

**PART I. INFORMATION AND COMMUNICATION SCIENCES**

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**SUPPORT POINTS FOR CLASSIFICATION  
OF ARCHIVAL SCIENCE, SCIENCE OF BIBLIOGRAPHY, LIBRARY SCIENCE,  
SCIENCE ABOUT BOOK AND MUSEOLOGY**

***Abstract.** A retrospective review of common classifications of sciences revealed the basic and necessary, from the point of view of the author, the parameters of the classification of individual sciences – five related science of communication through documents (archival science, science of bibliography, library science, science about book and museology). The idea of objects of science as a dynamic system in which the manufacturer of the document (including library-, archiv-, museum-institution) interacts with the user (user of library, archiv's visitor, museum's visitor, information center's visitor), helps to us find common between these socio-humanities sciences. The methodological basis of combining archival science, science of bibliography, library science, science about book and museology in one classification group author considers fundamental similarity of objects of sciences. Substantive similarity expressed in schemes of category corresponding to objects of these sciences, that allows you to create a scheme of the notion of a shared object and soundly combine the five related sciences into one classification group.*

***Keywords:** classification of the sciences, science of communication through documents, archival science, science of bibliography, library science, science about book, museology*

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**PROFESSIONAL STANDARDS OF LIBRARY SPECIALIST AND POSSIBILITIES  
OF INSTITUTES OF CULTURE**

***Abstract.** Problematic issues of introduction of the professional standard of experts in the field of library information activities and the tasks connected with it are presented. Possibilities of institutes of culture are considered. The problems of preparation and professional development of library shots are given. The directions of improvement of training in the institutes of culture on the basis of education informatization are defined: creations of the electronic educational environment, use of digital libraries, inclusions of distance learning methods in traditional educational forms.*

*Examples of use of electronic education in libraries and higher education institutes of Russia are given. Advantages and the prospects of use of platforms of distance learning by institutes of the country are considered. These are: grate opportunities for involvement of students, the student's involvement into a course, mostly individual works, personally focused nature of training, mechanisms of control of knowledge that considerably increases efficiency of educational activity.*

*Researches of foreign scientists prove that introduction of remote forms of education not only is effective, but also changes an education system in general. Possibilities of various platforms of the distance learning methods and mixed training are presented. All of them allow to expand independent work of students, to involve them in search and selection of thematic electronic resources, therefore to make active analytical skills and to develop critical thinking.*

***Keywords:** library service, professional standard, the expert of library information activities, distance learning methods, blended learning*

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### **POVERTY OF THE POPULATION AS A LIMITING FACTOR OF MODERN PUBLIC LIBRARIES DEVELOPMENT**

*Abstract.* The role of libraries in raising the quality of life, overcoming income inequality is due, above all, to a condition of free access to library resources and obtain free services to all population groups. Free library service, speaking in the past decade social tool of information and cultural alignment of various social strata of the population, is now in a sense and marks the public library users as a financially unsecured. The situation in public libraries in many countries demands to recognize the fact that they are the institutions for the poor in the new economic situation. This fact testifies to a new aspect of the social importance of libraries for the actualization factor being free library services, the library and at the same time provokes reflection on and implementation of new directions and forms of work in the given parameters.

The development of the cultural patronage in relation to the word poor people today so extensively deliberately organized in public libraries of Russia, which effectively acts as their new identification sign, entering the library to the level of social institutions. However, this status of libraries associated with certain limitations in their development as centers of information and intellectual leisure. First of all, the limitations of an intellectual nature, is directly related to the drop in the level of literacy (often – and morality), caused by weak physical facilities library customers. Circumstances leaning library to explicit user needs to “light” topics, entertainment, limit their work in the promotion of intellectual products. The question of librarians’ material poverty also introducing serious risks in the modern intellectual activity of libraries is being actualized in this aspect.

Intelligent relation to the existing situation is a current professional challenge. Comprehensive assessment of the poverty factors influence consequences on library development will make them manageable.

**Keywords:** poverty, population, public libraries, development of public libraries, social work library services in public libraries

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### **READING FICTION IN THE INTERNET: MODERN READER'S PRACTICES STUDYING**

*Abstract.* Development of informative and communicative technologies has made a considerable transforming impact on all spheres of public life. To meet modern requirements social institutions working with information and its users including remote ones master new forms and methods of interaction with them.

In this context, the article deals with reading of fiction on the Internet; studies characteristics of Internet reading and readers of fiction. Some distinctive features of reading Internet fiction have been revealed. They include interactivity as interaction of readers with the author of the work and/or among themselves and a possibility of an operational response to the work of the writer; hyper textualism – use of hypertext technology for independent creation of contents, building of a personal path of reading trajectory.

Creativity of reading is shown in two ways: on the one hand, in the course of creative work with the text readers refract it through a prism of personal perception and reconstruct it in the mind by means of imagination, memory, intelligence, on the other hand, readers construct new meanings by means of creation of own texts, their messages, comments.

New practice implemented in the Internet by the reader: motivation of the author and stimulation of literary work by means of micro patronage.

*The given analysis allows drawing a conclusion that knowledge of features of modern reader's practices on the Internet will help library experts to enhance library and information services according to contemporary requirements and encourage reading activities*

**Keywords:** *Internet reading, reader, fiction, hyper textualism, creativity, interactivity, recommendatory services, micropatronage, reading advance*

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## **CULTURE AND ARTS HERALD – PROFESSIONAL CHANNEL FOR BROADCASTING INFORMATION ABOUT THE REFERENCE AND BIBLIOGRAPHIC SERVICE**

**Abstract.** *The article represents a thematic diversity of scientific directions reflected on the pages of “Herald of Culture and Arts” (until 31.10.2016 was published under the title “Herald of the Chelyabinsk State Academy of Culture and Arts”), the dynamic of their development was traced from 2002 to 2017, which is an anniversary – publication of the fifties issue. The publications of this periodical about the reference and bibliographical service over 15 years are briefly described. This article gives their thematic classification, identifies their close interdependence and ties with the scientific tradition of the bibliographical school of I. Morgenstern.*

*Undertaken study of such publications for the first time from information point of view helps expand possibilities of their scientific potential use for a wide range of specialist. “Herald of Culture and Arts” should consider as a particular type of information resources of the reference and bibliographical service.*

**Keywords:** *high school periodical press, “Culture and Arts Herald”, bibliography science, bibliography, I. Morgenstern*

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## **THE ROLE AND PLACE OF NETWORK LIBRARY PROJECTS IN THE EDUCATIONAL PROCESS OF THE SCHOOL**

**Abstract.** *The pedagogical activity of a library of the educational institution historically was implemented as an educational component of educational process. New conditions of modern education demanded change in work of school libraries. Network library projects became the new instrument of realization of their pedagogical activity. This technology allows to consider the possibilities of inclusion of library in educational process by means of formation of achievements of pupils at three levels: subject, metasubject and personal. Realization of educational function in the network project is presented on examples of achievements of subject results in literary and language projects (the projects “Adventures of Inquisitive”, “There Lived on Light Language” and others), in projects of other subject orientation (history in “Not Without Reason All Russia Remembers” project, geography – in web quest of “Top of the Stone belt”) and subject results of participants in the sphere of information and communication technologies. The training, educational and developing functions can be considered through formation of reader's competences, media and information literacy of students and their communicative competences. Results of reflexive poll of participants and coordinators of teams prove efficiency of network library projects in achievement of various results of training. The data stated in article confirm a research hypothesis that network projects are the effective instrument of inclusion of school library in educational process of school.*

**Keywords:** *school library, network library project, library pedagogy, pedagogical activity of the school library, educational activities of the school library*

## **PART II. CULTUROLOGY**

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### **EXPERIENCE SYSTEMATIZATION OF CULTURAL MEANINGS**

**Abstract.** *The article discusses the multiple meanings of the nature / cultural artifacts of values, among which are the meanings of utilitarian and functional and allegorical meanings. The predominance of one or another social context due to the existence of any artifact. We consider three options for interpreting meanings: absolute, relative and subjective, that principle applies to different types of artifacts.*

**Keywords:** *cultural artifacts, their meanings / values, classical, non-classical and post-nonclassical types of interpretation, social context, social conflicts*

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### **HUMAN CAPITAL AS CULTURAL-PHILOSOPHICAL PROBLEM**

**Abstract.** *This article considers a long existing philosophical approach in cultural studies as means of the analysis of human capital. Analyzing the history of human capital study per se and how the problem of human capital has been studied within economics, pedagogical science and sociology, the authors point out that when scientists faced generic questions they introduced the concept of culture. Emerging in a variety of forms from “intellectual”, “spiritual”, “managerial culture”, “cultural strategy”, “cultural and economic development”, “genetic code of culture”, etc. culture emerges as an important trend and even a form of capital. However, despite the importance that scientists attach to culture in its connection with the study of human capital, they are not able to move forward in solving the problem without resorting to integration of scientific solutions with their worldview. Thus, the appeal to culture in the emergence of generic issues, the combination of science and worldview within the approach to the study of human capital, dictates the demand for a new approach to its study – the philosophical-culturological approach. Some of the perspectives of the usage of philosophical-culturological approach to the study of human capital, opened by the use of this approach, are offered by the authors in this article.*

**Keywords:** *human capital, culture, culturological-philosophical approach to*

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### **A CARNIVAL IN THE GHETTO: SOME FEATURES OF THE LITERARY UNDERGROUND OF THE 1960-ies – 1970-ies IN THE USSR**

**Abstract.** *We consider the possibility of using new approaches to the study of the literary underground of the late socialism. Identification of such aspects is based on the structural-functional approach that makes it possible to select the location of the underground art in the cultural space of the USSR of 1960-ies – 70-ies of the 20<sup>th</sup> century, and to identify some of the characteristics features, intrinsic for the underground in its appearance and development.*

*The article characterizes specificity of the cultural and historical conditions of that epoch, having determined emergence of the effect of cultural trauma as one of the significant factors in the origin of the artistic underground.*

*We analyze the peculiarities of relationship of the system of the official ideological institutions and leaders of the “alternative culture”. It is shown that the dissonance between the official culture and the underground leads to development of practices of stigmatization in relation to “dissidents”, resulting in origin of the underground cultural ghetto-enclaves in the cultural space as symbolically marked loci of the socio-cultural space.*

*In the condition of confrontation of the official normativity members of the artistic underground refer in their activities to carnivalization as the way of vision and creativity, being fueled, in particular, by the ideas of M. Bakhtin. Carnavalesque and mascarades as the features of functioning of the underground at that epoch don't limit its identity, but they are intrinsic properties making it possible to explain both many thematic and stylistic features of the underground creativity, and the heightened performativity of the conduct of the underground members both in art and everyday terms, that seems to be perspective for further study of this issue aspects.*

**Keywords:** literary underground, cultural space, ghetto underground, cultural trauma, stigmatization, carnivalesque, mascarades

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## **FORMATION OF CIVIL IDENTITY IN EDUCATIONAL ENVIRONMENT OF THE GLOBALIZING WORLD**

**Abstract.** *Preserving national and ethnic identity (mother tongue, culture, religion etc.) in the epoch of globalization is one of the most important problems especially urgent for mini-nations. For multi-cultural and multi-national states (e.g. for Russia) of utmost importance for the citizens (of any nationality, religion and ideological views) is to recognize themselves as a part of the given society and to feel their involvement to the events happened in the country and to have an active civil position. And here we come close to the notions of “identity” and “civil identity” and analyze their different interpretations by national and international scientists.*

*The leading role in civil identity formation is played by educational system. As civil identity is a complex and multi-level structure lying on the crossing of national-historical, social-psychological, social-cultural and political spheres there are also many different directions of its education. The main of them are historical, value, political-legal, patriotic, labor and ecological ones. We consider all above mentioned directions to be realized in high school.*

*Education of the civil identity should strengthen the solidarity of multi-national population of Russia at the same time favoring preservation of cultural variety of all peoples and ethnic groups.*

**Keywords:** identity, civil identity, inter-cultural communication, globalisation, lifelong education system

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## **PROBLEMS OF INTEGRATION OF ETHNIC CULTURES IN THE SOCIETY OF KALININGRAD**

**Abstract.** *The article studies social and cultural trends in the integration of ethnic cultures of the Kaliningrad exclave in interaction with the cultures of surrounding countries of the Baltic region. The revival of ethnic values allows bridging the gap between spiritual culture and material goods of civilization, educating people in the spirit of tolerance, return to the values of their native culture and overcoming the mental incompatibility of people and human communities. These processes stimulate the development of the nation because ethnic culture is not only an effective means of consolidating the nation, but also stimulates the creative power of the people, determines the*

conditions for social well-being, creating a bond between the destiny of man and the destiny of people. Currently, the Russian exclave in the southeastern Baltic sea is the center of crystallization a new forms ethnic group. The creation of a range of Russian spirituality, as the most appropriate factor of traditional mentality, is the main task of all actions of the subjects of social and cultural activities in the Kaliningrad locus.

**Keywords:** integration, ethnic culture, ethnic values, the spirit of Russian, ethnic consciousness

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## **FORMATION AND LEVEL OF DEVELOPMENT OF THE GEEK CULTURE OF BOARD GAMES IN RUSSIA**

**Abstract.** Board games are one of the key links in the intellectual development of a person, upbringing the spirit of competitive contention, and also provide an opportunity to understand personal principles of human existence, at least in terms of gaming experience. As an argument for this statement, a special award for board games can be indicated, established by the Mensa society. At the moment, we can observe a surge of interest to a type of leisure activity, which is confirmed by economic indicators: despite the crisis, the board game market is growing all over the world, including Russia.

The subculture of board gamers (“table-game player”) can be referred to the class of geek cultures, depending on the degree of immersion in the cultural field, up to the level of “true-geek”. Practically speaking, geek is an extremely keen hobbyist individual who actively participates in the generation of new semantic fields of the subculture. He is not an ordinary consumer of the game market, but voluntarily promotes and creates new products in the field of board games. In form such participation can focus in various branches: painting of game miniature, creating new game elements, redesign and creating self-made copies of game. In this way such participation is an active participant of thematic network communities, organizes game clubs on a regular basis, actively writes user reviews on new games, forms podcasts by the specifics of the game, the rules of the game, develops a national school of board games.

A number of indicators of modern sociocultural space speak of the existence and the formation of a geek culture of board games. First, board games are actively mentioned in the products of mass culture: the series “Big Bang Theory”, the film of the cult director David Fincher “Gone girl”, etc. Secondly, there are regular special events – game libraries, which collect a significant number of people in large cities. The market stability of specialized publications for the geek community, as well as the operation of rental services for board games can be considered as the third circumstance. And finally the last argument is the successful use of board games in pedagogical and educational processes.

In conclusion, it should be considered that the field of research is extremely broad and perspective in the light of the study of feedback models and the influence of board games on the modern society. Do board games fulfill the function of compensation of the lack of social interaction in conditions of technically mediated communicative strategies? Are they a factor of socialization in modern conditions? What is the relation between the game process and the trends of virtualization?

**Keywords:** subculture, super-subculture, geek culture, board games, game library

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## **PUBLIC SPACES AS FACTORS OF SOCIO-CULTURAL DEVELOPMENT OF LOCAL TERRITORIES**

**Abstract.** The author focuses on a part of the sociocultural space, which is usually referred to as “public space”. In fact, this is the place in the city, a street or square where people spend most of their free time. The evolu-

tion of public spaces has led to an expansion of the range of their social and cultural functions, increasing their significance in the conditions of a stable tendency to preserve traditional urban spaces and continuity in mastering the principles of civil society and cultural retransmission. It is the demand and attractiveness of the space, mastered by townspeople, the possibilities of its sociocultural diversity, as well as the ways of development, are a priority sign describing the phenomenon of agglomeration.

The article presents the results of a comprehensive analysis of mainly the ideas of foreign researchers, since in Russia this topic is not sufficiently studied and requires theoretical elaboration. Drawing a conclusion about the current situation in Russia, the author emphasizes that the adaptation of foreign experience to the contemporary cultural realities of a typical urban space leads to the realization of the search for own solutions. The scientific novelty and theoretical significance of the conducted research is manifested in the expansion of the conceptual apparatus of cultural studies in the context of the introduced topic "public spaces", as well as the more detailed disclosure of the functions and attributes of urban public spaces. Particular attention is paid to identifying the historical prerequisites for their occurrence. In the author's opinion, qualitative and attractive spaces are meeting places and generators of social interaction. It is this communicative component that involves people in an active social environment that helps to create more stable and healthy communities, forming a close relationship between a certain territory and the social life of people. To make the space successful and attractive in the eyes of "users", use the placemaking – a modern approach to planning, organizing and managing public spaces, aimed at increasing people's emotional attachment to the territory and developing a sense of community.

**Keywords:** urban centre, public space, third places, local territories, placemaking, urban environment, free time, urban space, urban environment quality

### **PART III. ART STUDY**

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### **COMMUNICATIVE ROLE OF THE ARTISTIC VIEW IN MORPHOLOGY OF THE INTELLIGENT DEVICE**

**Abstract.** Article is devoted to problems of an aesthetic form of intelligent devices, such as a robotics. We study the theoretical aspects of design such as the dialectics of interrelation of the creative vision of the author, and the perception of the consumer goods by the consumer, crisis of an objectification from the perspective of functional justification, updating imaginative approach to design engineering. Reveals the role of the artistic imagery of the product of design in the communication the person and the machine. It determines the relative design independence of the appearance of smart devices at their functional purpose.

**Keywords:** design, robot, machine, form, artistic image, serial, man-machine system, communication, aesthetics, biomorphism, functionalism

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### **FEATURES OF A TRADITIONAL COSTUME COMPLEX OF THE PEOPLE OF ALTAI: ASPECTS OF THE MYTH AND RITUAL**

***Abstract.** Authors consider Problems of search of sources of creation traditional are considered complex of a suit of indigenous people of Altai. Influence on a design and decoration of a national suit of the southern and northern Altaians rendered conditions of their life and activity (distinctions in a conduct of life nomadic and settled of the people), belonging to different social groups. However authors consider that the key role was played by mythological ideas and features of a cosmogony and cosmology of the people of Altai. Jewelry and ornaments are considered as the phenomenon not so much esthetic, how many sacred, "guarding".*

***Keywords:** people of Altai, traditional suit, mythology, cross-cultural communications, ritual, household features, traditional hairstyles, functions of a suit, costume functions*

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### **CYCLIC FORMS IN TRADITIONAL KAZAKH INSTRUMENTAL MUSIC (ON THE EXAMPLE OF «BAIZHUMA»)**

***Abstract.** This article is devoted to the cyclic kyuy "Baizhuma" as one of the unique phenomena in traditional instrumental music of Kazakhs. In the article the author gives explanations to the name of "Baizhuma" and where the origin of the tradition of Kazakh dombra people to this topic originates. Common features and characteristic features are analyzed which are inherent in the performing style of dombrists, who turned to this genre ("Baizhuma", Kurmangazy, Dauletkerey, Turkesh and Dina).*

*Special attention is drawn to Dina Nurpeissova's kyui "Baizhuma". Her kyui which is paid special interests not only because she is a student of Kurmangazy but because of the fact that she created her own style that was different from Kurmangazy's school and incorporated Dauletkerey's school's style. It can be seen on the bases of comparative characteristics of Dina, Kurmangazy, Dauletkerey and Turkesh's variants, paying readers' attention to the similarities and differences between them. The dignity of "Baizhuma" is that these kyuis are still considered as the criterion of the highest performing skill.*

***Keywords:** kazakh national music, dombra, kyui, Baizhuma, cyclic form, Dina Nurpeissova*

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### **EVOLUTION OF A SUITE GENRE FOR THE RUSSIAN FOLK INSTRUMENTS (by the example of the works of the Ural composer A. Byzov)**

***Abstract.** Suite genre for Russian folk instruments (the first works in the genre of the suite in the history of the folk-orchestral repertoire appeared in the early 20th century) is popular with the composers of different generations*



(it is known more than 200 works) and it is quite well theoretically developed. At the same time, the work of contemporary Russian composers working in this genre is not sufficiently studied. The Ural composer A. Byzov is among them. By the example of his suites, we tried to identify the academic traditions of constructing a suite cycle for folk instruments, and the creation on their basis of a qualitatively new genre of professional folk-instrumental musical literature.

We took three completely different suites by A. Byzov for analysis, which are best known: 1) "Russian sketches" (1972), associated with the Russian folklore tradition; 2) "Three plays based on the stories of Jack London" (1983), highlighting the national American flavor (country and jazz stylistics), depicting the image of the "gold rush"; 3) "Suite for two mandolins" (1994), written in a lyrical and philosophical way. These suites are distinguished by strict alignment, symmetry of form, aphorism of utterance despite the different approaches to plots, imagery, style models. By the example of his suites, the features inherent in the genre of the suite as a whole are clearly visible: a catchy characteristic imagery, often associated with domestic dance and song formulas; compactness of the form; often the program content; preservation of integrity, closed form with the "deliberate" unification of contrasting parts. Thus, the suite provides ample opportunities for creative searches in the field of correlation of academic, folklore and author's material, for the study of traditional and innovative means of musical expressiveness.

**Keywords:** the Suite genre for folk instruments, artistic time and space, domestic dance and song formulas, intonation kinship, specific methods of sound production

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## **FORMS OF ORGANIZATION OF THE SALON CULTURAL IN KAZAN AT THE END OF 18<sup>th</sup> – FIRST HALF 19<sup>th</sup> CENTURIES**

The emergence of salon culture in the Russian empire was in the eighteenth century, not only in St. Petersburg and Moscow, but also in major provincial cities, including Kazan. The main forms of organization of salon culture, for example, in Kazan, in the specified period were the salons and clubs, which functioned slightly different from the capital. The most famous among them the literary circle of G. P. Kamenev and S. A. Moskotelnikov, "The society of lovers of Russian literature", a literary salon Ryndovskih, salon of K. F. and A. A. Fuchs. The basis of these communities was the local intelligentsia, public figures, and members of the same salon often participated in other circles.

**Keywords:** salon culture, salon, circle, evening, gathering, province

### **REVIEWS**

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### **RETURNED NAME**

Rushanin V. IA. Ivan Aleksandrovich Tikhomirov. Recovery of the forgotten name.  
Chelyabinsk: Igor Rozin Publishing, 2016. 431 p.

**Abstract.** The publication by V. IA. Rushanin belongs to non-fiction genre and represents a new branch of the scientific cognition – historical biographics and the role of the author is based on the creation of "russian chronicles". The author shows through the periods of his own life social environment, professional self-determination, political and

religious views as well as I. A. Tikhomirov's scientific priorities. The book by V. IA. Rushanin was highly appreciated by the reviewer who marked the author's utmost impartiality and recreated atmosphere of the real life.

Description of biographical facts and historic events considered by the author in his book has made the reviewer put questions on the influence of the external environment on man, usage of theoretical potential of slavophilism under the new circumstances, training of intellectual elite for the society and determination of real borders of pedagogy.

**Keywords:** V. IA. Rushanin, I. A. Tikhomirov, biography, non-fiction, biographics, Slavophiles, education, history, pedagogy

## DISCUSSIONS

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## HERALDS OF NOOSPHERE IN CULTURE INSTITUTES

Quintessence of the natural-science concept of noosphere was defined by V. Vernadsky. Developments of man's brain and the human mind abilities have made it possible to control the biosphere in his own interests. Landmarks of the doctrine's development along with its followers have been determined. Among them are – formation of Noosphere social academy of sciences (noospherism), researches by I. Borzenko (noospheric humanism), by N. Moiseyev (Collective Mind creation), by A. Ursul (model of advanced noospheric formation, noospherology).

Transformation of natural bio- and socio-sphere into artificially created "sphere of the Mind" is an urgent planetary task. However current editions of the leading culture institutes don't practically touch this range of problems. Moreover many high schools have no chairs and faculties of noosphere and noospherology. Post-anthropogenic civilization must bring up a bearer of humanistic culture – "a noospheric man" that is first and foremost pedagogical task which can hardly be solved without participations of experts in bibliosphere, document sphere, inosphere where culture institutes will have to act noospheric value translators.

**Key words:** noosphere, noospherism, noospherology, futurology, culture institutes, a noospheric man