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INSTITUTE OF CULTURE IN THE ERA OF GLOBAL CHANGES

Abstract. The article considers scientific and educational activities of the Chelyabinsk State Institute of Culture and Arts in the field of problems of formation of the global information society, as well as the activities of the scientific "Information society" educational center which was created for these purposes. The article shows that the activity in this direction is in line with the current trends of the world community development and contributes to the formation of modern scientific world view culture of the future specialists.

Keywords: information society, culture, scientific world view

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GOLDEN JUBILEE: to the 50th Anniversary of the Chelyabinsk State Institute of Culture and Arts

Abstract. Solemn opening of the Chelyabinsk State Institute of Culture and Arts the fifth in succession higher educational institution in the city and the fifth cultural higher educational institution in the country took place on October 1, 1968. During its half-century history, the institute has been developing widening the number of its specialties and faculties and strengthening its scientific potential (more than 80 % of the teaching staff of the Chelyabinsk State Institute of Culture and Arts have scientific degrees), its facilities and resources; it has been living full and multifarious concert-creative and performing life under the guidance of rectors P. V. Sapronov, A. P. Grai, V. IA. Rushanin. During these years the institute has become one of the most important cultural-educational, artistic-enlightenment and creative centers not only of the Chelyabinsk region but of the entire Russia as well.

Keywords: The Chelyabinsk State Institute of Culture and Arts, ChGIK, ChGAKI, regional education, Culture Institutes, culture, science, history

PART I. INFORMATION AND COMMUNICATION SCIENCES

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LIBRARIANSHIP: INVESTMENTS TO THE HUMAN CAPITAL

Abstract. The article raises a question of developing human capital in specialized sub-system of culture – library sphere as one of the leading in realizing state politics of culture. Basic Principles of State Policy of the Rus-

sian Federation (2014) determine regular investments to man's development as a necessary term of economic and social modernization of the country. But the position of the state regarding such social and cultural institution as a library (insufficient support on macro- and micro-level, on the leftover principle financing) is running counter to the aims declared in Basic Principles of State Policy. Reviewing of the state policy in librarianship will allow to conduct effective modernization of all library vertical.

Keywords: human capital, library, librarianship, cultural politics

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PECULIARITIES OF REGIONAL INFORMATION AGENCY CONCEPT DEVELOPMENT IN MODERN INFORMATION-COMMUNICATIONAL ENVIRONMENT

Abstract. The article considers the items connected with the specific features of development of a regional information agency in modern information-communicational environment. The problem under study is conditioned by the contradiction between the mass-scale development of information agencies sites in the region as an important component of information-communicational environment and lack of system idea of the mechanisms of these media-structures functioning. The authors stress that effective functioning of a regional information agency presupposes orientation on the maximum full accomplishment of information and communication inquiries of the targeted audience on the grounds of different component models integration. The authors conducted the analysis of the agency's site based on the Internet-Mass Media conceptual model paying much attention to studying of such component models as organizational, informative, typographic, service and communicational ones. The authors used the site of the "Dostup" regional information agency of Chelyabinsk (www.dostup1.ru) as a study base.

Keywords: information-communicational environment, regional Internet Mass Media, information agency, Internet Mass Media conceptual model, media content, media text

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SUPPORT OF READING IN BOOKS SOCIAL NETWORKS ENVIRONMENT

Abstract. The article analyzes the phenomenon of books social networks and their participation in support of reading. The author presents the results of the analysis of reading support tools – Livlib.ru, Bookmix.ru: books call and books marathon are the most effective from the point of view of reading promotion and formation of positive skills at post-reading stage. The article characterizes the peculiarities of book promotion in YouTube and Instagram and gives examples of the most successful Russian-speaking booktubers. The article contains information about partnership of publishing houses and book-trade system with books social networks.

Keywords: reading, support of reading, social networks, books social networks, users of books social networks, Livlib, Bookmix, YouTube, Instagram, book tuber, bookstagramer, communication, recommendation, libraries, publishing houses, bookstores

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FORMS OF LIBRARY SERVICE IN SUPPORT OF GENERATION Z READING

Abstract. In the beginning of the article the authors give a short description of some psychological and personality traits of Generation Z, such as clip perception of information, hyperactivity, mobility (social, career, occupational, labour market, interfirm etc.) and others. These personal qualities of Generation Z individuals are formed during the modern stage of the development of the information society. The generation certainly needs the special innovative forms of library service (for example – different kinds of book promoting and reading options, novel methods of organization of around leisure activities, open access to information resources, various forms of information literacy and of course the promotion of the development of information literacy and reading skills and their practical application). University libraries promote learning and engagement for students and teachers across many interesting themes (social, cultural, historic, scientific and civic and others), and uphold the values of respect for intellectual integrity, freedom of enquiry, discussion and dialogue. New thinking and imaginative new ideas are now being proposed from university libraries. They also develop new kits for use with students and to support recreation. In addition, the article offers contemporary ideas which will help to build an adequate learning style with Generations Z students. To succeed in the information society, young people must develop new ways of thinking, both creative and imaginative. Only thinking on such a scale can create future-proofed security guarantees. Professors and students can now access a larger body of research in their University library. The University library remains main educational department. They can work with every customer individually and can work out individual programs of reading and researching.

The authors talk about their vast experience in using online conferences, webinars, book trailers, virtual exhibitions, sms and mms messages etc. in their work in the Chelyabinsk State Institute of Culture and Omsk State Technical University. They use the library as a multifunctional centre to take classes, to give online lectures, to hold competitions, events, programs, symposia or other activities at their Universities. They can also serve as exhibit space and other very interesting and important opportunities.

Keywords: Generation Z, librarian service, bibliographical service, University library, innovative technologies of promotion of the reading, relevant and useful innovative technologies to implement at the library

PART II. CULTUROLOGY

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CULTURE AND SECURITY: STRATEGIC TASKS OF CULTURE IN THE 21TH CENTURY

Abstract. Culture is the most important and complicated in its structure and manifestation phenomenon of vital activity of a human being and a society which leads to many different definitions of this term. Among the main directions of culture development are spiritual, social, material and informational. All these spheres are of utmost importance for national and global security. We study informational culture more thoroughly as informational sphere today forms new global problems of a civilization development closely connected with the problems of culture and requiring its theoretical understanding and solutions in future. Some of them are preservation of modern history cultural heritage; problem of effective usage of new devices and systems of mankind's external storage;

the problem of intellectual dependence of man from new means of informational civilization external storage. Besides this items of increasing the life quality of the population new problems of culture should be considered in close connection with the global informational society development process, with the increase of e-culture of man and society. Such notions as “informational poverty”, “informational inequality”, “informational security” which have appeared lately are used not only regardless separate people but also characterize the level of development of wide range of countries and regions of the world. Thus culture is becoming a critical factor for the solution of the above mentioned problems. So it is necessary to cardinaly change the attitude towards culture’s development both in public conscience and in state and international policy. And informational paradigm of a scientific cognition being formed with the active participation of Russian scientists is an important and perspective direction of philosophy and science methodology development.

Keywords: global security, state policy, information-oriented society, information-oriented culturology

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FROM CULTURE TO CULTURAL CAPITAL OF INFORMATION SECURITY OF AN ORGANIZATION

Abstract. The problem of an organization information security culture (ISC) is especially urgent in modern science and practical activity abroad. Total digitization of modern human activity results in growth of incidents of information security (IS) in organizations. Prospects of the coming Industry 4.0 and the Internet of Things (IoT) give full grounds to wait for their exponential growth in the nearest future in Russia as well. The main culprit of these incidents is a human being. That’s why experts acknowledge the importance of ISC in any organization. But very often experts don’t take into consideration peculiarities of enterprises as economic subjects using exclusively culturological approach. Economic nature of an organization as a subject of social-economic relations requires the necessity to concentrate not on culture but on cultural capital of information security of an organization (ISCC). The aim of the article is to justify the approach to ISCC of an organization as economic subject: to define its notion, structure and development principles.

Keywords: sociology of culture, information security culture (ISC), corporate cultural capital, human factor, organization

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CULTURAL SPHERE HUMAN CAPITAL: URGENT LANDMARKS OF THE REGION’S HUMAN RESOURCES FORMATION

Abstract. The article considers the problems of current regional cultural policy pursue in the context of personnel potential in cultural sphere of Chelyabinsk formation. The authors give their own variant of system analysis of requirements to form territory human capital by means of effective interactions between “educational market” and “labor-market”. Coordinated process of educational market and labor-market development is based on defining and installing of really functioning mechanisms of interaction between educational institutions (of all levels) and institu-

tions of culture and art / creative groups training personnel for certain jobs. Main conclusions and recommendations have been illustrated by the opinion poll's results conducted in 2017–2018 on demand of the Culture Ministry of the Chelyabinsk Region which elicited the problems and prospects of professional orientation and professional self-determination of undergraduates of the Chelyabinsk State Institute of Culture and South-Ural State Institute of Arts.

The article draws a conclusion on the necessary creation of many-level and many-profile esthetic complex with the basic task to create universal artistic-educational environment based on integration of primary, secondary, university and post-graduate education in artistic culture of South Urals.

Keywords: cultural sphere, regional culture, human capital, educational market, labor-market, artistic education

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SOCIAL FORECASTING AND PROJECTING AS A NEW QUALITY INDICATOR OF REGIONAL TOURIST AND RECREATIONAL SPHERE MANAGEMENT: SCENARIO APPROACH

Abstract. The research of projecting activity in the tourist and recreational sphere is presented as a very urgent problem because the role of culture and a recreation in the course of social and economic transformation of the country has increased. In the Russian system of public administration social programming as one of ways of introduction of innovative methods at all levels of power acts as a type of research activity of applied orientation. State programs of cultural development and tourism are being developed in Russian regions on the basis of a program and target method and scenario approach. In this connection understanding of social project as indicator of new quality of regional government is obvious. According to scientists, regions of the North of Russia are different enough and can't be considered as a unit that complicates scenario approach application to their research. Yugra is regarded as a type of territory with limited tourist and recreational resources where tourism and a recreation can develop depending on the available needs for the organization of resting places, including - at the initiative of local public authorities. During long periods of time these territories weren't considered as tourist regions, but the growing tourist demand and interest of power structures began to contribute to the active development in them the sphere of a recreation and tourism. Perspective scenarios of development of Yugra including "a window of opportunities", "the innovative base", import substitution in the sphere of economy, three levels (scenario) of financing of branch of tourism: "inertial", "optimum" and "ambitious" have been considered.

Keywords: region, social projecting, regional management, program and target methods, scenario approach, indicative thinking, tourism and recreation

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MUSIC COLLEGE AS A MANAGER OF CREATIVE EVENTS: ON THE MATERIAL OF THE GNESINS RUSSIAN ACADEMY OF MUSIC CREATIVE ACTIVITY

Abstract. The article discusses the current issues of planning, holding musical events, creative projects organized by the Music High school both in Russia and abroad. Music High schools, using the skills of the teaching

staff and talented students, always, throughout its history acted as effective managers. They positioned and represented in society their outstanding composers and performers, who, in turn, demonstrated samples of high performing skills, the organization and conduct of competitions, festivals, concerts and many other events. As examples, the article presents the creative projects of the Gnessin Russian Academy of Music.

Keywords: spiritual culture, music management, Gnessin Russian Academy of music, organization, management, creative event, concert

PART III. ART STUDY

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THEORETICAL FOUNDATIONS OF AUTHOR'S CREATIVITY IN WORKS OF OLD RUSSIAN CHURCH ART OF SINGING MASTERS OF 16th – 17th CENTURIES

Abstract. The author reveals the theoretical foundations of the outstanding masters' work in the field of the Old Russian church and singing art of the 16th – 17th centuries. The research is carried out on the materials of manuscript sources of the 12th– 17th centuries with the using of developed by the author method of textological structural-ly formulae analysis of Old Russian chants. In addition to separate chants, the paper presents the results of studying the scale cycles chants of authorship: Stichérons of the Great Service of the Cross of Varlaam Rogov, Evangelical Stichérons of Feodor Krestjanin, Hypakoi of the Resurrection of Ivan (Isaiah) Lukoshkov, Holiday Stichérons of Faddey Subotin, Stichérons in honor of St. Nicholas of Login Shishelov. There are also presented research results of two sticherons cycles of Tsar Ivan the Terrible "creation" (authorship): the memory of Metropolitan Peter of All Russia and in honor of Vladimir's miraculous icon of the Theotokos. The researcher revealed that the melody variability inside the formula, the formula-transformation and formula-renovation variabilities, creativity on the base of the archetype, creation chants "similar to" the reference of pattern and others are these chant masters' universal artistic principles. They rooted in the deep layers of the church singing written culture of Ancient Rus. Masters of chanting art could create their own more original compositions. They freely combined the formulas depending on the figurative and semantic connections of the text and music, without going beyond the framework of the canonical formulaic intonation-rhythmic and modal thinking.

Keywords: znamenny chanting art, theoretical foundations of Old Russian church art of singing, principles of medieval musical creativity, structurally formulae analysis method.

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SONG CREATIVE ACTIVITY OF V. N. BELKIN AS A REGIONAL MUSIC CULTURE PHENOMENON

Abstract. Global processes in different spheres including cultural sphere as well caused the problems connected with identity preservation through understanding of belonging a man to a certain culture both state and regional. So complex study of regional cultures and research of their separate representatives as indices of such culture have become urgent at present. Regional culture is a complicated integral phenomenon covering musical regional culture as well. Inside the last one musical amateur activity of a certain territory is worth mentioning. Unfortunately, the im-

portance and value of amateur activity on the whole both in scientific researches and in everyday knowledge has been unfairly undervalued. In our opinion within the bounds of this phenomenon which developed so extensively in the middle and the end of the 20th century the most important tendencies which could enable folklore preservation and actualization in modern times are still functioning. In this respect mass character, amateur motives, availability of this kind of creative activity are worth mentioning. In this connection special attention should be paid to studies of the musical amateur groups leaders best experience and to the creative activity of amateur composers composing music for such groups. Thus, this article studies the creative activity of the leader of a musical group and amateur composer of the Chelyabinsk region V. N. Belkin and considers him as an incarnation of All-Russian folklore tendencies. V. N. Belkin's creative activity is closely connected with the Russian folklore by topics, characteristic word formulas and musical intonations. All this not only popularizes the composer's creative activity but is also one of the factors seriously influencing the actualization of folklore itself through creating authors compositions in folk manner.

Keywords: musical folklore, amateur art activities, amateur composer, song creative activity

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SPIRITUAL VERSE MODAL ORGANIZATION IN MINING DISTRICTS OF THE CHELYABINSK REGION

Abstract. The relevance of this work is determined by the growing interest of modern society, in particular, of Russian musicology, to folk spiritual song production, as well as to the absence of comprehensive studies of the spiritual verse genre in the Southern Urals. This article deals with the modal patterns of spiritual verses that exist in the mining area of the Chelyabinsk Region. The conducted study focuses on the classification of the main tonal structures, and seeks to provide a rationale behind their dependence on the functional belonging and stylistics of the spiritual verses. The analysis of the studied samples revealed the regularity of their modal organization in accordance with their belonging to festive dates and family rites, as well as stylistics. The spiritual verses incorporate the melodies of ancient calendar agricultural songs and peasant lyrical plangent song, city and romantic songs, as well as canticle and liturgical song. The melodies of spiritual verses with quarto variability of the main tones and anhemitonic melodization (1 and 2 groups of modal classification) stylistically converge with Ural lingering songs, and are used both in funeral rituals and during Orthodox fasting periods. Samples with a mediant and supertonic variability of the main tones (Group 3), having a stylistic relationship with liturgical and canticle singing, are concentrated to a greater extent within the funeral and commemorative rite. Spiritual canticles, which are based on simple diatonic melodizations (Group 4), and reproducing the style of city songs, canticles and church singing, are used at any given time: during church fasting periods and at funerals and Christmas ceremonies. Thus, the functional universality, the stylistic multidimensionality of the genre of spiritual verses, and its most important role in the life of the ethnos, are revealed.

Keywords: spiritual verses, song genre, tonal structures, folkloric intoning

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THEORETICAL ISSUES OF THE CONDUCTOR'S ARTISTIC TECHNIQUE

Abstract. The notions of "handicraft", "technique", "craftsmanship" and "workmanship" are basic in theory of musical art performance. When studying the problem of manual technique of a conductor it is necessary to point

out its peculiarities: apart from technique of a musician instrumentalist it remote emotionally affects the musicians of an orchestra. Conducting as an artistic form of managing an orchestra occupies an intermediate position between instrumental-performing technique and “free” art of plastic movement.

Technical workmanship of an artist under certain circumstances becomes a creator or recreator of art. However, the notion of “workmanship in some cases is unfoundedly identified with the notion of “art”. Workmanship is a perfect technical means of creative activity but not its artistic result (the aim art). Means is not identical with its aim. The same is with conducting. But specific character operates here as well while manual technique of a conductor is in essence art technique as it is the carrier of plastic imagery corresponding to the music performed and emotionally impacting the orchestra. Otherwise the art technique of a conductor can be called manual “art” but in inverted commas as it is considered neither a kind nor a sub-kind of “real” art. It is always only means of reaching artistic and musical aim (rather artistically-plastic means but not simply technical one).

Thus a conductor realizes himself as an artist at first in manual motor-imagery plastic of conducting expressing essential features of the desired sounding of music and through it in real sounding of the orchestra. Manual “art of conducting” includes the notions of “technical skills” and “plastic imagery”. Artistic form of conducting is the form of managing the artistic side of orchestral performing art. Manual “art” (or artistic technique of conducting) occupies interlink mediate position between the subjective aim of a conductor and objective real sounding of the orchestra that determines its dual character. That’s why it is very difficult to master the profession of a conductor and manual technique (“art”) of conducting in particular.

Keywords: handicraft, technique, mastership, manual “art” of conducting, art technique, plastic imagery