

Culture and Arts Herald 2019 / № 2 (58)

Part I. INFORMATION AND COMMUNICATION SCIENCES

YU. 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, Russian State Library E-mail: yn100@yandex.ru

The motives of book culture in Grimoire and folk book

Abstract. This paper continues the study of the influence of the themes of the Book in the Generation and Development of the Satanic Movements in Western Europe. The prerequisites for the appearance of Grimoires – Books describing magical procedures and spells for summoning spirits (demons) or containing any magical recipes are shown. The motives of writing, bookishness, reading in medieval so-called popular book, enjoyed exceptional popularity in Germany, and then and other countries thanks to way of Dr. Faust, sold soul the devil. The influence of these works of folk art on the world literature and art is traced.

Keywords: History of Book culture, middle Ages, Grimoires, Folk Book, Faust, Demonology

For citing: Stoliarov YU. 2019. The motives of book culture in Grimoire and folk book. *Culture and Arts Herald*. No 2 (58): 7–20.

T. Mokovaya

Deputy Director of the Scientific Library, Chelyabinsk State Institute of Culture and Arts E-mail: mokowaya@yandex.ru

Standardization in the field of information, library, archival and publishing: accepted GOSTs and projects

Abstract. The purpose of this publication is to introduce new standards to all people, who are interested in such information. The modern system of standards is considered in the field of information, library, archival and publishing.

GOST R 7.0.102-2018 "SIBID. Fund acquisition profile of scientific libraries. Structure. Recruitment Indicators" reflects the specifics of scientific libraries, objects and sources of stock acquisition. GOST 7.0.96-2016 "SIBID. Electronic Libraries. The main types. Structure. Technology of Formation" unifies terminology, description of main types, composition of elements, structure, technology of formation, architecture of a model electronic library. GOST R 57723-2017 "Information and communication technologies in education. Electronic library systems. General Provisions" establishes general provisions applicable to the electronic library system (ELS), focused mainly on meeting the needs of educational organizations in the implementation of educational programs using various forms of electronic learning and distance learning technologies. The object of standardization is GOST R 7.0.4-2019 "SIBID. Editions Imprint. General Requirements and Design Rules" are the output of the publication, forming the search image of the publication and allowing it to be identified in an array of documents. GOST R 7.0.100-2018 "SIBID. Bibliographic Record. Bibliographic description. General Requirements and Compilation Rules" is the main standard for ensuring universal bibliographic accounting at the international level, creating basic bibliographic data for all

published and unpublished resources in all countries and in all languages. GOST R 7.0.103-2018 "SIBID. Library Information Service. Terms and definitions" is introduced for the first time and establishes terms and definitions of concepts in the field of library and information services as one of the types of library and information activities.

While characterizing each of the GOSTs, the author points out the terms that appeared for the first time as normative, but are already widely used by the professional library community.

Keywords: GOST, standardization, information activities, librarianship, archiving, publishing

For citing: Mokovaya T. 2019. Standardization in the Field of information, Library, Archival and Publishing: Accepted GOSTs and Projects. *Culture and Arts Herald*. No 2 (58): 21–27.

Part II. CULTUROLOGY

O. Yakhno

Candidate of Historical Sciences, Senior Researcher, Social History Sector, Institute of History and Archeology, Ural Branch of the Russian Academy of Sciences E-mail: mrsyakhno@mail.ru

V. Kardapol'tseva

Doctor of Culturology, Head of Department of Artistic Design and Theory of Creativity, Ural State Mining University E-mail: kardapol@mail.ru

Borrowings from the West in the Ural Urban Culture in the Context of Globalization Processes at the Beginning of XX Century

Abstract. The article deals with the analysis of interaction between local traditions and European innovations in private and public life at the end of XIX – beginning of the XX centuries. Despite relatively slow development of urbanization in the beginning of 20th century, the towns nevertheless clearly started showing the features of new lifestyle. The authors repeatedly studied innovations in the urban everyday culture which ensured the changes in the society on the whole. The author accentuates the necessity to study different European canals influencing Russian provincial culture. Different fairs and exhibitions became a considerable phenomenon of the European culture. By the end of XIX century many inhabitants of Yekaterinburg became engaged in sports activities and physical culture in their free time. It is certain that the way of life in Russian capitals along with Warsaw, Riga and some other cities has greatly influenced Ural provinces. Journalists were eager to find examples in the countries of Western Europe and the United States, and to discuss their possible implementation in Russia. These examples belonged to the spheres of domestic life, everyday economic behavior, charity. One could conclude that the period under study was the peak of borrowing from Europe and America, which, in turn, highlights the inclusion of Russia and its regions into the pan-European process of modernization in the early 20th century.

Keywords: modernization, globalization, mentality, urban culture, dialogue of cultures, transition period, everyday life

For citing: Yakhno O., Kardapol'tseva V. 2019. Borrowings from the West in the Ural Urban Culture in the Context of Globalization Processes at the Beginning of XX Century. *Culture and Arts Herald*. No 2 (58): 29–37.

B. Smirnov

Doctor of Art Criticism, Professor, Chelyabinsk State Institute of Culture and Arts E-mail:
smirnovbf@is74.ru

Music Lovers Perception Culture of a Symphony Concert (to the Statement of the Problem)

Abstract. The essence of a phenomenon is disclosed through the understanding of its place and role in the inter-acting phenomena system. This is the case of such a specific social-artistic system as public concert of symphony concert. The last one is of great interest not only for art-criticism scientists but also for social psychology, musical sociology and culturology. One of the least studied links of the above mentioned system is the audience visiting symphony concerts and its cultural perception of these concerts.

The key point of the functional system under study consists in the fact of a conductor as a link between the orchestra and the audience. This fact predetermines the peculiarity both of symphony performing art and its public result. Conductor's manual, emotional and artistic-technical information addressed to the orchestra becomes at the same time the property of the audience. A new additional emotional factor of visual perception of the directing process itself as a dynamic artistic-managerial phenomena arises in the art of the orchestra conducting. Complex perception of a symphony concert in this case goes simultaneously along two informational canals, audio and visual. This is the manifestation of a specific social-psychological and culturological problem of the complete aural-visual perception of any symphony concert.

Any concert is a show, it is a maxim. Professional-creative behavior of a conductor at the podium, the process of conducting itself which is quite individual affect fundamentally not only the musicians but the audience as well. The complete aural-visual perception of a symphony concert brings to the full, deep understanding of both the conductor's artistic conception and the essence of music itself. The last is a serious sign of its perception culture. But visual constituent of the given process shouldn't be absolutized. In this case music, its feeling and understanding is dominating of course. The problem under study remains scientifically undeveloped and requires deep studies from the positions of different disciplines. The final goal is to explain and attract the listeners of a symphony concert to the culture of its complete aural-visual perception and thus promoting the formation of a society with a higher intellectual culture.

Keywords: social-artistic system, symphony concert, symphony concert audience, complete aural-visual perception of a concert, concert perception culture

For citing: Smirnov B. 2019. Music Lovers Perception Culture of a Symphony Concert (to the Statement of the Problem). *Culture and Arts Herald*. No 2 (58): 38–47.

V. Bychkov

Doctor of Art Criticism, Professor, Chelyabinsk State Institute of Culture and Arts E-mail:
djazz@chgaki.ru

Chelyabinsk Composers' Music for Russian Folk Instruments (to the 80th Anniversary of E. G. Gudkov)

Abstract. The article considers the musical works of the Chelyabinsk composer E. G. Gudkov, its structural-functional peculiarities, the language of tunes and harmony, image-emotional

sphere. Special attention is devoted to the Ural concertino for balalaika and Russian folk instruments orchestra by E. G. Gudkov and its first performers – the Prize-winner of the All-Russian, All-Union and International Competitions, People’s Artist of Russia, Professor of the Ural State M. P. Musorgsky Conservatoire Sh. S. Amirov (balalaika) and State Russian Folk Ensemble “Russia” (at present named after L. Zykina), artistic director People’s Artist of Russia V. Gridin. They also made a recording of this composition at “Melodia” Recording Company which released an LP in 1983 (“Melodia” 48702. 1983). The author analyzes the form and content of the composition and marks the innovativeness of the instrumental techniques.

Keywords: music for Russian folk instruments, genres of a concerto and a sonata for balalaika, typical techniques of balalaika playing

For citing: Bychkov V. 2019. Chelyabinsk Composers’ Music for Russian Folk Instruments (to the 80th Anniversary of E. G. Gudkov). *Culture and Arts Herald*. No 2 (58): 48–53.

A. Morozova

Candidate of Philological Sciences, Chelyabinsk State University E-mail: roxfan@rambler.ru

Media literacy of informationally offended categories in the digital culture of the XXI century: review of leading concepts

Abstract. The article considers the basic contemporary tendencies of media literacy aspects realization. It was defined that the basic and low-studied object of media education today is the informationally offended categories of population. The purpose of the research is to define the acute aspects of media literacy in the work with informationally offended categories of population, to analyze and to generalize scientific literature and the methods used. The material of the research includes the scientific works of the Russian and Western scientists who prove the necessity to use the approach of segmentation, i.e. to define the certain characteristics of the narrow groups of population and developing a unique approach for each of them to increase their level of media literacy. The author introduces the definition of “informally offended categories of population”. The analyses of sources allowed defining the following acute aspects of media literacy in the work with informationally offended categories: openness of Internet for every layers of population; necessity to acknowledge the online space as the natural environment of contemporary human existence; the creation of a proper environment to teach the media informational literacy to representatives of population, starting with pre-school age; inclusiveness of questions of the use of social networks and game industry in the process of personal socialization; the adoption of the process of media educational activity to various categories of population, the study of questions of media literacy and media safety in the focus of family values and various spheres of social life etc. The author draws the conclusion about the necessity of transformation of the media educational system from the point of view of cross-disciplinary approach as one of the main directions in the life of contemporary society.

Keywords: media literacy, media safety, information culture, informationally offended category of population, contemporary state, vectors of development.

For citing: Morozova A. 2019. Media Literacy of Informationally Offended Categories in the Digital Culture of the XXI Century: Review of Leading Concepts. *Culture and Arts Herald*. No 2 (58): 54–61.

S. Sokovikov

Candidate of Pedagogic Sciences, Docent, Chelyabinsk State Institute of Culture and Arts E-mail: sokovik49@mail.ru

S. Tkachenko

Director, Chelyabinsk State Museum of Fine Arts E-mail: st-mus@mail.ru

Postcard in the Mirror of Scientific Research: Status and Prospects

Abstract. Open letter is considered as an object of interest of researchers belonging to different fields of knowledge. Postcard is presented as a phenomenon of culture belonging to various spheres of social and cultural practices and performing a variety of functions: communicative, aesthetic, advertising, preservation of historical memory, educational, propaganda, etc. The article analyzes the reasons for research access to a postcard, it shows the specificity and the subject of different approaches to its study, including the limitations of disciplinary boundaries. Examples of the analysis of open writing from the standpoint of philosophy, history, communication studies, social theory, as well as attempts to study it using interdisciplinary approaches are considered. The author notes the content characteristics of a postcard as a socio-cultural phenomenon, which are potentially of interest for a deeper study of the state of culture and its transformations, but have not yet received a thorough scientific interpretation: the multifunctional nature of a postcard, the importance of its textual part, the interaction of institutional and personal in its production, etc. The expediency and fruitfulness of the culturological approach to the study of the phenomenon of postcards, which allows to reach a dual goal: the use and synthesis of research materials obtained by representatives of different disciplines; poliaspect representation of the phenomenon of postcards in a set of socio-cultural contexts.

Keywords: postcard, multifunctionality, research interest, sociocultural context, communication, interdisciplinarity, cultural approach

For citing: Sokovikov S., Tkachenko S. 2019. Postcard in the Mirror of Scientific Research: Status and Prospects. Culture and Arts Herald. No 2 (58): 63–70.

BY ORDER EDITION

V. Sharonov

Candidate of Pedagogic Sciences, Professor of the Department of Humanities, Natural Sciences and Service, Western branch of the Russian Presidential Academy of National Economy And Public Administration E-mail: sharonovvi@gmail.com

Christianity: Between Permanence and Innovation

The article substantiates the viewpoint that despite the long-term conflict between representatives of secular culture and proponents of traditional values acting on behalf of the Church, Christianity according to the New Testament stating the permanence of timeless values of love, good, justice etc. at the same time stimulate creative cultural development and contains the directive on the soul and intellectual renovation. Along with this different kind of ideological bombardment of iconographic notions taking place within the walls of the historical Churches and representing clearer and easier, simple-minded understanding of the religious doctrine on the contrary cause conservative response of different intensity. Cultural-

historical dynamics of the Council of Trent conservatism prohibitory ideas to the notions of the Second Vatican Council is a great example of energy of the most successive supporters of the Church and society stability, opposition to reformation ideas and to reformers practice that caused new innovations the nature of which was determined by us as inductive, e.i. spontaneously appeared in the conservatism ideology depths Evaluating the place and role of the christian dogmatism as the nucleus of Christianity we come close to studying the euristic meaning in christian development teaching and insist on active attraction of the theological theory.

Keywords: secular culture, Christianity, Holy Scripture, Holy Tradition, Church, the Creed, dogmatism, ideology, conservatism, the Council of Trent, the Second Vatican Council, religion-cultural foundation, inductive innovations

For citing: Sharonov V. 2019. Christianity: Between Permanence and Innovation. *Culture and Arts Herald*. No 2 (58): 71–81.

SCIENTIFIC DEGREE APPLICANT SPEAKS

S. Kryukov

Post-graduate student (24.00.01), Chelyabinsk State Institute of Culture and Arts E-mail: psycholog_sergey@mail.ru

Stress Phenomenon in the Context of Philosophical and Culture Studies' Problematics

Abstract. Today due to the growth of stress-producing and psycho-traumatic factors, and wide audience's interest to the adaptation to drastically variable social media conditions, it is possible to say that the term 'stress' is widely applied to the widest range of the sociocultural phenomena. Exposure into new problematics in philosophy and culture studies, which is anyhow connected with the research topic, makes it possible to the author to bring the variety of the existing theories and conceptions to several consolidated sense-groups: stress-border, stress-destruction, stress-resource. The first sense-group (stress-border) implicates understanding stress as the condition of uncertainty where one selects and estimates possible risks and consequences of subjective actions in the specified conditions. The following notions were included into the group: 'uncertainty', 'instability', 'doubt', 'risk', 'choice', 'border-line situation', 'crisis', 'fluctuating modernity' (Z. Bauman). The second sense-group (stress-destruction) renders stress as the acutest contradictions between destabilized sociocultural system (crisis of values, social basis and stable relations destabilization) and individual-personal unpreparedness to adapt to changes in process. The group includes the notions of 'future shock' (E. Toffler) 'fear', 'anomia', 'dysfunction', 'conflict'. The third sense-group of the stress (stress-resource) implicates understanding stress as a resource condition of personal efforts and qualities release, including latent ones to solve problematic situations. The group includes such notions as 'antifragility' (N. Taleb), 'normal accidents' (Ch. Perrow), 'modern mobility' (J. Urry), 'damper'. Stress-damper is something that mitigates 'super-stress' effect, bringing it to the level which both the society and individual are able to utilize as the starting point for its development, reorganization to the fluid sociocultural conditions. Specifically, various psychological defenses act as stress-damper.

Keywords: stress, stress-border, stress-destruction, stress-resource, risk, uncertainty, crisis, fear, dysfunction, conflict, stress-damper

For citing: Kryukov S. 2019. Stress Phenomenon in the Context of Philosophical and Culture Studies' Problematics. *Culture and Arts Herald*. No 2 (58): 82–92.

E. Bakaleyskaya

Post-graduate student (24.00.01), Ivanovo State University (Shuya branch of Ivanovo State University) E-mail: bes-git@yandex.ru

Russian Seven-String Guitar in Its Genetic and Socio-Cultural Characteristics

Abstract. The purpose of this article is to identify the phenomenon of seven-string Russian guitar taking into account ethno-mental and socio-cultural characteristics. The history of the guitar, its addition as a musical instrument are considered from the position of the “instrumental code” carrying symbolic civilizational loads, including sacred content. The consideration of the sacralisation of the “instrumental code” in its certain historical contexts allowed to reveal the sense-forming, essential foundations of musical instruments, including the guitar itself. The article investigates and signs the sources of the flowering of guitar art and the emergence of Russian seven-string guitar in the first decades of the XIX century. The seven-string guitar, consonant with Russian romantic melos, turns out to be the “instrumental code” of Russian romanticism. In the second half of the XIX century it was destined to become the most favorite musical instrument of Russian people. Its phenomenon is wider than the performing arts. In Russian culture, seven-string guitar becomes an integral part of Russian life, finding its place in different layers of culture.

Keywords: musical instrument, instrumental code, kifara, romanticism, romance, Russian folk song, Russian seven-string guitar, Spanish guitar, phenomenon

For citing: Bakaleyskaya E. 2019. Russian Seven-String Guitar in Its Genetic and Socio-Cultural Characteristics. *Culture and Arts Herald*. No 2 (58): 93–99.

V. Vinogradov

Docent, Applicant of the Department of Folk Instrument and Orchestral Conducting, Senior lecturer, Altai State Institute of Culture E-mail: vva1951@yandex.ru

I. Orkina

Docent, Applicant of the Department of Folk Instrument and Orchestral Conducting, Senior lecturer, Altai State Institute of Culture E-mail: ira.orkina@yandex.ru

Adaptations for Button Accordeon by A. A. Timoshenko: to the Problem of Folk Tunes Artistic Reintoning

Abstract. The article is devoted to the folk tunes adaptations by A. A. Timoshenko. The author analyzes tendencies in genre fundamentals of thematic material evolution. The main trends in the evolution of style, types of texture, the use of artistic and expressive means of modern multi-timbre ready-elected accordion are analyzed. The relevance of the article lies in the need to identify the specifics of the artistic reintoning of folklore in the works for the button accordion, the systematization of compositional techniques used in Bayan treatments. Continuity in relation to the traditions of folk instrumental and singing art is designated as the main trend of the genre development. The identification of the most characteristic features of morphogenesis, themes, texture, rhythm arranged by A. A. Timoshenko. There is an active

composer using trends in the development of classical music, the complication meaningful, are a sphere of original compositions for accordion.

Keywords: creativity of A. A. Timoshenko, adaptations, constructive features of Bayan, texture, genre, style, folk-instrumental traditions

For citing: Vinogradov V., Orkina I. 2019. Adaptations for Button Accordeon by A. A. Timoshenko: to the Problem of Folk Tunes Artistic Reintoning. *Culture and Arts Herald*. No 2 (58): 100–106.

D. Morozova

Post-graduate student (24.00.01), Saratov State University E-mail: d-morosova@yandex.ru

“Tuesdays” on the Vasilyevsky island: M. Chernyshevskii

Abstract. The article considers the personality of M. Chernyshevskii in the context of informal meetings with relatives and friends: working on the railway, photography, important dates and events of life. On “Tuesdays” that took place in the apartment of the artist F. Bernstamm there was a creative atmosphere contributing to the disclosure of the personality of Mikhail Nikolaevich from the new side in contrast with already existing image of the museum manager and the son of the famous publicist N. Chernyshevskii. The information is taken from the five albums filled up by the guests of these evenings.

The albums contain unique information from those times and haven’t been published up to now. The article will supplement the material introduced into scientific use in previous years.

Keywords: Tuesday, F. Bernstamm, album, weekly meetings, M. Chernyshevskii

For citing: Morozova D. 2019. “Tuesdays” on the Vasilyevsky island: M. Chernyshevskii. *Culture and Arts Herald*. No 2 (58): 107–112.

O. Danilenko

Post-graduate student (24.00.01), Omsk State Technical University E-mail: khmelnitskayao@mail.ru

G. Tolmacheva

Professor, Head of the Department of Costume design, Omsk State Technical University E-mail: galina_dk@mail.ru

Creative Portrait of Omsk Fashion Design School

Abstract. The article is devoted to the phenomenon of Fashion Design School formation in the region. The author studies the peculiarities of establishment along with the development of pedagogical and artistic activity of the Omsk Fashion Design School presented by the Fashion design chair of the Omsk State Technical University. Today the school is a unique example formation and development of Russian regional fashion design school in the second half of XX century and is of big social-cultural and artistic meaning. The author of the article pays special attention to the analysis of social, historical, cultural and artistic processes which took place in Omsk since the end of XX century and formed social-cultural ground for appearance and development of a fashion design school in the region. Studying the traditions in the artistic-educational environment of the city, firstly, characterizes the artistic peculiarities of the city, and secondly, partly explains the status of the Omsk Fashion Design School taking into account the Fashion Design Chair relatively short period of existence. To determine the status

of the Omsk Fashion Design School the article shortly discloses the Design School phenomenon in the project culture and its characteristics and contains the Design School definitions given by art experts having studied the phenomenon of the Soviet design schools.

Besides this the article contains the analysis of the process of formation of school professional ideology and social-historical terms of pedagogical and artistic concepts formation which have built the grounds for educational process in different consistent stages of the school evolution. The school periods of development as well as the author's understanding of this phenomenon have also been formularized in the article.

Keywords: Omsk Fashion Design School, project culture, design school, propaedeutic course, "project method"

For citing: Danilenko O., Tolmacheva G. 2019. Creative Portrait of Omsk Fashion Design School. *Culture and Arts Herald*. No 2 (58): 113–123.