needs

N. S. Ulanovskaya

SCIENTIFIC AND PEDAGOGICAL HERITAGE IN STRUCTURE OF HISTORICAL AND PEDAGOGICAL TRAINING OF LIBRARY AND INFORMATION PERSONNEL (ON EXAMPLE THE CONTRIBUTION OF V. N. DENIS'EV)

Abstract. The article gives to a problem of studying of scientific and pedagogical heritage in training of bachelors and masters of library and information activities. There is a show on the example of V. N. Denis'ev's contribution (1895–1968) – library scientist, the teacher value of his conceptual ideas for development of library education of the first third of the XX century.

Keywords: library education, history of library education, history of librarianship, V. N. Denis'ev

Part II. PHILOSOPHY. CULTUROLOGY. SOCIOLOGY

A. Ya. Flier

COGNITION CULTURE HISTORICAL DEVELOPMENT

Abstract. The article discloses the cognition principles transformation and explanation of the world's complexity in human society history. Special attention is paid to a particular role of psychic-compensatory tasks in forming world's culture pictures which according to the author is the most important function than objective knowledge expansion.

Keywords: cognition, generalization, world's picture, regulation, psychic-compensatory function

S. B. Sinetsky, T. M. Sinetskaya

ART AND INTELLECTUALIZATION OF A SOCIETY: THE NEW OLD SENSE OF CULTURAL POLICY (beginning)

Abstract. The objective reasons, complicating the self-reproduction of qualitative art culture and professional art as complex communicative phenomena, are specified; the direct relation between the level of art culture of a society and its intellectual potential is exposed; the necessity of the development of Russian rational cultural policy that is aimed at the intellectualization of the society with the help of the support of complex forms of amateur art creativity and professional art is substantiated in the article.

Keywords: art culture, art, communication, intellect, cultural policy

I. N. Morozova

ON THE UNDERSTANDING OF THE CULTURE AS THE CULTIVATING OF THE SOUL IN CHRISTIANITY

Abstract. The article considers, in the general humanitarian context, the understanding of the spiritual aspects of the socio-cultural human being. It is displayed, on the basis of the data of the lingua-cultural research, that the concept «cultivation of the soul» was used as antique, as Christian authors.

Keywords: culture, wholeness, the cultivation of the soul, antiquity, Christianity

V. A. Radziyevsky

THE BASIC RESONANCE SUBCULTURES: THEORETICAL AND HISTORICAL ASPECTS

Abstract. The problem of subculture in the cultures reflection is analyzed; the topical issues of the theory of subculture are raized. The issues of theoretical and historical aspects of subcultures have become topical after the changes in the mental paradigm have taken place, accompanied by the social transformations and sociocultural shifts in the conditions of postsoviet Ukraine.

Keywords: culture, subculture, culturology, basic subcultures, basic resonance subcultures, resonance subcultures

N. A. Oparina

THE GAME AS A UNIQUE HERITAGE OF FOLK PEDAGOGY

Abstract. The article considers the role of play in child rearing. Explores's technology in the context of traditions of folk pedagogy. Provides historical-cultural look at the use of games in different spheres. Emphasizes the role of famous scientists-specialists in folklore in the study of problems related to the revival and use of the traditions of folk pedagogy at the present time.

Keywords: folklore, tradition, education, creativity, the game, pedagogy

A. A. Dydrov

NEW AND NOVELTY: THE SEARCH FOR MEANING AND ORIGIN

Abstract. The article defined approach to the consideration of new ideas and innovation, attempts to identify the main values of these concepts, as well as focuses on the difference in values. New and novelty – not empty concept, and clumps of meanings, is present in various discourses. If novelty is primarily a property, the new – and the state, and «prima-unit», and repeated. In other words, language forms a network meant for hidden meaning, creating the effect of euphoria.

Keywords: new, novelty, discourse, sign etymology

S. S. Bredikhin

HUMAN IN LABOUR: ELEMENTS OF THE SYNTHETIC CONCEPTION

Abstract. The article critically comprehended some of the existing variants of conceptual interpretation of labor. Realized an attempt to formulate the Synthetic conception of labor based on philosophical and anthropological approach.

Keywords: human, labor, ontological foundations of labor, poststructruralism, trialectic

V. A. Pomelov

PLAYER COMPUTER GAMES: GAMERS OR CREATIVE PERSON?

Abstract. Vary the terms "player" and "gamer". The gamer as a way of life is a phenomenon of modern culture directly related to video games and computer games, presented as a way of human existence. Gamer - "type" man of the twentieth century on a wave of popularization of video and computer games. It is shown that, in contrast to the gamers, gamer, playing computer games with a high threshold of entry, does not lose the quality of subjectivity, in contrast, can be creative personality.

Keywords: gamer, gamer as a way of life, player, gaming, computer game, creative personality, the subject

M. Yu. Gudova
READING AS CULTURAL PRACTICE: JUSTIFICATION OF METHODOLOGY OF RESEARCH
Abstract. Opportunity and need of research of reading for methodology cultural the practician locates. The research methodology the practician allows to explain reading as system multiple procedural cultural the practician, united by mode of work with information, but differing equipment, operational skills, values and identichnost. Allocation of the general and special reading in various practicians allows to explain it as the elaborate system which in a special way is carrying out socially organizing function of culture.
Keywords: reading, cultural practice, book reading, screen reading, audioreading, post-literacy, multimedia literacy

A. R. Khismatullina

ACTUAL PROBLEMS OF MODERN BASHKIR ANTHROPONYMIC CULTURE

Abstract. The paper analyzes the current problems of modern Bashkir anthropological culture in the globalization process. The author identifies major trends in sets of names. "Artificial" anthroponomy and borrowing from Western European languages are also considered.

Keywords: Bashkir personal names, Bashkir antroponimikon, anthropological culture, globalization, naming, borrowing

O. V. Moshkina

MEDIA CULTURE AS SYSTEM OF INFORMATION SOCIETY: SPECIFICS AND ESSENCE

Abstract. In this article the attention on a media culture phenomenon, its features and functioning in a culture context is focused. The special attention is paid to phenomenon consideration as complete system with elements typical for it and specific features.

Keywords: information era, culture, media culture

D. O. Usanova

VIRTUAL CULTURE AS SUBCULTURAL PRACTICES FORMATION GROUNDS

Abstract. The article analyzes the virtual environment popularity reasons from the point of view of specific subcultures users, involved in its functioning and justifies compensatory existence character virtual culture as a particular "replacement philosophy" that is lacked in objective reality but that is subjectively necessary for evaluation-ideal worlds.

Keywords: virtual reality, virtual culture, subculture, compensatory function of culture, information space

A. G. Epifanova

DESIGN IN VISUAL CULTURE: SOCIAL AND CULTURAL MEANING AND FUNCTIONS

Abstract. Discuss topical issues of social and cultural meanings and functions of the design-to-date advertising discourse allow people to identify themselves with a certain cultural space through the visual image courtines, emotion.

Keywords: design, socio-cultural space, visual culture, visual image

Part III. ART STUDY

M. Yu. Chernyshov

SENSE ORGANIZATION OF S. S. PROKOFIEV'S MASTERPIECES. PART II. A TECHNIQUE FOR ARTICULATING SENSES BY ARRANGING MELODIC LINES AND CYCLES IN THE PIANO CYCLE «MIMOLETNOSTI» (beginning)

Abstract. The paper presents the results of the investigation bound up with the melodic sense organization in the piano cycle «Mimoletnosti» (or. 22) and for the first time postulates a discovery of the music technique secret bound up with the accented melody revival proposed by S. S. Prokofiev. An organizing principle of the thought implemented in music forms, techniques of mapping senses into nuances of the Prokofiev's melodic tools are discussed. The possibility of arranging of sense-carrying melodic lines on the basis of tonal motions and accents is proved.

Keywords: sense organization of melody, accented melody revival, organizing principle of thought, implementation of senses in nuances of melodic tools, arranging of sense-carrying melodic lines

V. F. Kochekov

CULTURAL AND HISTORICAL PREREQUISITES OF FORMATION THE PROFESSIONAL NATIONAL AND TOOL PERFORMANCE IN SOUTH URAL (1920–1930th)

Abstract. The areas of work of the regional authorities intensifying processes of formation and development of professional performance on the Russian national tools in Chelyabinsk region in the 1919–1930th are considered.

Keywords: professional performance, Russian folk instruments, arts, culture, concert

O. I. Gladkova, A. N. Rybalchenko

BALLET "LES BICHES" F. POULENC: TO THE QUESTION OF THE INFLUENCE OF JAZZ AND EUROPEAN MUSICAL STYLISTICS OF THE FIRST HALF OF THE XX CENTURY

Abstract. This article is devoted to the analysis of one of the best ballets of the French school of 1920–1930s – "Les Biches" by F. Poulenc. Music, dancing movements and staged ballet solutions were unusual because of the original mixture of elements of the traditional ballet and jazz actively comming to Europe those years. From this point of view this score which had a great impact on the ballet of the twentieth century was analyzed.

Keywords: "Russian Seasons" S. Diaghilev, "Les Six", ragtime, Chamber symphonism, plotless ballet, dance-modern

R. M. Hisamutdinova

BASHKIR OZON-KYUI MELODIOUS FOLK SONG POETICS

Abstract. The article is devoted to the poetry of lyrical songs, which is a complicated and branched phenomenon of spiritual culture of the Bashkir people. Fully performing the implementation of the Bashkir long songs presupposes not only an outstanding natural singing data, but also spirituality inner personality «aura» of the executor, his commitment to the national melos, national forms of isnetworkpath.

Keywords: Bashkir folklore, drawling songs, poetic lyrics, genre, style, poetry, song Bashkir

I. V. Bulanov

STRING BOW INSTRUMENTS OF BURYATIYA: IS MUSICAL-ACOUSTIC ASPECT

Abstract. Article is devoted the description and the comparative analysis of three stringed musical instruments (hoor, moreen hoor, suuha hoor) in aspect of musical acoustics and musicology. The author enters into scientific use the objective data of spectral analysis of sounding, is considered design, timbre and performing features of explored musical instruments.

Keywords: hur, morinhur, suhahur, string of Buryatiya, musical acoustics, the spectral analysis, the resonator, frequency resonance, igil, uliger

Part IV. SOCIAL-CLASSIC KNOWLEDGE

E. V. Krinitsiyna

PEDAGOGICAL EMPIRICS IN MODERN UNIVERSITY SOCIAL-CULTURAL ENVIRONMENT

Abstract. The article considers the problem of adopting social-educational technologies in university social-cultural environment, discloses their adoption's peculiarities and principles, represents modern social-educational technologies and draws the conclusions of these technologies development perspectives in a certain university environment.

Keywords: social-educational technologies, university social-cultural environment

L. B. Sergeeva

STRATIFICATION OF FUNCTIONS OF ADMINISTRATIVE CULTURE OF HEADS IN MODERN HIGHER EDUCATION INSTITUTION

Abstract. In article the presented main problems of management in modern liberal arts college, are staticized aspects of administrative activity of the heads, considered various approaches to functions of heads of higher education institutions, stratification of functions of administrative culture of heads in higher education institution is defined.

Keywords: stratification, management, management in the modern university, the function of management culture, management culture of the university leaders

O. M. Ilchenko

HUMAN RESOURCE MANAGEMENT: DISCIPLINE AND COMPETENCE

Abstract. The use of interactive forms and methods in education cannot only increase the knowledge and skills of students, but also reveal their new opportunities, develop a variety of skills, which is a prerequisite for improving competencies. The use in preparing bachelors-managers active and interactive, "fundamentalist" techniques combined with independent work is the most effective, as they can be used to generate the key professional competencies of managers in the learning process: communication, leadership, the ability to quickly analyze a large amount of disordered information, to make decisions under stress and lack of information.

Keywords: competence approach, active and interactive methods of teaching, practical training, the course "Human resource management"

R. M. Shamaeva

FORMATION OF THE PERFORMING CULTURE OF A FUTURE TEACHER-MUSICIAN: THEORETICAL ASPECTS

Abstract. The article studies problem of forming performance culture of a future teacher-musician, discloses and states theoretical aspects as a important conditions for the formation of performing culture.

Keywords: performing culture, musical education, professional training musical students

N. N. Fokina

CONTROLLING SYSTEM AT THE UNIVERSITY OF ART AND CULTURE

Abstract. The problem of a person's artistic and aesthetic development with the help of the controlling system is discussed in this article. The interactions are described between management of educational and extracurricular activities and students. The notion "dialogue" is concerned as a means of value-motivational and emotional controlling at the university of art and culture.

Keywords: artistic and aesthetic development, personality, controlling, dialogue, education of youth

S. V. Gunbina

SUBSTANTIAL ASPECT OF DEVELOPMENT OF SOCIAL AND PEDAGOGICAL ACTIVITY OF STUDENTS OF HIGHER EDUCATION INSTITUTION OF CULTURE

Abstract. Social and pedagogical activity is considered as the set of the activity influencing development of valuable orientations of the personality according to the allocated metaprinciples: activity, environmental, akmeologichesky, subjetny, valuable. In this article the pedagogical basis, and also its main components is considered: orientation of the personality, level of abilities, public and individual knowledge, the concept "social and pedagogical activity" is created.

Keywords: social activity, metaprinciples, social and pedagogical activity, pedagogical basis

T. V. Osipova

SYSTEM OF TRAINING FUTURE TEACHER-CHOREOGRAPHER TO CREATIVE TEAM

Abstract. The characteristics of the system of training of future teachers-choreographers to the management of the creative team in the following sequence: internal structure and content; pedagogical principles that were taken into account when implementing the system; specific properties and functions of the system.

Keywords: system, educational system, principles, functions, properties, analysis, and correction

A. V. Sokolov

INFORMATION PHILOSOPHY ON PAGES OF "VESTNIK CHGAKI"(ending)

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

Yu. V. Gushul

ACTUAL PROBLEMS OF LIBRARY PRACTICE (REVIEW)

Abstract. Short review by Yu. V. Gushul contains a lot of usual information of prospect and problem zones of the modern librarianship from librarian's point of view. Libraries and librarians are going out of their cocoon, to meet their public, to offer him more fun and culture. This is an example among others of library services "outside the walls". Librarians put a lot of questions that have yet to answer the Information Society, such as: How to capture now customers? How to communicate about our roles with politics, with the public, etc.? How to meet our patrons? What cooperation between digital makers and librarians? The role of Public Libraries in Lifelong learning. Moral, political, ideological, religious are in the library, Balancing Librarians and Library Technician roles in the Library and many others.

Keywords: image of a library, image of a librarian, library as a third place, access to library resources, library cooperation, the role of libraries in the information society, public library