

Part I. INFORMATION AND COMMUNICATION SCIENCES

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**METHODS OF RESEARCH THE INFORMATION NEEDS
OF SCIENTISTS OF THE UB RAS**

Abstract. Information needs can be effectively satisfied only when the information, which an individual seeks to solve a particular problem, is clearly recognized and articulated. In order to identify scientists' information needs, experts annually conduct numerous scientific studies using a variety of methods. The selection of a method is a complex and demanding task, since it will further affect the quality of the research results.

A comprehensive analysis of theoretical works in the field of library science has allowed us to reveal the following methods for assessing users' information needs:

- quantitative research methods: survey, observation, experiment, bibliometric analysis;
- qualitative research methods: in-depth interview, focus groups, expert interviews;
- integrated research methods: content analysis, information diagnostics, case study.

The investigation of users' information needs is a regular practice in the departments of the Central Scientific Library of the Ural Branch of the Russian Academy of Sciences (UB RAS). This, in particular, is determined by the need to develop a flexible system of criteria able to facilitate the selection of documents for inclusion in the Library fund, thus improving the information support of researchers.

In order to optimize the subscription process for domestic periodicals in 2015, the effectiveness of journal usage was statistically analyzed for the issues acquired over the last three years. In addition, the journal usage index (how often the journal is required by users) was calculated for each printed journal, as well as the average usage index for each subject area. At the next stage, an additional analysis of the issues demonstrating a low demand was carried out in the following terms: chronological storage in the Library; the presence of the journal in the subscription lists of the UB RAS Institutes; the subscription price for the period of six months. The method of expert evaluation was used to analyze the proposed list of the printed domestic periodicals and the usage efficiency of the issues on CDs.

The comprehensive study of the Central Scientific Library users' information needs has identified the priority areas for periodicals acquisition; revealed new thematic areas of periodicals acquisition; analyzed the needs for the domestic periodicals of the UB RAS users. In order to optimize and increase the acquisition efficiency by 21 %, the corrections were introduced in the subscription list for the first 6 months of 2015.

Keywords: research methods, the information needs of scientists, statistical analysis, acquisition, periodicals, academic library

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**ROLE OF LIBRARIES IN BOOK-SPREADING DEVELOPMENT OF THE ORENBURG
PROVINCE IN THE SECOND HALF OF 19 – AT THE BEGINNING OF 20 cent.**

The article discloses the episodes of little-known history of libraries of the Orenburg province (mainly commercial ones) at the end of 19 – beginning of 20 centuries. Factographic materials from the State Archives of the Orenburg region have been introduced and used in the scientific researches for the first time.

The author defines the notion of book spreading as a book business branch because one can hardly speak only about book trade in connection with the researched period considering not only book trade meaning selling of books as goods but book spreading including non-trade book spreading, libraries and commercial libraries in particular. The object of the research is the history of book spreading in the Orenburg province at the end of 19 – beginning of 20 centuries, the subject of the research is the history of libraries of the Orenburg province.

Methodological grounds of the research is based on understanding of the historic process when book spreading in the Orenburg province is considered as a consequence and a reflection of social and cultural phenomena of

the period under research. As the research topic assumes historic reconstruction of book spreading process principles of historicism and objectivity have become dominant. The author uses historic-comparative method of inquiry which is based on comparison of objects under study in time and environment and gives opportunity to reveal general, repetitive and specific characteristics of book spreading subjects and forms.

One of the book distribution channels in the Orenburg province in 19–20 centuries were libraries of different types. Different enlightenment-educational societies and zemstvo were taking active part in their formation. They determined the leading role of these institutions in book distribution in the province and the role of their enlightenment educational activities in the increase of literacy among common people. Special attention was paid to the history of points of book sale both at different types of libraries and specific book-selling shops and institutions not only in the Orenburg province but in other Russian provinces as well.

Keywords: book spreading, book distribution, libraries, Orenburg province, zemstvo, people's sobriety trusteeship, commercial libraries

Part II. PHILOSOPHY. CULTUROLOGY. SOCIOLOGY

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CULTURE OF SOCIETY AS A SYSTEMIC PHENOMENON

Abstract. Hidden culture target directive of any certain historical society is the reproduction of life mode and quality. With the development of a society the tools of the above mentioned reproduction was being changed. In primeval and agrarian times the main tool was a custom, and in industrial and post-industrial times – an ideology.

Modern society is an integral cultural system that can settle certain social-regulative problems. The grounds of such approach lie in its division into social segments of creative, traditional and mass culture bearers which represent different variants of life mode and quality, rivalry between which is determined as a source of cultural dynamics.

Keywords: Cultural system, society, image and quality of life, creative culture, traditional culture, popular culture, cultural dynamics, modernity

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EDUCATIONAL POTENTIAL OF MODERN LEISURE INDUSTRY

Abstract. The article deals with socio-cultural functions and composition of the modern leisure industry. The leisure industry is a new industry segment of culture, the formation of which reflects the General laws of the development of modern cultural process. Function leisure industry disclosed as a category that expresses its basic properties, social and personal destiny, the essence of which is determined by providing opportunities to meet the cultural needs of society and the individual in a situation of organized recreation (recreation, entertainment, creative leisure, etc.). As the base for the entire leisure industry defined hedonic function, which determines the specificity of all social and cultural functions of the leisure industry (educational function, cognitive function, the function of leisure, entertainment, communication function, etc.). Further development of the leisure industry the author connects with the development of socio-cultural technologies, allowing to solve problems of socio-cultural education and personal development in the specific conditions of organized leisure.

Keywords: cultural industry, leisure industry, organization of recreation and leisure options leisure industry

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THE SPACE OF FILM MUSIC AND FILM MUSIC IN THE CULTURAL SPACE: POPULAR CULTURE CONTEXT

Abstract. Analyzed phenomena of film music in the cultural space and space of film music in their ratio as a relatively independent phenomenon in a meaningful, functional and procedural aspects. Shows the importance of studying the problems of film music in connection with the state art and culture, including music, and other cultural phenomena non-fiction character. Describes specific features of different forms of existence of texts of film music, as in the structure of the film itself, so when you include them in contexts broader scale. Marked by a long history of tradition to address to the problems of music movies since "silent" cinema. The connection and distinction of the

space of film music and film music in the cultural space is considered through the ratio of categories such as “genus – species”, “status – mode”. Shows contextual nature of such ratios for categorical phenomena of film music. Reasoned grounds selection of “film music in the cultural space” as in specific theoretical and substantive meanings of the concept of representing real, relatively independent, structurally and functionally complex phenomenon. Particularly focuses on the situation of the nominal connection of film music and film in different ways. There are analyzed the typical situations of transformation of musical texts in the transition from one cultural space to another. Special attention is given to the use of classical music in film, as well as the phenomenon of formation of new classical music on the basis of film music. It is noted contextual significance of popular culture, understood in the author's interpretation as the most organic and in tune with the film environment. The necessity of more detailed and in-depth study of the phenomenon of film music in the cultural space as insufficiently studied phenomenon. In the analysis of materials apply the principles of contextual and categorical analysis.

Keywords: cultural space, popular culture, film music, space of film music, status and modus of film music, the ratio of the films music spaces, transformation texts of film music

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DISCOURSE IN MODERN SCIENTIFIC KNOWLEDGE

This article discusses the causes considerable urgency of the problem of discourse in modern scientific studies, appear to be most common translation of the term “discourse”: from French, from classical Latin and modern Latin.

On the basis of the historical approach, the author provides a brief analysis of the comprehension of discourse in different time periods: 1) the period of the classical philosophy of ancient and medieval; 2) French philosophy and literature the end of the 18 century – the beginning of 20 century; 3) a period of significant growth in popularity: since the late 80s 20 century until now.

The main conclusion of the work is the need for an integrated, interdisciplinary scientific knowledge discourse at the present historical stage. This conclusion is substantiated by a number of objective results that can be installed to date. Firstly, it is a significant number of works devoted to discourse in recent years. Secondly, the variety of branches of science (linguistics, philosophy, sociology, education, economics, and others), which using discursive terminology. The consequence of this can be considered formation of several approaches to the understanding of discourse and often mutually borrowing terminology between research in the various fields of knowledge. Thirdly, new phrases using the term “discourse”, which then become quite popular. By this terminology can now be confidently attributed such expressions as “discursive community”, “discursive impact” “discursive management”, “Internet-discourse” and others. Also, presents a list of the researchers, whose work can be considered as the most striking manifestations of trends in the current phase of the study of discourse described in this article.

Keywords: discourse, historiography discourse, approaches to understanding the discourse, discursive terminology

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CULTURAL MEANINGS OF MYTHS AND THEIR REFLECTION IN THE TRADITIONAL FOLKLORE

Abstract. The author explains the urgency of the problem of artistic-creative development of young people in social-cultural activities and methodologically substantiates the model through a complex of such scientific approaches as systems, social-cultural, creative-action and personality-oriented ones. The article discloses the structure of an artistic-creative youth activity model under the circumstances of a university social-cultural activity. It also describes its substantial components including the objective one which determines several goals, connected with the modeling of artistic-creative activity development process of youth based on visual activity. Organizational managerial component of the model determines the content of a complex of pedagogical conditions promoting to develop artistic-creative activity of young people in social-cultural activity. Substantial-action component of the model determines substantial-procedural peculiarities of arrangement of teaching process of development of young people artistic-creative activity in social-cultural activity and is based on the mechanisms of creative process in visual arts activity. Valuation-efficient component of the model is connected with the formation of criteriadiagnosis tools of valuating the development level of artistic-creative activity of young people participating in the

social-cultural activities. The author also points out the system of principles as a scientific ensuring of the pedagogical model. Among them are: succession principle, principle of individualization, principle of humanization, creativity and reflection principles. The given model's peculiarities have also been determined.

Keywords: meaning, cultural meaning, myths, traditional folklore

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FAMILY IN CONCEPTOSPHERE RUSSIAN CULTURE

Abstract. The article describes the essence of the notion of “concept”, his involvement in conceptosphere culture on the example of the concept of “family”, features of manifestation, broadcast and transformation of traditional core values within the family from generation to generation. The author analyses existing in modern science approaches to the notion of “concept”, highlighting the linguocultural and philosophical. Special attention is given to the notion of concept sphere associating itself with the position of the D. Likhachev. The three-level structure of the concept of “family” that includes cultural memory, cultural code and broadcast cultural experience allows you to track the changing value-meaning of filling traditions from generation to generation, attitude to it, because all relationships between generations due representation on the tradition: it can be seen as the norm, as valuable as an obstacle to further development and embodiment in reality other views about the value and norm and their connection with tradition.

Keywords: concept, conceptual sphere, tradition, family, values, meaning

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FUNCTIONAL OF DESIGN IN ADVERTISING DISCOURSE: CULTUROLOGICAL GROUNDS

Abstract. Today, increasing emphasis on the problems of studying the origin and development of design as a new cultural phenomenon due to the fact that this cultural phenomenon has acquired the status of a fundamental cultural practices embodying the value orientations of modern multicultural society. The rapid development of the material and technical aspects of modern culture was the reason for the use of more technologically sophisticated design techniques, turned into an instrument of expression of cognitive, emotional and value sphere of human rights. The authors set the goal to show how design, are closely related to modern advertising market, it allows a person to identify themselves with a certain cultural space through a visual image.

The authors argue that advertising of 21 century not only ensures retransmission of cultural achievements, but is one of the most important tools of socialization of the modern individual. In terms of artistic communication, today's advertising creates a visual model through new ideological methods and mechanisms of visualization. In the conclusion it is stated that in the discourse of advertising design, accumulating properties of the material and the ideal, is the symbolic nature of where the symbols are read communication partners (socio-cultural group), the combined national culture and education in a particular society.

Keywords: design, semiotic discourse, advertising discourse, multicultural society

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LEISURE PHENOMENON AS CULTURAL FACTORS OF FORMATION COURAGE SIBERIANS DURING THE GREAT PATRIOTIC WAR (1941–1945)

Abstract. This work is aimed at the ontological disclosure of the phenomenon of cultural and leisure activities as a phenomenon of creating space and process high-classical and folk arts, promotes the formation of courage of Siberians, who creates in the course of historical development powerful passionate potential; in the fateful moments of life increases the spiritual strength to help people to stand against enemy aggression and the highest voltage strength of mind not only to protect the homeland, and to multiply the potential of culture; the proof of ontological communication of space of high culture with the energy of space determining the value of a high cultural activities as an energy source of courage, patriotism and belief in the rightness of their worldviews and immutability of

victory in the evolutionary energy exchange; identification of multi-level consistency and catholicity of leisure of space as a necessary factors of a powerful influence on the multiplication and adoption of fortitude and faith in victory; cultural research activities Non-manufacturing workers in the rear by the example of the Omsk region.

Keywords: Siberia, war, culture, rear, leisure, patriotism

Part III. ART STUDY

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SYMPHONIC PICTURE: GENRE'S FATE

IN THE LATE 20th – AT THE BEGINNING OF 21st cent.

The survey discloses the phenomenon of the symphonic picture in the evolutionary aspect. The author analyzes the 20 century symphonic picture ways of development including West-European schools as well as creative activity of some composers from former Soviet republics. He is making an attempt to analyze this genre during 2000–2014. The article points out one of the vectors of development of symphonic picture's immanent features as the perspective to split the phenomenon into variants existing within the frames of different arts synthesis including musical landscape, musical portrait, frescoes, water-colors, mosaics etc. The author also differentiates the notions of a program and non-program symphonic picture; the picture existing inside many other genres (opera, oratorio, suite etc.); of a one-part picture and a cycle-picture. The article stresses that the question of the genre's peripheral character appeared in 19 century branched off opera falls away in 20 century. The author specially emphasizes the role of the symphonic picture starting with 1920s till the present time. It is connected with wider expressive means, use of electronic music, including new imagebearing spheres, extension of arts synthesis process (music, literature, painting, sculpture, photography, and cinema).

The article appeals to the symphonic picture genre of the composers of different generations and to the unfading interest of young musicians to this phenomenon. It is important to emphasize that compositions created in the genre of symphonic picture were included into the concert programs of different competitions, modern art festivals in 2000–2014.

Keywords: symphonic picture, musical picture, genre, symphonic poem, programming, artificiality, soundvisual arts, landscape, portrait, sketch, mosaics

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PLASTIC METAMORPHOSES FORMS OF POTTER IN MODERN DOMESTIC CERAMICS (THE END OF 70th 20 – BEGINNING OF 21 cent.)

Abstract. The article considers the various directions into the decorative ceramics, in the context of the image expression; the using the pottery forms, the becoming of the new concepts and views in the modern Russian ceramics;

traced the connection of the artistic ceramic with the pottery and plastic construction of vessels, the informational variety of the latter (due to historical, cultural, stylistic features). Modern ceramics inherits the aesthetic traditions of folk art pottery. Works by contemporary ceramists acquire new semantic accents, beyond utilitarian purpose, becoming the interior and exterior elements, the object of the installation or ceramic art-object. The author of the article analyzes and summarizes the art solutions in the domestic ceramics, distinguishes the objects of the conversion of potter forms (in the natural forms, musical instruments, architectural compositions, pottery animalism, reflected in human pottery forms).

Keywords: ceramics, art ceramics, pottery, plastic image

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ENGRAVINGS ON DRAWINGS OF C.-P. MARILLIER IN THE BOOK COLLECTIONS OF EKATERINBURG

Abstract. The article is devoted to creative work of the French artist-illustrator of second half 18 century, Clément-Pierre Marillier (1740–1808). The sources of research are engravings on drawings of the artist, belonging to the French editions of 18 century from the collections of Ekaterinburg. There are Sverdlovsk regional universal scientific library named after V. Belinskii, Sverdlovsk regional museum of local lore, zone scientific library of the Ural federal university named after the first President of Russia B. N. Yeltsin. The urgency of the reference to a theme of creativity of the illustrator is defined by necessity of introduction the new sources to science: the Ural collections of the rare book with engravings of 18 century. Last are not studied in art aspect. The purpose of this work is the publication of results of search and studying of engravings on drawings of Marillier from books collections of Ekaterinburg. First of all, the short review of a historiography is made. The basic marks of the biography and creativity of the artist are resulted. Then the technique of work with materials is explained: a search, a through viewing, an identification, an attribution, a description and an analysis. After that results of studying of collections of the French editions with engravings on drawings of the artist and results of identification of books and attribution of engravings are informed. On the whole, more than hundred thirty engravings from eight series of illustrations have been found during research. It's belong for nine editions. At last, engravings are analyzed from the point of view of a theme, a genre, a composition and a style. The conclusion about prevalence of one style line of creativity of the artist is drawn on the basis of the description and the analysis of images. As a result, art value of books with engravings on drawings of the illustrator proves to be true.

Keywords: Clément-Pierre Marillier, book engraving, book illustration, art of 18 century, examination of objects of book art

Part IV. SOCIAL-CLASSIC KNOWLEDGE

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POOR, NOT A THIEF: STRATEGY OF THE URAL WORKERS AND PEASANTS CONTROLLING BEHAVIOR DURING THE POST-REFORM PERIOD BASED ON THE MATERIALS OF PROVERBS AND SAYINGS

Abstract. The article is devoted to the revealing of the Ural workers and peasants controlling behavior techniques during the post-reform period. This range of problems is urgent today which is proved by the increased interest of many sociologists and psychologists during the times when it was necessary for the Russia's population to adapt to new historical realities and to constantly changing situation in social-economic and financial spheres after the collapse of the USSR. But history as a science did not study this problem on the analysis of proverbs and sayings on the materials of pre-revolutionary Ural. Modern psychology defines the strategies of the controlling behavior as the deliberate rational behavior for supporting living vitality and psychological stability in stress situations. Their psychological significance includes effective adaptation of a person to the requirements of the environment necessary to possess, to weaken or to moderate these outer influences, to escape from them or to get used to them thus protecting a person from emotionally-negative overload. Proverbs and sayings characterizing attitudes of workers and peasants to different social states of people (poor, wealthy) possess the most informational possibilities for analysis of this article problem area. Their analysis allowed pointing out such varieties of controlling behavior as humor, irony, self-irony, compensation and depreciation techniques to raise self-appraisal, self-respect statement. In general the Ural workers and peasants preferred such strategies of controlling that were directed at their self-appraisal growth and at negative emotions lowering and thus reaching the state of psychological comfort. Along with their positive influence on a personality they directed towards timeserving behavior strategies and promoted the conservation of the existing maxims.

Keywords: workers, peasants, the Ural, controlling behavior, post-reform period, proverbs

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**ORGANIZING AS A STEP IN DEVELOPMENT STUDENTS
AUDIOVISUAL CULTURE BY MEANS OF INFORMATION TECHNOLOGY**

Abstract. The current stage of development of society is characterized by the inclusion of the person in the information space, which acts as an integral part of the modernization of the economic, social, political, sociocultural, educational, and recreational areas. A promising area of information, generate interest among young people, is an audiovisual technology creativity associated with the creation of works of photography, film, video and television arts. In turn, the organization of welfare activities at the university, in particular public associations or studio, aims to meet the cultural needs and development of students. The need to obtain new information and positive emotions today come to the fore and act as catalysts of cultural development of the individual. Innovative forms of public associations for the creative expression of students in favor Studio 3D-videomapping, which is the process of improving the audiovisual culture. The development of audiovisual culture (cognitive, motivational, emotional and aesthetic, creative activity-components) is a complex pedagogical process, one of the key steps which is organizing. The article describes the theoretical and practical aspects of implementation in the framework of organizing a studio 3D-videomapping.

Keywords: 3D-videomapping, audiovisual culture, information technology, tutoring, organizing

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**CONCEPTUAL THESES OF THE SYSTEM OF ADDITIONAL
PROFESSIONAL EDUCATION IN SOCIO-CULTURAL SPHERES**

Abstract. The problem of improvement of professional work of the teacher of the sociocultural sphere is multidimensional and requires versatile deep scientific researches. The substantiation of the professional retraining of specialists of sociocultural spheres of the system of additional professional education is important. This area provides the improvement of experts' knowledge to carry out a new kind of professional activity or to obtain additional qualification without changing the level of professional activity. The article describes the structure of the continuous training of specialists of culture and arts, principles and functions, which are the main source of concepts that should guide the implementation of the professional training of teachers of sociocultural sphere of additional professional education. The main directions of the development of system of additional professional education in the field of culture and arts are presented, the conclusions about the need to address the peculiarities of the sociocultural activity to ensure the development of a person in the system of additional professional education.

Keywords: specialists of the socio-cultural sphere, additional professional education

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**THE DEVELOPMENT MODEL OF ARTISTIC AND CREATIVE INITIATIVE
OF YOUNG PEOPLE IN THE CONTEXT OF SOCIAL AND CULTURAL ACTIVITY**

Abstract. The author explains the urgency of the problem of artistic-creative development of young people in social-cultural activities and methodologically substantiates the model through a complex of such scientific approaches as systems, social-cultural, creative-action and personality-oriented ones. The article discloses the structure of an artistic-creative youth activity model under the circumstances of a university social-cultural activity. It also describes its substantial components including the objective one which determines several goals, connected with the modeling of artistic-creative activity development process of youth based on visual activity.

Organizational-managerial component of the model determines the content of a complex of pedagogical conditions promoting to develop artistic-creative activity of young people in social-cultural activity. Substantial-action component of the model determines substantial-procedural peculiarities of arrangement of teaching process of development of young people artistic-creative activity in social-cultural activity and is based on the mechanisms of creative process in visual arts activity. Valuation-efficient component of the model is connected with the formation of criteriadiagnosis tools of valuating the development level of artistic-creative activity of young people participating in the social-cultural activities. The author also points out the system of principles as a scientific ensuring of the pedagogical model. Among them are: succession principle, principle of individualization, principle of humanization, creativity and reflection principles. The given model's peculiarities have also been determined.

Keywords: social and cultural activity, student-age young people, artistic and creative initiative, creative processes, pedagogical principles, pedagogical model realization principles, model components, pedagogical conditions, pedagogical conditions realization principles, creative activity stages, artistic and creative initiative criteria

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**MEDIA COMPETENCE AS A PROFESSIONAL MOBILITY OF
A PERSONALITY DEVELOPMENT FACTOR**

Abstract. Topicality of this article is stipulated first and foremost by close ties between media and professional spheres formed in the modern society. Today it is impossible to find any profession which somehow or other is not connected with media sphere. That's why the development of media competence has become one of the most important tasks of higher education as a personality professional mobility factor. Hence the main aim of this article is to determine the place of media competence of a personality in the professional mobility structure.

The connection of two key notions of "media competence" and "professional mobility" has been argued in the article to achieve this goal. The article also discloses the essence and the content of these notions and represents the description of the professional mobility structure with the consequent explanation of a personality media competence place in it.

Having analyzed different viewpoints of different authors (such as A. Vishnevskaya, E. Zeer, I. Zimnina, L. Krysin, A. Nain., A. Sumskaia, A. Fedorov, D. Chistiakov) we arrived at the conclusion that professional mobility of a personality includes certain components presented in the article, where the personality competence is the most important one. Taking into consideration that media are an integral part of the professional activity sphere we may conclude by saying that media competence is a part of a personality professional competence. Only this way one can determine its place in a personality professional mobility.

Keywords: media, media competence, professional mobility, personality

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**STAGES OF PEDAGOGICAL ACTIVITIES FOR DEVELOPMENT
OF SOCIAL LEADERSHIP OF ADDITIONAL EDUCATION TEACHERS**

Abstract. In the modern world, in the light of integration educational processes the problem of improvement of quality of system of additional education finds the increasing importance. Thus as the significant the identity of the expert in a control system of additional education acts. Specifics of their activity demand adoption of the leader status by the identity of the teacher in a society. In qualities of the catalyst of development of social leadership of additional education teachers purposeful pedagogical activities for development of components of social leadership. In article the stages of pedagogical activity presented in the form of spiral model are considered. The separate spiral turn corresponds to a level of development of social leadership of the additional education teacher, on each of which the purposes and personal characteristics of teachers are specified and works of the following spiral turn are planned. The model consists of 4 modules: diagnostics, kognitization, activization, reflection. Each module operates with methods and technologies of pedagogical activity, specific to it.

Keywords: social leadership, additional education, pedagogical activities for development of social leadership

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**LIBERAL ARTS – FROM STATE STANDARDS
TO PROFESSIONAL SELF-REGULATION**

Abstract. The article continues the discussion started by A. Flier and L. Zubanova. It states that topically polemics is exceeding the limits of culture sciences and affecting all contemporary liberal arts. They pass an opinion about the state, peculiarities of organization and future of liberal arts and culturology in particular. They also support and

justify the thesis about the existence of three types of scientific tasks facing liberal arts and the corresponding types of scientists who jointly provide the unity of scientific cognition. Logical construction of contemporary liberal arts includes three groups of scientists such as academists, disciples and avant-gardists, who cannot exist without each other and comprise comprehensive whole “body” of science but sometimes they get beyond the bounds of their conventional scientific area. Ideology itself and organization of a scientific process do not suppose to secure “academism” (called by A. Flier) which is regarded as an inevitable consequence of changes caused by post-industrialism and possible inevitable transformation of the whole variety of liberal arts (consent with the paradigm thesis expressed by L. Zubanova). Culturology perspectives are seen in its cooperation with technical and adjacent sciences.

Keywords: culture, science, culturology, liberal arts, science organization, dilettantism

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“LIFE IN THE WAR” IN THE DIARIES OF SOVIET OFFICERS. 1941–1945

Abstract. In the last years the Russian historiography of the Great Patriotic War there are major changes. In connection with active development of a number of research areas (social history, military history anthropology, microhistory, gender history) increases the attention of scientists to the documents of a personal origin. Examples of these documents include, inter alia, diaries of ordinary Soviet citizens – participants of the Great Patriotic War. Front and rear diaries 1941–1945 are of great historical value. Firstly, because the sources are sufficiently rare. Second, they make a unique information about various aspects of the military everyday life, the emotional world of the Soviet people, their survival strategies. Hence it is clear how urgent the publication of the diary material, presenting it in a scientific literature.

This article describes the features of the diaries, which led the Soviet troops under the front in 1941–1945. Describe the content of the four “officers” diaries full version of which will soon be published in the newest collection of egodocuments (*Eto i moyaya voyna: Velikaya Otechestvennaya v pis'mennykh i vizual'nykh ego-dokumentakh* [This is my war: the Great Patriotic War in the written and visual ego-documents]. 2015 (in press). Rozhkov A., Tazhidinova I., ed.-comp. Krasnodar: Traditsiya). Analysis of diary material allows to draw conclusions about the features of the front-line diaries, which include: conciseness forms fixation events, little attention utilitarian issues concerning the reflection of human relations under extreme conditions. At the same time all the documents have their stylistic and conceptual differences due to age, social background, education of their authors. It is also on the content of each of the text affected by such factors as the vicissitudes of pre-war fate of the author, his front path, rank and position, the intensity of the fighting at this particular point in time. It seems that, based on the analysis of the diaries of officers N. Chernyshev, V. Sukhanov, F. Onishchenko and V. Morozov possible detail and fully reconstruct the realities of life in a war of those ordinary Red Army soldiers entrust their lives in 1941–1945.

Keywords: The Great Patriotic War 1941–1945, war time diaries, Soviet officers, front-line routine

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GREAT PATRIOTIC WAR AS A MAJOR THEME OF THE BRYANSK TEXT

A central Russian town which bore the brunt of Nazi Germany to the full extent is examined in this paper as a special sign system – a certain medium expressed by various languages of culture.

The relevance of the study is determined by the following factors: 1) the theme of the Great Patriotic War is among the most important topics of Russian history; its importance increases due to attempts to falsify the facts, phenomena and events of 70 years ago remoteness; 2) change of value orientations of modern society has led to the interest in culturological potential of urban culture, including fiction as both figurative and emotional component of the national heritage; 3) the cultural space of the town is a raising environment, hence its transformation and semantic saturation should be based on the results of scientific inquiry.

The research was performed within the framework of semiotic approach to the study of the town (N. Antsiferov, V. Toporov, IU. Lotman, B. Uspenskii, Z. Mints and some others), which is based on an understanding of the town as a medium of textually organized cultural information, comprising in itself social and historical memory of the society. The thought of mainly philological basis of the local text is taken into account.

The aim of the study is to determine the specific character of the Bryansk text, devoted to the Great Patriotic War. The layer of cultural information about it is grouped under three main themes: 1) guerrilla fighting resistance; 2) Bryansk Front; 3) the fates of civilians. The dependence of the image and character of the town on its historical destiny is substantiated in the paper; a special significance of the Great Patriotic War in the history of

Bryansk is revealed; the ways to preserve the memory of it in the Bryansk text are described.

Keywords: local text, cultural landscape, artifacts, commemorative objects, works of art, historical memory

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A COLLECTIVE MONOGRAPH “READING. 21 CENTURY”

AS A REFLECTION OF THE CURRENT STATE

OF THE SCIENCE OF READING

Abstract. This publication is a review on a collective monograph “Reading. 21 century” which considers such pressing problems as leading theories of reading, its models and modifications, book’s future, readers’ competence, reading fashion, infrastructure of reading’s support and development, etc. The authors of this review are N. Smetannikova, IU. Melenteva, M. Cherniak, T. Galaktionova, T. Rubanova and many other famous experts in the field of reading.

Keywords: reading, research, future books, best-seller, reader mode, literary criticism