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**RESEARCH ACTIVITY OF HIGHER EDUCATION INSTITUTIONS OF CULTURE AND ARTS:
EXPERIENCE OF THE COMPARATIVE ANALYSIS**

Abstract. The aim of the research consists in characterizing of institutional aspects of scientific-research activity of higher educational institutions of culture and arts. Results of research were presented in the report form at the XXXVI scientific and practical conference of the Chelyabinsk State Academy of Culture and Arts "Culture - art - education: scientific and applied aspects". The research framework involves educational establishments within the jurisdiction of RF Ministry of Culture due to the common features of special-purpose and organizational arrangements and educational programs complex. Sources of information: reports of high-schools' self-inspection (on April 1, 2014), educational establishments of higher education monitoring data, high-schools' sites, site of Higher Certification Commission at Ministry of Education and Science of Russia. Analysis of scientific-research work of educational establishments of culture and arts allows evaluating their scientific-teaching potential realization level: firstly, teaching staff structure dynamics (age, qualification etc.); secondly, results of scientific activity; thirdly, institutional conditions of its realization (scientific-teaching personnel training system, dissertation board, financing etc.). They conclude by saying that scientific-research work of high-schools in general and high-schools of culture and arts in particular is carried out within the limits of "technological corridor", "lower border of which is determined by the accreditation indices criteria and by Federal State Educational Standards requirements, and upper border - by state policy in the field of science and education priorities and directions of scientific-teaching personnel training and certification modernization system. Higher educational institutions of culture and arts face the problem of efforts initiation integration and scientific and creative projects implementation: strengthening and widening of contacts with the constitutor (RF Ministry of Culture), profile educational and scientific establishments and organizations, leading scientists in profile specialties, international and foreign professional amalgamations, scientific establishments and organizations.

Keywords: scientific-research work, higher educational institutions of culture and arts, effectiveness of scientific-research work

Part I. INFORMATION AND COMMUNICATION SCIENCES

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MODERN LIBRARY: LOSS OF IDENTITY OR ACQUISITION OF NEW SOCIAL MEANINGS?

Abstract. Modern reality essentially transforms library identity which is most strikingly revealed on the level of understanding of social predestination of library institutions and in their multiple activity functions in particular. At present this issue intensifies the appearance of new kinds of libraries functioning which are not directly connected with their traditional understanding and pursuing the aim of library territory as the site of different entertainment actions of non-books character widening. Striving to preserve their social status both foreign and domestic libraries actively use non-informational motive to attract readers. As a consequence - loss of traditional understanding of their predestination by many libraries that needs acknowledgement today either as a degradation period or as a period of natural transformation into a new quality connected with new acquired social meanings. Attitude of some Russian specialist to what is going on is diametrically opposite: from the rating of "libraries social status reduction" to the rating of "library was and remains the polyfunctional centre". Libraries evolution as social service institutions shows that non-book activities were actively used by the libraries as an effort to raise its rating among population and to create reasons for further attraction to books reading while creating a model of a foreign public library as a cultural centre of some local community. Active demand for traditional library service in the XX century, connected with the requirements of education and professional activity, development of related cultural institutions have lowered the necessity to use "non-books" activity forms for foreign libraries (first of all for American and English ones). At the same time however the idea to form a library as a complex widely-understood informational (and not always informational) service institution was still urgent. At the beginning of XXI century when the demand for traditional library service subjectively lowered thus creating non-

standard reasons for visiting a library and making library staff realize modern international understanding of a library role as "a public place" where there is an opportunity for people to communicate informally in a very comfortable atmosphere.

Keywords: library, polyfunctionality of a library, entertainment activity of a library, non-informational reasons for visiting a library

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SOURCES ON THE HISTORY OF TAJIK SOVIET BIBLIOGRAPHY (1920-1960s)

Abstract. The works of scientists, knigovedov, bibliotekovedov and bibliographers, which dealt with the formation of the Tajik State contribution to the bibliography and scientific institutions in its formation, and researched the history of libraries in Tajikistan and the problems associated with their construction and further development of the 1920-1960. Analyzed the most important decrees nationalization of the RSFSR on the SOC stocks of books and other printed works (April 1920) and on the transfer of the RSFSR people's national Commissariat of education (June 1920 a.d). Demand for the book has increased dramatically with the adoption in 1920, 2005 JNC Tajikistan

"Decree on the Elimination of illiteracy, population of Turkestan Soviet Republic of Russian Federation and a number of others. Showing the role of Soviet power and the Soviet State institutions that have made some contribution to the development of library industry in Soviet Turkestan 1921 (which was an Autonomous Republic of Tajikistan until 1929). Investigated the contribution of Russian bibliographers and local professionals who have completed training library courses. Describes the success of the library bibliographic service in the region, especially in the late 1920's and early 1930's. Compiled bibliographic work, such as drafting thematic files, lists, Advisory literature, conducting literature reviews. Are the statistics of the dynamics of development of the network of cultural institutions that have been established not only in the Centre, but on the periphery, which was facilitated by the adoption of a number of normative legal documents in which emphasized the great importance of the book, campaigning and the role of cultural events among the workers and workers in the period of Socialist construction. These Ordinances, resolutions and questions have had a beneficial effect on the growth of the network of institutions providing cultural and information services in rural areas. Describes the process of learning and familiarization with the colossal books published, but has not yet found its way into pointers which sparked the need bibliographical work in Tajikistan, in particular the establishment of a regional studies bibliography, illustrated catalogue of the State Publishing House of Tajikistan that had been prepared in 1931 and represents 425 titles of books, and the other his Edition (1936) under the same title already reflect 618 items. These directories have laid the historical basis of retrospective bibliography in Tajikistan, including a bibliography of literature for children and adolescents, since they were first recorded books for children and teenagers During this period a number of important bibliographic works, although only managed to publish a number of bibliographies.

Keywords: literature, history, library and bibliographic history, libraries, mass reader, supporting research and bibliography

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ABOUT MODERN PROBLEMS OF COPYRIGHT IN THE RUSSIAN FEDERATION

Abstract. Article is devoted to actual problems of development of the legislation of the Russian Federation and law-enforcement practice in the sphere of copyright at the present stage. On the example of disputable situations and legal gaps against which owners and users come up in practice, the author opens the available shortcomings of legal regulation of the relations concerning creation, use and protection of objects of copyright.

The author of article pays special attention to a question of the planned introduction to a domestic legal framework of system of "global licensing" in information and telecommunication networks, including in the Internet network. On the basis of studying of foreign experience and also taking into account the expert opinions which arrived on the bill of "the global license" and a public assessment of consequences of this innovation by the author designated a number of problems which users of information and telecommunication networks including the Internet network after adoption of the relevant bill of "the global license" will face.

The author gives own justification of the existing copyright problems which treat: problem of object of copyright; the problems connected with the order exclusive rights to the work created in a co-authorship; a problem of integrity of owners at protection of their personal copyright; a problem of term of legal protection author's. On the basis of synthesis

of jurisprudence, and also the system analysis of interpretation of rules of law by the author possible ways of improvement of a legal mechanism of protection of copyright of the works extended in information and telecommunication networks including in the Internet network and also on the works created in a co-authorship are offered.

Keywords: copyright, information and telecommunication networks, musical works, global license

Part II. PHILOSOPHY. CULTUROLOGY. SOCIOLOGY

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EVOLUTION OF CULTURE AS A SOCIAL-REGULATIVE SYSTEM (ending)

Abstract. The article analyzes the dynamics of culture as a regulative system and determines its main social functions of collective human activity ordering. The author hypothesizes on gradual transformation of culture functions from a society social self-organization immediate regulation to a mediate psychological ensuring of regulation and orientation of man in social-cultural environment processes.

Keywords: culture, regulative system, social functions, ensuring, dynamics, culture-custom, culture-ideology, culture-reference

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CREATIVITY IN EPISTEMOLOGY OF SYMBOLISM OF ANDREI BELYI (ON THE ARTICLE "SENCE EMBLEMATICS. BACKGROUNDS FOR SYMBOLISM THEORY")

Abstract. The article is devoted to the issues of forming Russian symbolism as a new outlook in the early of the twentieth century. One of the theorists of the epistemology of symbolism was Andrew Belyi. In his work "Emblematic of meaning" he points to the need of defining the prerequisites for forming a new theory that can appeal to the discretion of the truth, without relying on one-dimensional proof. In searching a true cognitive principle the author refers to the concepts of "symbol" and "worth", opens up new possibilities for cognitive aspirations, growing into a creativity in which the symbol appears as a limiting concept. The symbol of A. Belyi acts as an epistemology limit of all knowledge and creativity that allows presenting it as the vital reality necessary for contemplation of idea in all its completeness. As a result the author actualizes epistemology intuitionism which is realized through the appealing to the creativity, overcoming limits of habitual discourse and axiomatic consciousness. But A. Belyi offers a new kind of intuitionism - "the cultivated intuitionism". The culture becomes a place of concentrating the vital questions of human life capable to overcome dissociation on the way to integral knowledge in all completeness of its valuable meanings and values. Focus on culture defined need for appealing to symbolical creativity as to a possible way of knowledge - "catching" the reality, which isn't ignoring at the same time the subject of the knowledge included into a context of the relations with the world. Relevance of these ideas is undoubtedly connected with further development of the anthropological principles. The reasonable justification of the person in creativity and through creativity became the basis for opening series of experiments in the art practices of the beginning of the twentieth century focused further on merging to life that at the same time promoted forming and developing the ideas of a centrist culture view in the humanitarian knowledge opening new opportunities for outlook.

Keywords: epistemology of symbolism, creativity, symbol, worth, intuitionism

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CULTURAL TOURISM AS A METHOD OF DEVELOPMENT OF THE TERRITORY (THE CONCEPT OF "PERM BJARMALAND") **Abstract.** Perm region has significant cultural and tourist resources, which can become the basis for significant brands, socio-cultural projects and products. One of such brands is by the legendary country Scandinavian Viking Biarmia. Among experts still lead by heated debate and the majority do not agree with the placement of this

country on the Northern Tell family and the South-Eastern part of the Republic of Komi. Most of the geographic and historic record of the evidence of Scandinavian governments Biarm on part of the territory of the Perm region is contained in the Scandinavian sagas, for example, reference to "Eastern way" (Austrvegr). Historians and linguists use any kind of arguments you to reject the genetic relationship between the Biarmia and Kama, despite the fact that

different-shaped archaeological artifacts and complex Komi-Permyak epic confirms our hypothesis. CE-faithful Dvina and Kama form of transit water-wolokolie the way from Scandinavia to the Ural mountains, and Yes-more to the Caspian sea. Simultaneously with the continuing scientific debate can be optimized direction for raz-rabotki and implementation of cultural tourism the concept of "Perm Bjarmaland". Operation and development of existing cultural and historic resources under the common brand "Bjarmaland" can be effectiveness of the method for socio-economic development of the territory of the Perm region. Will create a unique tourist product for the people of Northern Europe, and Biarmia, as a tourist motive, can draw from there real foreign tourists. The development of the concept of "Perm Bjarmaland" in the socio-cultural and Tu-estscom plan will allow many Northern areas of the Kama region and South-Eastern regions of the Komi Republic, which is now depressed socio-economic status, to solve a number of problems. Cultural tourism acts as a propulsion method development, even if it is based on the historical legend, such as "Perm Bjarmaland".

Keywords: cultural tourism, tourist resources, Scandinavian Biarmia, Perm region, promotion, projects, tourism, Eastern path (Austrvegr), "silver Zakamskaya", Perm animal style, Finno-Ugric epic Scandinavian sagas, tourist product, socio-economic development of the territory

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EVOLUTION OF ORTHODOXY ON TAIMYR

Abstract. The article considers the main milestones of the development of the Russian Orthodox church on Taimyr peninsula. The spreading of Christianity among native peoples of the North had its own peculiarities and was an important aim of the Russian Empire state policy and served as the means of state power strengthening and spiritual enlightenment of pagans. The church activity was encouraged by the government because the orthodox christianity was the state official ideology.

Three main periods of christianisation of Syberia in XVI - XVIII centuries are determined, during which the formation of cultural and religious unity of the region. The first period is connected with Ermak's crusade and foundation of the first Syberian towns. During the second period the Syberian eparchy and archbishop's chair in Tobolsk were established. The third period marked the temple building in Tobolsk region. Under consideration is the history of church reconstruction in Taimyr region from the first wooden church in Khatanga in XVIII till revival of ecclesiastical life in post-soviet period. The missionary work of orthodox priests including two main approaches (preaching the Gospel among pagans and orthodox rites ministry for neophytes) is viewed.

The main reasons of slow evangelization of native peoples (lack of liturgy and sermon in native languages) are revealed. The influence of christianity on traditional beliefs and cults of aboriginal peoples is exposed: the worship of orthodox saints (especially the Saint Nickolas, archbishop of Myrr Lykia), introduction of new orthodox holidays into traditional calendar, borrowing of christian rites. The modern period of the Russian Orthodox Church activity is characterized by church reconstruction, active translation of the Bible into native languages of the aborigen peoples, which leads to strengthening of orthodox traditions as the basis of spiritual and moral revival of Russia.

Keywords: Russia, orthodoxy, missionary, cathedrals, evolution, the native peoples of Taimyr, Syberia, Ermak

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THE VALUE OF RUSSIAN CULTURE IN THE ERA OF GLOBALIZATION

Abstract. The article covering different aspects of culture value for the strategic development of modern Russia. Despite the fairly frequent appeal to problems of culture, it seems that modern science is not enough implemented a comprehensive, multi-disciplinary approach to the value of culture analysis for the Russian state and society in the modern globalization and a development of the information society with its tendency to the knowledge society. In this regard, the author considers it necessary in this research to identify the strategic influence of awareness of the value and essence of culture for the future development of contemporary Russian society, and various aspects of this influence. To solve this problem it is necessary to characterize the nature and contradictions of world globalization in its interaction with culture, to identify criteria for the special position of Russian culture in a globalizing world community and the current state of Russian culture.

The author draws attention to the characteristics of globalization, with the objective and subjective position (in a negative and a positive sense), the emphasis of the culture importance in the process of becoming a knowledge society

in Russia and in the world, affects the phenomenon of the "new humanism" and the problem of understanding culture in line with the concept of sustainable development. In connection with the tasks the research presents the different of the information and knowledge society, the basic essence and purpose of the knowledge society, characterizes the connection of culture, education and training in the knowledge society. Also provides a classification of the problems of culture preservation and development and identifies ways of solving these problems.

Keywords: value of culture, globalization, crisis of culture, culture in the informational society, Russian culture, protection and development of culture

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PHENOMENON OF ORGANIZATIONAL CULTURE IN CONTEMPORARY PHILOSOPHY: METHODOLOGICAL BASES OF RESEARCH

Abstract. The general definition of organizational culture within philosophy as the certain system of the values, belief, attitudinal and norms shared by members of the organization and connecting it in a whole is given. The philosophical and methodological bases of research of a phenomenon of organizational culture in the conditions of modern transformations are considered. On the basis of the carried-out analysis it is represented possible to plan the main prospects of research of organizational culture within modern philosophical thought on means of four methodological approaches. It allows to investigate more deeply organizational culture, being beyond habitual rational and pragmatism approach in modern scientific literature, and more in a complex to light a phenomenon, given still relatively young for philosophy, which in domestic philosophical thought is still insufficiently lit. Also new opportunities for a problematization and conceptualization with caution on a modern sociocultural context in aspect of nonlinearity, a randomness, high structural complexity and instability of the processes happening in the world open. Four approaches given in article, certainly, aren't exhaustive for modern philosophical thought, but give an impulse to attempt of the complete description of a phenomenon of organizational culture, its structurally functional contents and prospects of semantic interpretation.

Keywords: organizational culture, methodology, philosophical foundations of research

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PHILOSOPHICAL CONFESSION: FROM ANTIQUITY TO RENAISSANCE

Abstract. In this article philosophical confessions of different historical epochs (from antiquity to Renaissance) are considered. Their research methodology, analysis and comparison of philosophical confession within the scope of one epoch are given. The author assumes that in one confessions self-consciousness of the author is dominant, but in other his existential feelings, and in all confessions the time spirit is presented. In article philosophical confessions are studied in chronological order, which allows to compare them not only within the scope of one epoch, but during the human history. The actuality of the article theme is substantiated and the idea of a philosophical confession as a specific literary genre is presented. With the author's point of view the genre of philosophical confession in Antiquity include «Thoughts addressed to himself. Meditations» of M. Aurelius and the first two books of the «Consolation by philosophy» of C. Boethius, in the middle ages «Confession» by A. Augustine and the «History of my calamities» of P. Abelard, and in the Renaissance «My Secret Book» of F. Petrarch. The author considers that all philosophical confession was written in the «epoch of homelessness», transition periods in the history of mankind. Aurelius's philosophical confession has the imprint of the rational consciousness of the author, and Boethius's philosophical confession expresses existential experiences of the author states of his soul, which he tries to describe with rational meditations. Augustine's «Confessions» can be considered as the first example of the confession of a man with a Christian worldview and philosophical confession of Abelard is a synthetic genre in which rationalism is dominated. Petrarch in his confession compares two types of worldview: the medieval and secular.

Keywords: philosophical confession, research methodology, time spirit, self-consciousness, existential feelings

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THE UNIVERSALITIES "GUILT" AND "SHAME" AS AN EXPRESSION OF THE RUSSIONALITY IN MORAL

Abstract. In the article it is considered the development way of the Russian moral from the Middle Ages epoch to the 20th century. It's considered the influence of Christianity on the Russian moral. The understanding the conscience, the guilt and the shame to appear a central in compositions of Vladimir Monomah, Daniel Za-tochnik, F. Prokopovich, A. Kantemir and the productions of writer-moralists 19th century of F. M. Dostoevsky and L. N. Tolstoy. Russian moral to uncover over basic ethic ideas of Russian philosophy when a honesty, a truth, a conscience, a guilt, a shame, a duty, a sin, a love, a freedom of will. It's considered the works of S. L. Frank, L. I. Shestov and A. I. Brodsky to consecrations problem of moral and famous political activists of V. I. Lenin, A.A. Bogdanow, N. I. Bucharin, A. M. Kollontay. It is analyzed the moral crisis of the Russian soci

ety from the outset of the 20th century and the obedience of the moral to the class struggle in the Soviet Russia that became aware of the totalitarianism justification. The state of the moral consciousness of the modern Russia is characterized as a split. The way from the individual moral to the professional and corporative one is considered as a result of the transformation of Russia to the mass society.

Keywords: russionality, universalities, guilt, shame, professional and corporate moral

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THE CHILDREN'S WORD GAMES FOLKLORE IN TRADITIONAL CULTURE OF TUVINIANS

Abstract. This article is dedicated children's the word games tuvanians oral tradition. The author reveals the features of this genre, its meaning and function in the traditional culture of Tuvinians. This genre offolklore tuvin was of great importance as performing important functions on the upbringing and development of children, as has been closely linked to aspects such as the art text, game, and features labor and economic activity. In this work were used as their own field materials of collected by districts Republic of Tuva. In addition, we relied on classification childhood . Sundue (2009), periods that are existed in the traditional culture tuvinians: of lullabies (kavaylyg uezi) infancy (uezi bowls), and childhood (bichii uezi). This principle is explained by the fact that the child is changed in each period and ofput new, more complex tasks in the of his language skills, reactions to the world. So, for infant period prior to the period of childhood is most often used rhymes, tongue twisters, riddles and teasers, which differed from each other in their educational and pedagogical orientation, depending on his age.

Keywords: word game, rhymes, patters, riddles, teaser

Part III. ART STUDY

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LITERATURE AS A SOCIAL-CULTURAL DESIGNING TOOL

Abstract. The article contains detailed analysis of modern literature situation from culturology positions. A number of external contradictions in interpretation of literature role in a society and its modern social-cultural tasks are quite obvious. The author also considers internal contradictions between literature process stirring up and literature criteria washing out and treating literature both as a kind of wide amateur creative activity and as well as works of immediate anti-literature direction. The author attracts the readers' attention on fragment character of modern literature communications thus hampering philological and culturological analysis. The article also studies different opinions regarding literature centrism of modern Russian culture. The author formulates on the one hand basic contradiction consisting in the literature demand of the society as a regulative-projective tool that has been proved historically, and on the other hand both in public understanding and within literature process itself, fundamental notions of literature have been washed out, main social-cultural task of literature has been shifted from the field ofpublic narrowing to the field of self-expression. The article abolishes essential signs of literature, evaluation criteria and differentiation officion in the true sense and amateur literary activities. The author points out that the analysis and disambiguation are very difficult to determine because of incomplete picture, politically loaded by criticism subjectivity and objectively weak knowledge of real state of literary process in the country on the whole by reason of literary communications system destruction. Trying to resolve contraindications from the viewpoint of culturology the author proposes to point out of many functions of literature in the society the main one consisting in integral and picturesque, i. e. mostly full and capacious solution ofmoral problems and questions of objective reality ofmodern man. The article draws a conclusion about unoriginality and adherence to other functions of literature, to its main function of self-knowledge of man. Only such hierarchical approach allows literature fulfill the tasks of social-cultural designing. From this point of view the author gives his own way of saluting a number of both internal and external contradictions of modern literary process. The article uses documents determining modern cultural and literature policy.

Keywords: modern fiction, literature centrism, criteria and essential signs of fiction, literary process, market relationship in the field of literature, functions of literature, moral tasks, artistic experiment, moral experience, cultural code, public value of literature

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"THUMBELINA" OPER BY T. SHKERBINA: TO THE PROBLEM OF CHILDREN'S OPERA GENRE HISTORY AND THEORY

Abstract. The article is devoted to studies of the children's opera "Thumbelina" by composer T. Shkerbina from Chelyabinsk (libretto by K. Rubinsky). The author considers this composition from the viewpoint of this genre's history and theory. The author has tried to reveal immanent signs of children's opera's genre by means of

dramaturgy and the Ural composer's work composition analysis. Touching upon the issue of the children's opera' genre's circumference the researcher appreciates the contribution of the end-XIX - first half of XX centuries' composers. The author points out special contribution to the process of making this genre's classical example of N. I. Sats and her theatre of children's opera. Judging by the analysis by T. Shkerbina's score it contains all characteristic features of the children's opera genre such as address to the children (both singers and listeners); fairy tale plot including pictures of nature and fauna characters; bright melody-rhythmic pattern of musical material relying on the genre's peculiarities (song, dance, march). The composer also uses acoustic innovative means and the method of citing musical works of famous composers. The article also contains comparative characteristics of the opera by the Chelyabinsk composer with the musical-stage compositions under the same title of some other composers. It's worth while mentioning that the composition by T. Shkerbina addressed to children discloses important spiritual-esthetic and moral issues. The language of this composition, its form, and dramatics by its level possesses those of big opera criteria. End-to-end development with the number structure enable to unite this composition into a whole artistic canvas which submits to the principles of symphonic development to which the composers of XIX and XX centuries were striving to. It is important to stress that the opera has been repeatedly staged by the Chelyabinsk Philharmonic Society and highly appreciated by the listeners.

Keywords: opera, genre, musical dramatics, leittheme, musical composition, musical form, rondo, variation form, transparent development, number structure, aria, duet, ensemble, finale, act.

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MUSICAL PAUSE AS A FACTOR IN PERFORMING INFLEXION (for example, the fifth play "Sunt lacrymae rerum, en mode hongrois" from the third "Year of Pilgrimage" by F. Liszt)

Abstract. Musical pause is considered in terms of the communicative process. The rhetorical nature of piano statements of Liszt - composer, interpreted as a graphic imprint of performing intoning, is revealed. The definition of the term was given by V. Vakhromeev and H. Riemann. It is noted, that the main impact of the pause is associated with the physiology of breath and that this sign has the capacity of emotional impact on the listener. The functions of pause developed by musicologists O. Taganova and T. Barsukova are enumerated. The phenomenon of pause is referred to the historical perspectives: understanding the pause in the Baroque rhetoric (figures of pauses associated with the various dramatic situations), perception of it in pieces of Romantic composers R. Wagner and A. Bruckner ("pause of the silence"), its interpretation by the composers of the XX century by V. Silvestrov in particular ("pause is the sound"). There is considerable functional role of pauses in piano works of F. Liszt, which associates with the rhetorical musical thinking of this Hungarian romantic composer. This confirms the possibility of interpretation of the pause in his pieces in the context of a rhetorical language as an important element of a verbal appeal to the audience. The multifunctionality of pauses is indicated in the analysis of the piece "Sunt lacrymae rerum, en mode hongrois" by Liszt from the third "volume" of his "Years of Pilgrimage", where comprehension of the pause by the composer-pianist is similar to the masters of elocution. In addition to the syntactic and forming functions, pauses have important emotional and semantic meaning. Pause covers all levels of musical text: compositional, thematic, syntactical, articulatory, spatiotemporal, semantic, and finally it determines the nature of emotional and energy impact on the listener.

Keywords: F. Liszt, musical pause, performing modulation, rhythm, rhetorical figures

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BANDURA PERFORMING AS AN OBJECT OF SCIENTIFIC RESEARCH (THE END OF THE XXth AND THE BEGINNING OF THE XXIst CENTURY)

Abstract. This article is devoted to the theoretical understanding of the problems of bandura performing as an object of scientific research, particularly to the study of the aspects of bandura performing at the end of the 20th and the beginning of the XXIst century. The article deals with the life and creative development of kobzars in pre-revolutionary and post-revolutionary period. The development of bandura art at the present stage, ensemble performing art of a bandurist in psychological and pedagogical aspects, problems of formation of bandura performing skills, attempts to draw conclusions on the vocal and instrumental syncretism of bandura performance, activities of educational institutions, the genesis of the formation and development of professional kobzar schools in the 19th and first half of the XXth century were analyzed. In general, the researches of scientists on the given scientific issue are fragmentary; there is no detailed approach to the study of the proposed theme, which determines the relevance of this article. The proof of the active scientific interest of the theorists and the practitioners of bandura performing to realization in a wide range the functioning of bandura lies in a number of dissertation researches, which appeared in the scientific reference of the late 90-s of the XXth century.

Bandura performing in the Ukrainian culture is a historically cultural, artistic phenomenon, which is a native spiritual heritage in the traditional and contemporary dimensions. The analysis of researches and publications on aspects of bandura art existence in different historical periods proves the active scientific interest of ethnographers, folklorists, cultural specialists, musicologists, theorists and practitioners of bandura art to the above mentioned phenomenon in the Ukrainian culture.

The end of the XXth century and the beginning of the XXIst century are characterized by complexity, detailization and elaboration of actual problems of bandura performing, summarizing methodically theoretical, repertoire and organological aspects of the leading masters of bandura performing of modern age, including musicians and educators who have created their own schools of the concert and performing work with young people of different generations.

Keywords: bandura performing, kobza art, Kharkov bandura school, bandurist skills, academic performance practice

Part IV. SOCIAL-CLASSIC KNOWLEDGE

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ELECTRONIC EDUCATIONAL-METHODOLOGICAL COMPLEX AS A HIGH-SCHOOL STUDENTS TRAINING QUALITY INCREASE ASPECT

Abstract. The problem of preparation of the electronic educational and methodical complex (EMC) and its substantial part, the basic pedagogical principles of creation of electronic EMC, role of the teacher when using the electronic educational resources (EER) is covered. Thus requirements of modern educational standards of the highest professional education to training in information culture, use and application of information technologies and EER, and also EER methods of application as a part of an electronic educational and methodical complex are considered: their merits and demerits, a number of specific requirements with which the organization of use of EER for ensuring effective information support of educational process has to satisfy. Besides in work it is told about possibility of control by means of computer testing (electronic tests) as important element of the maintenance of the electronic EMC using diverse opportunities of the computer. The point of view of authors for a role of the teacher in educational process is also presented at a traditional classroom form of carrying out occupations and in connection with use of electronic educational and methodical complexes by them. Thus aspects of readiness of teachers to effective application of electronic EMC in educational process are allocated and specified.

Keywords: electronic educational-methodological complex, pedagogical principle, electronic educational resource, electronic test, computer nets

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FORMATION PROBLEMS ART CULTURE OF THE PERSONALITY IN MODERN WELFARE SPACE

Abstract. The art culture has a set of the directions: its division on mass and elite, existence in it of national creativity, the classical and modern art represents wide opportunities for esthetic development of the personality. Orientation of youth in this directions requires the pedagogical management. The analysis of teenage subcultures is carried out and data of sociological poll of youth on perception by them various forms of art culture are considered.

Pedagogical potential of national art culture is analysed, features of elite culture, its discrepancy and originality, influence on national and universal values as development tools of the personality are marked out. But the perception and understanding of modern elite art for youth remains a complex problem.

The modern sociocultural situation is characterized by a wide circulation among teenagers and youth of mass culture that is the factor influencing formation of the sphere of spiritual and moral, art and esthetic values. The wide circulation of mass culture causes serious concern of both cultural, and pedagogical community who see in it threat of decrease in spiritual and moral and art and esthetic level of society.

Participation of youth in social and art design allows to realize her needs for independent socially significant activity, for communication, and also to realize the abilities, to show and realize the identity, to create art culture as personal quality.

Keywords: art culture, national culture, elite culture, welfare space

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PEDAGOGICAL CONDITIONS FOR REALIZATION EDUCATIONAL POTENTIAL OF DANCE CLASSES WITH PRESCHOOLERS

Abstract. The article analyzes the influence of choreographic practice on the formation and development of personality of the child of preschool age. Emphasizes the role of choreographic art as a means wide implementation of educational problems in children's dance team. Opens the essence of the concept of "educational potential of choreographic practice", by which is meant the totality of the educational resources used by the teacher-choreographer in its work with pupils, promote the comprehensive development of the child's personality and his successful socialization.

The study authors defined hypothesis, according to which the educational potential of choreographic practice with preschool children in the system of additional education will increase, if you create such pedagogical conditions, such as: the development of additional educational programs tailored to the needs and age characteristics of children, parent demand on urgent educational tasks; create stimulating emotional atmosphere in the dance group; monitoring the development of the level of education of children, taking into account its results in future work.

The authors describe an educational experiment that involved 2 groups of children of secondary school age (4-5 years) first year of study (20 children in each group). For the successful implementation of educational potential choreographic practice with preschoolers have created special pedagogical conditions. Evaluation of the choreographic skills of the participants in the experiment were carried out according to the developed criteria for determining the levels of development of additional educational programs on choreography. To assess the level of children's abilities were developed criteria of their education: 1) external culture; 2) attitude toward the teacher; 3) attitude to the team members; 4) internal culture; 5) aesthetic appearance.

The results of the experiment showed that the creation of the necessary pedagogical conditions dance classes in the system of additional education have a positive impact on the overall development of children of preschool age, contribute to the development of their motivational and emotional spheres, their mindset, creative skills and personal growth. The article discusses the possibility of creating pedagogical conditions designed for optimal implementation of educational potential of the choreographic practice with preschoolers; determine methods of monitoring of the level of children's education in terms of children's choreographic studio.

Keywords: choreography, educational potential of choreographic practice, additional educational program of the choreographic studio, monitoring children's education

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GENESIS OF INFORMATION AND ADVERTISING COMMUNICATION IN THE POLITICAL SPHERE OF POST-REFORM RUSSIA (second half of the XIX century)

Abstract. The author opens methodological approaches and methods of studying of domestic culture in scientific works of the different periods: in researches of the XIX century, works of the Soviet and modern Russian scientists. The main types of culture occurring in Russia in the second half of the XIX century are considered. The principle of a paternalism as fundamental in system of the public relations of that time is allocated. Relevance of studying of information and advertizing communication in the political sphere for complex culturological research is presented. The essence and problems of information and advertizing communication in the political sphere during the studied period are opened. Factors which caused origin and development of information and advertizing political communication in post-reform Russia come to light. The author finds out the reasons of political and economic reforms, a new stage of modernization of a social system. Features of political behavior, the so-called culture of citizens connected with the Russian mentality are opened. The structure of social and political forces of the Russian society on various bases is considered: to a property status, political views. Activities on the organization of political communication in society are designated. Creation of favorable image of the power and state in general was one of the main. Means of formation of image of political subjects are classified: visual, verbal, sound, institutional. The priority of visual means which is explained by tradition of their use and an appropriate level of development of technology and technologies for implementation of effective communication between the power and the population is defined. All variety of the means, from a smart portrait to the plane of consumer packing of the consumer goods is listed. The important role of periodicals in the organization of information exchange between the power and society which occurred in the conditions of keen interest of the population in the printing word is revealed. The conclusion about prerequisites of genesis of information and advertizing communication in the political sphere, in the conditions of system changes in culture is drawn.

Keywords: advertizing, information and advertizing political communication, history of the Russian advertizing, post-reform Russia in XIX century, paternalism, modernization

DISCUSSIONS

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CONFRONTATION LIBRARIES AND «THICKENING EFFECT»

Abstract. Scientists-futurists in the 1970-ies. noticed certain trends that are directly related to the future of books, book culture and libraries. These trends were contradictory: on the one hand, the number of books each year has steadily grown, and with it grew and the number of libraries, on the other hand, the book probably could cease to be the main source of information. Indeed, the so-called «iconic turn» - the phenomenon of the decline of literary culture. With the growing importance of Internet technology book culture has undergone a metamorphosis. It was necessary to find out what information the younger generations removed from the network, whether they use the vast digital libraries. If not, it would be possible to speak of an absolute crisis of literary culture. This article presents the results of a poll. Respondents were students from various faculties of the South Ural State University, Chelyabinsk. The survey determined the frequency of visits by students libraries reason for choosing electronic or traditional library, pursued the purpose of use in some resource. The priority task of the survey - identify reasons for the popularity of digital libraries. As a result, the list was created by the respondents indicated the reasons for choosing digital libraries. The article made the necessary conclusions, including, handed down judgments on the effects of the so-called «thickening effect» - the effect invariably affects the behavior of many readers. The high density of information, proximity to a variety of information flows, relatively quick access to any electronic resources, as well as the high speed of the transition from one country to share resources other cause strength of this effect.

Keywords: library, e-library, book, sociological survey, «thickening effect»

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BIBLIOGRAPHIC ACTIVITIES OF LIBRARIES DURING THE GREAT PATRIOTIC WAR

Abstract. Selected groups of sources: public archival collections, private library and personal archival collections, periodical journals. The attention is focused on private library archival collections as the most important source for the historians. Library archival collections contain a lot of various and unknown still documents, more than in the state archives.

A bibliographic activities of a libraries in the period of the Great Patriotic war recreated in accordance to an archives documents. The Urals libraries are the locus of attention of the author. Pointed out the reconstruction of historical traditions is the basis for the search of the laws of librarianship and of the most important work such as bibliographic service of readers. This work in the first place is the basis for identifying trends and arguments of an all-round and

harmonious development of librarianship and bibliography in the information society. The main trend is the preservation of humanism and the high quality of knowledge in society.

According to archival documents the author shows the history of the formation of bibliographic service in libraries, the allocation of new trends of work more actual today such as written bibliographic service, abstracts and review activities, information support of scientific and industrial activity specialist. The most important works was an information analysis, information conversion for the specialists. There are the most modern trends of the information industry. All of these emphasize the importance of the information and bibliographic work for the information society.

Keywords: the Great Patriotic War, home front, library, bibliographic activities of a libraries, Urals, library service, bibliographic department, bibliography, librarian

REVIEWS

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FROM TACTICA CONCLAVIUM TO NEW MUSEOLOGY (Ananiyev V. G. Istoriya zarubezhnoy muzeologii [History of a foreign muzeology]. Saint Petersburg, 2014. 136 p. In russ.)

Abstract. It's a review of a textbook by V. G. Ananiev "The history of foreign museology". The author analyzes concept of three "revolutions museum" developed by Dutch scientists van Mensch, various historiographical concepts of periodization of museology. Periodization itself is considered as an important part of research. The author marks the close connection between periodization of museology and periodization of museum field in general. The focus is on the problems of museology prescientific stage (XVI - XIX cent.), empirical-descriptive stage and the stage of analysis and synthesis. Particular attention is paid to the organization of national professional organizations and museum periodicals. Authors disclose the origins of museum management and marketing. Analysis of national schools and theoretical doctrines museology includes a range of issues associated with object, method, structure of science, museum communication issues. V. Ananiev characterizes the idea of "new" and "critical" museology, the value of the phenomenon of the Intangible Cultural Heritage to determine the main constituting elements of museology. The textbook is written on materials foreign historiography, the author introduces the scientific revolution a significant amount of foreign-language sources. It's includes extensive biographical sketches and diverse iconography.

Keywords: museology, periodization, history of science, museum revolution, professional museum organizations, international cooperation