PART I. INFORMATION AND COMMUNICATION SCIENCES

T. Berestova
Doctor of Pedagogic Sciences, Professor,
Chelyabinsk State Institute of Culture and Arts
E-mail: berestova.home@mail.ru

WHAT IS HIDDEN BEHIND THE "METADATA" TERM?

Abstract. The article contains the analysis of the "metadata" term. Metadata are considered as a secondary-informational phenomenon and the variety of information resource which possesses all properties of the given phenomena. The author has compared wide and narrow approaches to the "metadata" notion and proved that metadata are secondary machine-readable information where some metadata are given by the authors of the publications on this topic but they do not fit the secondary information "bosom". The author concludes by pointing out heterogeneity and polysemanticism of the "metadata" phenomenon.

Keywords: information, secondary information, machine-readable information, men-readable information, information resources, metadata, heterogeneity, polysemanticism

IU. Stoliarov
Doctor of Pedagogic Sciences, Professor,
Center of book culture of Federal state budgetary institution
of science Scientific and publishing centre "Science"
of Russian Academy of Sciences
E-mail: yn100@yandex.ru

MILITARY LIBRARIES – THE SUBJECT OF PARTICULAR LIBRARY SCIENCE

Abstract. Military libraries (connected with military science, military service, i.e. libraries of all kinds of military forces serving military men including the libraries of military academies of separate arms as well as military-medical ones) are of high social importance. At the same time they haven't been perfectly studied. For example, very little is known about the state of this libraries during the Great Patriotic War and in the post-war period in the USSR let alone of the present day. The article raises the question of their place in the general library system. The author offers to consider military libraries as a peculiar subject of library science within the limits of which it is possible to study the history, theory, methods, organization of military libraries activity (at present we are at the initial stage of this study). To define the most general notions of this kind of library science such neologisms as "military library science" (as the subject of Military Forces libraries) and "potentive library science" (as the subject of all military structures libraries) have been introduced.

Keywords: general library science, peculiar library science, military libraries, S. Liutov, A. Panchenko, history of libraries, classification of libraries, classification of library science

N. Smetannikova
Candidate of Psychological Sciences, Professor,
the President of Russian reading Association
E-mail: nataly.smetannikova@yandex.ru

SOCIO-POLITICAL CONTEXT OF TEACHING READING IN THE USA
(from the second half of the 20th – to the beginning of the 21st cent.)

Abstract. The article is logically connected with the previous one under the same title in the previous issue of "Culture and Arts Herald". Educational tasks including widening knowledge in the fields of science and technology came first while teaching reading in the eighth period of technological revolution (1950–1965). The period was marked by overcoming segregation in public schools, rise of public awareness to the quality of instruction and two wars which needed preparation of literate military men, in particular. The ninth period (1965–1970) was connected with sharp criticism of teaching at school including reading instruction, which stimulated development of differential methods oriented

at groups of readers with different levels of skills. Teaching reading comprehension, text structure and grammar text are characteristic for the tenth period, the period of rapid development of informational society. Starting from 1981, which began the eleventh period reading instruction was accompanied by abandoning equal opportunities in education. A generation of electronic media and social nets students appeared. Revisions of views on teaching and learning stimulated going back to tough regulation of reading instruction and testing. The twelfth period – scientific "wars on reading" supported pragmatic way of teaching it. The first decade of 21 century was influenced by PISA studies which made actual engagement of students into both reading from print and from screen. The development of Internet education in the forms of "blended learning" connected with disruptive innovations characterizes the fourteenth period.

Keywords: USA, technological revolution, criticism of education, teaching reading, new methods, informational society, disruptive innovations, the Internet learning

L. Sagitova
Candidate of Pedagogic Sciences,
Belgorod State Institute of Arts and Culture
E-mail: sagitova24@gmail.com

V. Shadrina
Candidate of Pedagogic Sciences,
Belgorod State Institute of Arts and Culture
E-mail: shadrinav@yandex.ru

CULTUROLOGICAL COMPONENT IN THE REGIONAL BIBLIOGRAPHIC RESOURCES OF BELGOROD LIBRARY

Abstract. The article is dedicated to the culturological component of local history bibliography of library activities. A brief description has been given to local history bibliographic resources of the Belgorod State Universal Scientific Library as coordinator of the library of local history and the center of the creation of local history resources, the block of information resources of own generation cultural component is displayed on its portal. The role of the municipal libraries of the region on the territory inhabited by the true bearers of folk culture in the study of the historical and current state of the local culture has been defined. It is shown the type-specific variety of bibliographic products in electronic form, aimed at the preservation, dissemination of the cultural heritage, promoting new forms of libraries cultural expression, promotion of contemporary art in the region.

Keywords: study of a particular region, culturological component of bibliographic study of a particular region, traditional and electronic informative regional resources, Belgorod region

S. Butsyk
Candidate of Pedagogic Sciences, Docent,
Chelyabinsk State Institute of Culture and Arts
E-mail: bsv@chgaki.ru

INFORMATION RESOURCES OF THE EDUCATIONAL ENVIRONMENT OF RUSSIAN UNIVERSITIES: PROBLEMS OF COMPARATIVE EVALUATION

Abstract. The article discusses the comparison of information resources and technologies of higher education institutions in Russia, which play an important role in the development of modern information society. A historical analysis of the problem, highlighted the main shortcomings of the aggregate statistical parameters available in the Russian system of higher education – the lack of information, interaction between different departments and data transparency. Briefly describe two theoretical and practical experiment conducted by the author between 2012 and 2014 and sweeping the group of the largest higher education institutions subordinated to the Ministry of Culture of Russia.

Research 2012 was held under the patronage of the founder of 14 interrelated parameters, previously developed by the author, divided into 4 areas, affecting the computer equipment, network infrastructure, specialized software and human resources of the university informatization. The second research (2014) was based on open data, including those published on the effectiveness of universities website monitoring, conducted annually by the Ministry of Education and Science of the Russian Federation, on 3 parameters.

The author proves that at the current stage of solving the problem would be the best use of 8 interrelated comparative indicators that determine the complex, affecting the computer equipment, network infrastructure, specialized software and human resources of the university informatization. In addition, it is assumed that a similar approach of regulation of information processes in Russian higher education would make it possible to set clear targets from the state, as well as affect the information resources of the university and the processes associated with its research and scientific and educational activities.

Keywords: information resources, higher education, evaluation parameters, monitor the effectiveness of higher education institutions, rating of readiness of countries to the network world, the information society

PART II. CULTUROLOGY

A. Flier
Doctor of Philosophical Sciences, Professor,
Russian Research Institute for Cultural and Natural Heritage
named after D. Likhachev
E-mail: andrey.flier@yandex.ru

ANOTHER MODEL OF TYPOLOGY OF CULTURE

Abstract. On the analogy of science typology we can pick out classical, non-classical and post-classical literature (based on different interpretations of truth, good and evil, preferable organization of a society. Thus classical literature is characterized by elitism, distinct division of the world into good and evil, kind and sinful (and other pair existential oppositions), absolute and predetermined truth, hierarchy character of the perceived world and social structure; its artistic forms are characterized by mimetism. Scientific-technical revolution started in the second half of the 19th century promoted for the transformation of perception and interpretation of the world in the people's minds: the idea of contextual truth, destruction of class, racial and gender restrictions, mass illiteracy overcoming. Artistic avant-garde (purposeless painting, atonal music, absurd theatre etc.) without moving away from the classical content was working out new artistic forms and has considerably extended the frames of cultural restrictions of admissible and non-admissible basis. In post-classical period (from the end of 19th century) the truth is considered to be deliberately subjective, man's independence from the state is growing as well as tolerance against social norms violations etc. This culture is more and more alienated from classical and it reinterprets the old forms but fills them with new meanings. The given typology model in the author's opinion can compete with other variants due to its cognitive potentiality as it allows to analyze the world-outlook aspect of culture.

Keywords: culture, truth, good and evil, society organization, classical, non-classical, post-classical cultures

G. Kazakova
Doctor of Culturology, Professor,
Chelyabinsk State Institute of Culture and Arts
E-mail: kazakovagm@mail.ru

MAINSTREAM IN MODERN LITERATURE: CULTUROLOGICAL ASPECT

Mainstream in literature and publishing industry is analyzed from the position of the culturological approach as objective, integral, autonomous, evident and universal phenomenon. Meaning content and essential characteristics of mainstream, its socio-cultural functions and position is considered along with mass, marginal, protective and classical literature. The fundamental principles of mainstream include literary work orientation to democratic values and large readership, to subject matter urgency, reality, accent on the analysis of characters, moral searches of characters. Literature mainstream today has become the mechanism of forming the taste and viewpoints of wide readership as an index of changes or/and redistribution of influence on the public conscience of different cultural paradigms and regulates book-publishing policy.

Keywords: mainstream, literature process, marginal literature, mass literature, protective literature, socio-cultural index

L. Semenova
Doctor of Pedagogic Sciences, Professor,
Saint-Petersburg State University of Economics
E-mail: lidia_sem@mail.ru

TERM SYSTEM OF THE PROBLEM OF FORMATION OF ADVERTISING AND PUBLIC RELATIONS SPECIALIST'S IMAGE CULTURE

Abstract. The article presents a conceptual-categorical definition of the issue under study and indicates the methodological role of concepts and definitions in a scientific research. The problem is that today the most of image-logical terms don't have common interpretation; there are a lot of new terms in professional sphere which do not have any systematization. Using modeling based on the principles of integrity and consistency we have drawn up a conceptual and categorical matrix. The selection of highly specialized terms in the independent unit of our research allowed us to systemize an empirical and theoretical knowledge and to coordinate them by clarifying, deepening, and expanding their volume. We gave the definition of cultural and thesaurus approaches to the formation of image culture and developed a term system that includes general, specific, key, and related concepts that allows to systemize key terms, which was the purpose and the result of the research. We identified requirements to the terms and term systems and showed the results of the analyses of key terms: image and culture. We selected a thesaurus of the problem of the image culture formation and specified the definitions: image culture, image discourse, image monitoring, image standard of the specialist, suggestion of image, image-logical competence. The article draws attention to the problem of borrowing terms from other disciplines, reterminologisation and terminological variation, application in practice synonymous terms with the same content, which complicates the process of professional communication. The results can be used by professionals in the training of specialists in the field of communication.

Keywords: term system, reterminologisation, image culture of advertising and public relations specialist, thesaurus approach, imagological competence, image discourse

B. Smirnov
Doctor of Art Criticism, Professor,
Chelyabinsk State Institute of Culture and Arts
Email: smirnovbf@is.ru

ART OF ORCHESTRAL CONDUCTING AS SOCIAL-CULTURAL PHENOMENON (PROBLEM FORMULATION)

Abstract. Art of orchestral conducting and symphonic art in particular is revealed in social-cultural sphere but at the same time the problems of its social functioning hasn't been studied properly. Methodological principle of systemic analysis requires studying of the subject in the context of the corresponding sphere, in the system which element it is. In other words, the laws of art cannot be studied without its perception by the audience. Learning of the mechanism of effective social functioning of the orchestral conducting art presupposes studying of the audience composition, psychology of perception of music and behavior of music lovers attending symphony concerts. The formulated problem remains urgent at present.

There are two directions of sociological research of the art-audience system. The first direction presupposes the "movement" from a listener to art. The second one is the "movement" from art to a listener when knowledge of objective value of artistic works correlates with their perception and evaluation of the audience. Here we speak about general and musical culture of the audience in the concert hall. Here it is necessary to find out social-psychological prerequisites and social-cultural conditions of a symphony concert effective functioning.

It is very difficult to study the problem due to the public character of music perception, collective emotions expressions, formation of social-psychological set of the listeners of a concert. It is obvious that similar psychic-artistic mind unites different people's categories in their attitude towards art and this gives more influence on the music perception. We can also speak about some mutual creative activity of the performers (conductor – orchestra) and listeners. This phenomenon is connected first and foremost on the artistic skills of a conductor. The laws of integral, auditory-visual perception of a symphony concert by the audience influence the performers' creative activity. In the final analysis the effectiveness of the reciprocal influence of the musicians of the orchestra and the audience of epoy concert is determined by coincidence of their social-psychological "adjustment". Psychological structure of music perception is stipulated by general and musical culture of the listeners attending symphony concerts.

Further working out of social-typological groups of the audience reflecting the whole spectrum of its intellectual, emotional and artistic qualification to the full-scale perception of a symphony concert is the first step towards the solution of the social-cultural task. The touched upon problem along with the directions of its researches open a wide horizon for new scientific innovations.

Keywords: art of orchestral conducting, symphony concert, audience of the concert, integral perception of the concert by the audience, musical culture of listeners, typological structure of listeners

A. Ryazanova
post-graduate student,
Chelyabinsk State
Institute of Culture and Arts
E-mail: rritayu@yandex.ru

STATE PROGRAMS IN THE SPHERE OF CULTURE OF SUBJECTS UFO: COMPARATIVE ANALYSIS

Abstract: Each region as a sociocultural space has resources and capital. Regions UFO characterized by industrial and raw material orientation in the national structure of the economy, the special mental characteristics of the population ("working people"). The management of the sociocultural sphere in the regions of the Ural Federal District is carried out by the program-target method and is regulated by state programs. All state programs in the sphere of culture of the subjects of the Urals Federal District are aimed at ensuring its stable development.

Keywords: regional economy, cultural policy, target-oriented approach, the state program in the sphere of culture, performance evaluation, public-private partnership in the sphere of culture

G. Frenk
post-graduate student,
 Lomonosov Moscow State University
E-mail: galadav90@mail.ru

ETHNO-LINGUAL PROBLEMS OF ABORIGINAL PEOPLE IN CANADA

Abstract. The article analyzes ethno-lingual problems Canadian Aboriginal people are facing nowadays. The issue of saving and keeping Aboriginal languages alive is a hot problem in Canada. More than 1.4 million people (over 4 per cent of the total population in Canada) identify themselves as an Aboriginal person. The 2011 Census of Population recorded over 60 Aboriginal languages grouped into 12 distinct language families. New brain research demonstrates that only 3 languages have high chances to survive. Other languages are endangered (i.e. at risk of extinction) or have already died out. Both federal and local authorities are taking initiatives to keep and popularize Indigenous languages.

Keywords: aboriginal people, Indians, Inuits, Metis, ethno-lingual problems, forceful assimilation, residential schools

PART III. ART STUDY

M. Karpets
Candidate of Art Criticism,
Russian Institute of Art History,
E-mail: mcarpets@mail.ru

CONCEPTUAL AND PERCEPTUAL TIMBRE MODEL METAMORPHOSES IN MODERN AUDIAL CULTURE ENVIRONMENT

Abstract. The term "Timbre" is used to define the whole line of sound qualities with each of them being independent component of the general sound picture and requires separate definition and studies. Categorization of music certain qualities from the point of view of timbre are more than 200 years old. Considerable contribution to the expansion of the horizons of our understanding of timbre was made by the researchers of IRCAM centre in Paris. However psychologically motivated descriptions of musical timbre, evolution of its perception by the audience don't have enough status of scientific cogency to create fundamental theory.

The author touches upon the problems connected with the process of gradual modulation of the audience perception of timbre models. Immanent semantic timbre qualities worked out during the evolution of artistic means in musical culture palette, its logos, forms and tools. Unprecedented status of phonographic esthetics of modern artistic reality is determined by global widening of artistic palette at the expense of active integration into phonography synthesized sounds, timbres of natural and artificial character comprising thesaurus of musical and audio-visual compositions.

Studies of these problems are based on the present academic practices of artistic creative activity systems as notions allowing on their basis to draw some conclusions about previous researches of inter-discipline nature without taking musical art as their main vector in as aspects of interrelations of an artist with timbre models.

Keywords: musical timbre, phonographic pattern, audial aesthetics, sound object, artistic creativity, psychoacoustics, notation, perceptual analysis

IU. Monastyrshina
Candidate of Art Criticism,
Maimonides State Classical Academy
E-mail: monastyrshina2009@yandex.ru

CYCLE OF BACH'S INVENTIONS AND SYMPHONIES: GLENN GOULD'S MODERN CULTURE INTERPRETATION

Abstract. Glen Gould's interpretation of J. S. Bach's inventions and symphonies is one of the brightest examples of peculiar and original and therefore disputable interpretation of J. S. Bach's music. Glenn Gould differently looked at as if classic creation of the German genius which admittedly belongs to instructive-pedagogical repertoire. This interpretation is different in everything: first, in the sequence of pieces arranged by the pianist as a directed script and a peculiar compositional context; second, the main idea of the performer is the principle of "the exaggerated representation" or "colors thickening" which is everything obeyed to – a genre interpretation of the pieces, tempo, form, articulation-rhythmic formulas, the way of articulating the text and so on. In this article we tried to analyze the given interpretation from the viewpoint cultural realities of the Gould times namely to understand philosophical-esthetic "hidden motive" of the text performed.

Keywords: G. Gould, J. S. Bach, invention, newly brought to light masterpiece, man-made text, genre plane, off-musical meaning bearer, topic for understanding, interpretation construction material, interpretation experience

F. Ulmasov
Candidate of Art Criticism,
Tajik National Conservatory by name T. Sattorov
E-mail: firuz_ul@mail.ru

SOLO VOCAL AND INSTRUMENTAL MUSIC-MAKING AND ITS VARIANT FORMS IN TAJIK MONODY

Abstract. Structural and functional features of the solo vocal and instrumental music-making «voice-tool», common in the Tajik monody in the musical traditions of the peoples of Central Asia, are considered as a special logical-structural invariant, which has a diverse variant embodiments. Invariant specificity consists in functional distinction unison melodic lines of this type of music-making in the leading (voice) and accompanying (tool) parties. This distinction is retained in the ensemble forms, in which, as a rule, vocal party is performed by one singer, and accompaniment is performed by an instrumental ensemble. Solo and collective forms of music-making are considered with the usage of different string and plucked stringed bowed instruments, in the context of certain genres with persistent structural invariant solo performance. The author points out epic genres of creativity (Gurugli), song lyrics (Roubaud, dubayti, gazalhoni), classical music (Shashmaqom). Apart from this he determines principles of modeling the structural invariant of solo vocal and instrumental music playing and draws conclusions about the specificity and the special status of this phenomenon.

Keywords: solo music making «voicetool», tajik monody, functional distinction unison ensemble forms, modeling invariant

T. Serikova
Candidate of Art Criticism,
Siberian Federal University
E-mail: serikova_72@mail.ru

SUBJECTIVITY AND OBJECTIVITY IN A WORK OF ART

Abstract. Visual art is one of the ways of reality cognition. The problem of an artist's subjectivity perception of objective reality and its influence on the process of a work of arts creation is of great interest today. The role of the perception subjectivity in the creative process is shown on the example of the selected works analysis by artists of Eastern Siberia YU. Deev, A. Pozdeev, N. Rybakov, A. Surikov, I. Verpeta (based on the method of philosophical-culturological analysis of the work's content comparing it with its analog objective reality). The author's subjectivity includes a complex of visual statements addressed to the recipient both as consciously expressed in the work of arts and as social directives spontaneously appearing in the work of arts as the reflection of situational environment (social-political included). Among dominant factors influencing the subjectivity perception character are value selectivity, imagination and interpretation, perception position, determining the stereotyped character and engagement of vision and professional experience of an artist and "the refinement" of the transforming subject into a certain culture. Paintings with a pronounced subjective character are evaluated as experimental material.

Keywords: Painting, art, Siberia, subjective perception, objective reality

A. Legotina
post-graduate student,
State Institute for Art Studies
E-mail: anna_vasilyi@mail.ru

THE PECULIARITIES OF FORMING OF MODERN STYLE ARCHITECTURE
IN THE SOUTH URALS REGION

Abstract. The article is dedicated to the analysis of factors influencing the processes of modern style forming in regional architecture. Geography of the research is defined with the Orenburg province territory, which special social and economic development has preordained peculiarities of local architecture. According to the civil division on the cusp of the 19th–20th centuries the province consisted of five districts (districts of Orenburg, Orsk, Verkhneuralsk, Chelyabinsk and Troitsk), Orenburg – as an administrative center – was a leader in forming of a new style in this region. The analysis of architectural practice of South Ural cities and towns began with the style context research where its basis is defined as art system of eclectic. Then we learnt shaping of modern and evolution of its branches in local architectural practice. The research has shown the obvious role of a personality that besides influencing the perception of a new style principle, intrinsic factors (governmental urban management or art and cultural development in the Russian Empire) in rooting of modern pattern in the region. Architects and customers, their relations and aesthetic sense demonstrate regularities of development of a new style in the South Urals. The result of the work is specification of peculiarities of regional modern – evidence from architecture of Orenburg province's cities and towns.

Keywords: architecture of South Ural, modern style, regional architecture, provincial culture, culture of the end of the 19th – beg. of the 20th centuries

IA. Moreva
Associate-professor,
Ural State Pedagogical University
E-mail: flatus@mail.ru

SEMANTICS OF FLUTE TIMBRE IN THE INCARNATION
OF THE ARTISTIC IMAGE OF MUSICAL WORKS

Abstract. It considers the semantics of the flute timbre in the musical works of composers 17–20 centuries: G. Caccini, C. Monteverdi, M. A. Cesti, J. Haydn, E. Grieg, F. Mendelssohn, G. Mahler, R. Strauss, O. Messiaen, A. Honegger. It analyzes the timbre of the instrument in creating an artistic image works C. Debussy, M. Ravel, M. Mussorgsky, N. Rimsky-Korsakov, A. Liadov, S. Vasilenko. It considers examples of flute solo of the most famous pages of scores of C. W. Gluck, Jo. Brahms, P. Chaikovsky, S. Rachmaninov, S. Prokofiev, D. Shostakovich, I. Stravinsky. It re-

veals a wide range of timbral possibilities of the flute in the works of A. Schnittke, E. Denisov, A. Terteryan, S. Gubaidulina. On the basis of the above it concludes about the advisability of pedagogical work on finding the timbre at any stage performance. It puts important task for music teacher to help the student to find the colors and means of artistic expression, in discovering the essence of the composer and transfering it to the listener.

Keywords: music, flute, timbre, semantics

A. Zhigmitova
post-graduate student,
Russian Institute of Art History
E-mail: aryuna_88@mail.ru

EVOLUTION MYSTERY TSAM IN THE THEATRICALIZED ACTION

Abstract. *Mystery Tsam in Buryatia – the unique theatricalized action with participation of masks "kindly" and "angry" deities of a lamaist pantheon. The main attention is paid the classical option of the well-known buddhist mystery namely that part of a mystery which was played out of the temple and has been designed for wide spectator audience. On the basis of the modern videos including made by the author of article conclusions about changes in public mystery action and about the reasons of such changes at the level the number of character, a costume, a ratio of the serious religious beginning with entertainment, comical, stretching in the traditional culture of the buryats.*

Keywords: Mystery Tsam, Buddhist dances, masks, comic mystery component

T. Berestova

INFORMATION RESOURCE STUDIES: NOTIONS AND COMPONENTS

Abstract. *The author introduces a new scientific direction of Information resource studies. Along with the analysis of the approaches used in defining the information resources phenomenon the author reveals the shortcomings of information resources existing classifications and evaluates the state of information resource studies scientific research. The author considers transition from classical rationality to non-classical and post-classical rationalities to be inevitable and also pays much attention to the integrative character of a new scientific direction and to the necessity of drawing the attention of the researchers of documentary-communicational cycle to work it out. The author sums up the development of organizational and technological scientific surveys and considers theoretical aspects of new phenomena studies such as creation of scientific definitions, revelation of essence, features and functions of information resources and their functioning metasystem determination and establishment of forms of interrelations with basic concepts of related sciences.*

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Keywords: information resource studies, information resources, information service, document, document resource, documentary-communicative sciences, definition, classification, classical, non-classical, post-classical rationalities, scientific laws, empiric learning, theoretical learning