

E. Artemyeva, L. Mandrinina

**INFORMATION AND METHODOLOGICAL SUPPORT OF LIBRARY ACTIVITIES:
THE EXPERIENCE OF THE STATE PUBLIC SCIENTIFIC TECHNOLOGICAL LIBRARY
OF THE SIBERIAN BRANCH OF THE RUSSIAN ACADEMY OF SCIENCES**

Abstract. *The values of libraries, as well as of the whole society, have undergone significant changes in the XXI century; the new information environment predetermines for them a change of some priorities, rethinking the library philosophy and social role, expanding and deepening its relationship with the outside world, developing forms of interaction with the information resource suppliers. In the context of the ongoing transformations caused by rapid development of informationcommunication technologies and new socio-cultural practice introduction, it becomes relevant a comprehensive analysis of the ideological and resource base of libraries and based on it revealing trends in the modern information and library system formation. Libraries need information about fundamental and applied research results in the fields of library science, bibliography and bibliology, which can be used to create promising models of information and library sphere institutions development. This task is partly solved through the generating databases (DB) bearing information about relevant publications; creating other products of analytical activity; providing specialists with the information. 16*

The article presents the experience of the State Public Scientific and Technological Library of the Siberian Branch of the Russian Academy of Sciences, generating DBs and other informationanalytical products that can be used for information and methodological support of library activities. 17

Keywords: *library activity, information and methodological support, Russian libraries, State Public Scientific Technological Library of the Siberian Branch of the Russian Academy of Sciences, information-communication space, databases, information products, library science, bibliography, bibliography, Siberia, Far East. 17*

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YU. Stoliarov

REFLECTION BOOK SUBJECTS IN THE SUBCULTURE OF MODERN SATANISM

Abstract. *The article concludes a series of publications on the topic of writing, reading, books in a destructive subculture known as Satanism. This system of representations arose in the deepest antiquity and developed in the Western world, representing a defiant opposition to the ideology of Christianity. Discusses the place of the classic of Satanism its romantic stage, on change which came modern destructive Satanism. At all stages of development, he relied on book stories, drawn from the canonical Christian literature, from the same taken and perverted the basic symbols as visual symbols for the image of the main quality, the most important concepts and ideas for this phenomenon. The strong influence of Satanism on fiction and art is shown.*

Keywords: *Religion, Satanism, Book, origins of book Culture, Subculture, classical Literature, A. S. LaVey, J. Dee, Symbolism, Enochian language*

For citing: *Stoliarov YU. 2019. Reflection Book Subjects in the Subculture of Modern Satanism. Culture and Arts Herald. No 3 (59): 19–26.*

E. Pleshkevich

**FORMATION OF THE CONCEPT OF THE DOMESTIC HISTORY OF RECORDS
MANAGEMENT**

Abstract. *The article studies the formation of the native management both as an academic and scientific discipline. The author has analyzed the prerevolutionary office management original history in the structure of diplomatics and history of state establishments and explained the process office management history institutionalisation as an academic and scientific discipline. He points out three main conceptions, i.e. an archive conception as the first one, according to which office management history was considered as*

an introduction to the archive science. It was offered by K. G. Mitiaev, the associate professor of History and Archives Institute in the second half of 1940s. The acquaintance of future archivists with the processes of documents formation starting with the moment of their keeping in the “running” office management of an establishment, sending it to the archives of an establishment till the moment of sending it to the state archives was determined as the main task of studying the history of office management. The second conception was of administrative archival character and developed within the frames of state establishments history. It was formed in 1950s and positioned itself a special and selfdependent page in state establishment history. The main fundamentals of the third records management conception were formulated by K. G. Mitiaev in 1960s when the office management history was considered as a counterpart of records management, a new scientific discipline studying in historical development the ways, separate acts and systems of records managing of the objective reality phenomena created as a result of records managing of some documents, their complexes and systems. After the death of K. G. Mitiaev at the end of 1969 this conception still remains the only main one and is developing in the structure of records management. The author of the article shows its narrowmindedness and requires to widen the subject field of office management history and to take it off the table of records management and to develop it as a counterpart of the national history.

Keywords: *history of record management, K. G. Mitiaev, document science, archival science*

For citing: *Pleshkevich E. 2019. Formation of the Concept of the Domestic History of Records Management. Culture and Arts Herald. No 3 (59): 27–37.*

V. Amelchenkov (Seraphim)

ORTHODOX CULTURE IN INFORMATION SPACE OF MODERN RUSSIA

Abstract. *This paper addresses the questions of the functional, informative and shaping analysis of promoting Orthodox culture in the mass media in Russia. Subject of study regards the process of infocommunicative activity of Russian Orthodox Church to promote Russian Orthodox culture in Russia today. The paper is based on contentanalysis of the theoretical sources of infocommunicative activity of Russian Orthodox Church and the development of the media in Russia nowadays, including the sociological data of Russian Public Opinion Research Center, “MediaStandart” and the Evgeniy Yasin’s Civil Initiative Committee and “Tsirkon” Group. The article is based on the studies of the Christian sacred texts and Russian Orthodox Church hierarchs’ publications and reports, including the data of observation of the religious communication of Russian Orthodox Church. The author summarizes the development of the media sphere of Russian Orthodox Church for the past decade of the XXI century. The article pays attention to the appealing to the “soul”, development of interactive dialogue and the reinforcing the humanistic ideals and Russian citizens’ creative positions, observing the expansion of the activity of the Orthodox mass media sources. The author comes to the conclusion that the communicative activity of Russian Orthodox Church is a part of the all-Russian infocommunicative sphere. Orthodox culture is the serious factor of reinforcing the identity of Russian society today and the most important mark of “Russian world” culture considering the specifics of the social mentality and interaction.*

Keywords: *Orthodoxy, orthodox culture, Russian Orthodox Church, church subject, mass media, religious communication, information field of Russian Orthodox Church*

For citing: *Amelchenkov V. 2019. Orthodox Culture in Information Space of Modern Russia. Culture and Arts Herald. No 3 (59): 39–46.*

S. Sinetskii

PERSONALITY AS A SUBJECT OF A THOUGHTFUL CIVILIZED CULTURAL CHOICE

Abstract. *The author of the article develops the idea of forming a new civilized cultural paradigm determined by the coexistence of two strong types of cultures with the opposite purposefulness marked by “Retro” and “Future” indicators. Specific features of every civilized cultural type has been described and the necessity to protect principal status quo of the above mentioned civilized cultural types as a guarantee of reproduction and modernization of mankind as a biologic species has been proved.*

The author pays special attention to explain thoughtful selfdetermination of a person to both “Retro” and “Future” cultures after the period of the initial socialization. He stresses that this selfdetermination is becoming inevitable for conventional tipping point of the population especially in the epoch of scientific-technical revolution under the conditions of information accessibility, unrestricted communication resources

and development of educational systems. The article contains examples of effective cultural policy optimizing a person in choosing his/her own civilized cultural prospects. The author draws a conclusion of the possibility and necessity for a person to choose his/her own rational civilized cultural future. Thoughtful cultural self-determination provokes a person's realization of restrictions imposing the legal system and behavioral traditions characteristic of the above mentioned cultures. The author also lays down the condition of peaceful coexistence of the societies with different civilized cultural principles: interaction of their intellectual elites in pursuing transnational cultural policy.

For citing: Sinetskii S. 2019. Personality as a Subject of a Thoughtful Civilized Cultural Choice. *Culture and Arts Herald*. No 3 (59): 47–55.

N. Kirillova, A. Danilova

MYTH AND MYTHOPOEIA IN SCREEN CULTURE AS A NEW PARADIGM OF COMMUNICATION

Abstract. This paper focuses on myth and mythopoeia in screen culture as a new paradigm of information age. This topic is made relevant by a number of reasons, but above all by the transformation of the entire system of material, moral and cultural values experienced by humanity at the turn of the century. Screen culture is a new communication paradigm that, having subsumed audiovisual and imaginative capabilities of film, television, video, computer technologies and the Internet, enriches and transforms them becoming thereby the leading information and artistic factor of our age. By creating an illusion of reality constructed around the myth logic, screen culture becomes a modelling system that fundamentally transforms the viewers' consciousness and governs it according to concrete political, moral and cultural demands of society.

Our analysis demonstrates that various aspects of screen culture as a factor in mythologization of reality attract diverse research approaches; however, this theme has also a lot of research potential. Most relevant for the future research is a triad of "screen culture – individual – society", as well as the questions related to the influence of screen culture on public consciousness. **Keywords:** screen culture, myth, mythopoeia, new paradigm of communication, information age, mass culture, art house, standard stories, Andrey Zviagintsev's filmmaking

For citing: Kirillova N., Danilova A. 2019. Myth and Mythopoeia in Screen Culture as a New Paradigm of Communication. *Culture and Arts Herald*. No 3 (59): 56–66.

M. Shub

FRACTAL PAST: REPRESENTATIONS OF THE PAST IN THE CULTURE OF ANCIENT GREECE

Abstract. The article is devoted to the analysis of ideas about the past that have developed in the space of culture of Ancient Greece, understanding the specifics of their formation, development, as well as identifying typical and specific features. We propose to define the ancient Greek image of the past metaphorically as fractal. It, like the fractal (the set, having the properties of self-similarity), consisted of two main levels (folkmythological and the scientific and intellectual) that have mutually intersect, influenced each other, forming a harmonious unity, who carried the prints and archaic, and, relatively speaking, scientific picture of the world. The fractal image of the past was characterized by several of the most significant features. First, the syncretism of elements early mythological perception of reality and a new, protorepresentations. Secondly, space, that is, the differentiation of the past and the present with the help of nonchronological, spatial categories. Thirdly, archetypicalness – filling of the last sacral prototypes reproduced in the present. Fourth, presenteeism, in which all modes of time, all events and actions are fused in an eternal timeless present. Fifth, a weak interest in the chronology and structuring of the past. Sixth, the lack of depth «of the past, associated with the prevalence of oral» historiographical» tradition. Seventh, ahistoricity, that is, the understanding of the past as monolithic and reversible

Keywords: past, image of the past, representations of the past, fractality, culture of Ancient Greece

For citing: Shub M. 2019. Fractal Past: Representations of the Past in the Culture of Ancient Greece. *Culture and Arts Herald*. No 3 (59): 67–72.

E. Blagireva

SOCIOCULTURAL INCLUSION: DEFINITIONS AND DOMESTIC POSITIVE PRACTICES

Abstract. *The article describes approaches to the understanding of the phenomenon of inclusion, given the author's interpretation of social and cultural inclusion associated with the expansion of creative abilities, capabilities, people with limited mobility (people with disabilities) as a strategic resource for socioeconomic development of the country. The role of society in increasing cultural capital, development and reproduction of individual growth points in inclusive practices is noted. The article presents the results of RMC research of the Ministry of culture of the Russian Federation for 2016–2018, based on the analysis of readiness of educational institutions of the regions of Russia to create an accessible environment for disabled people, their professional and creative development. The reserves of cultural and arts institutions for the implementation of the concept of inclusive education in culture, as well as education of multicultural society in the issues of inclusion are revealed.*

Keywords: *sociocultural inclusion, inclusive practices in culture and art, culture of inclusion*

For citation: *Blagireva E. 2019. Sociocultural Inclusion: Definitions and Domestic Positive Practices. Culture and Arts Herald. No 3 (59): 73–81.*

P. Shilina

THE STYLE OF PAUL POIRET AND ITS' REPRESENTATION IN THE WORLD FASHION OF THE LATE XX – EARLY XXI CENTURY

Abstract. *French designer Paul Poiret had a great influence on the formation of modern costume forms. The article is observing the features of couturier's creative evolution and specific techniques, by which he was achieving the artistic expression in his works. The fashion designer, was following at the beginning of the XX century his own concept and was creating – not within the framework, but in parallel with existing fashion trends, – the design of clothes by draping and cutting from a solid rectangular fabric piece. At the same time, Poiret was actively using the references to ancient and regional types of costume, which have been reflected in the minimalist cut, revolutionary for that time. The author explores the influence of the French couturier on contemporary fashion, studying the reminiscences of his methods in the collections of contemporary designers of the late XX – early XXI century: in particular, the designers of France, USA, Italy, Belgium, and Holland are referring to colors, silhouettes and decorating motifs of Paul Poiret's creations.*

Keywords: *Paul Poiret, women's costume, modernism, fashion, reminiscence, cut, orientalism*

For citing: *Shilina P. 2019. The Style of Paul Poiret and its' Representation in the World Fashion of the late XX – early XXI century. Culture and Arts Herald. No 3 (59): 82–87.*

S. Blinova

FIRE AS A CULTURAL PHENOMENON: UNIVERSAL PARAMETERS OF PERCEPTION

Abstract. *For a longtime, a fire in humanitarian knowledge remained outside the scope of the research field and was studied for the most part as a natural phenomenon and a physicochemical process in the natural sciences. The article presents the universal sociocultural parameters of the fire, revealed during the analysis of mythological and religious ideas about this phenomenon, the analysis of religious texts, technical documents, historical sources and historical and cultural documents. The study of fire as a sociocultural phenomenon revealed that fire is not only a destructive, onedimensional phenomenon, but also a complex, multilevel research object. Fire, undoubtedly, is a catastrophic phenomenon, classified as spontaneous, not subject to man. At the same time, thousands of years of symbiotic interaction between fire and man have had a huge impact on world culture at the level of religious and mythological representations, everyday life, value normative relations. The introduction of this sociocultural phenomenon into the context of the research field and the holistic understanding of this phenomenon will allow us to come closer to understanding it, which in turn will change the difficult situation with fires that has developed in the world today.*

Keywords: *fire, phenomenon, cultural genesis, burning*

For citing: *Blinova S. 2019. Fire as a Cultural Phenomenon: Universal Parameters of Perception. Culture and Arts Herald. No 3 (59): 88–94.*

A. Tandyianova

ALTAI REPUBLIC TOURIST BRANDS AND THE ROLE OF MUSEUMS IN THEIR DEVELOPMENT

Abstract. *The article analyzes tourist brands of the Altai Republic in historical aspect and considers the main points and ways of their formation and development. The survey carried out by the author resulted in discovery of the Altai republic tourist image evolution starting with “bear corner”, “unknown, legendary country”, “ore deposits of Russia” to “the center of tourist image”, “Siberian Switzerland”, “the land of blue lakes”, “Altai’s gold mountains” and “tourist paradise”. Main attention is paid to one of the brightest brand of the republic: “Altai is a treasury of the world heritage”. Quite apart from the fact that the region is one of the richest in the country due to a great number of unique heritage objects this potential of the Altai Republic hasn’t been used in full. To fully develop the brand “Altai is a world heritage treasury” we need a quantitative tourist offer how to represent the republic’s heritage objects. The author stresses that the museum as the main depository of all historicalcultural heritage of the region will play the most essential role in forming the tourist brand. The author also offers to consider stepbystep introduction of special subjectmatter museums complexes as one of the ways to popularize the “Altai is a world heritage treasury” tourist brand because these museums represent key images of the Altai Republic. A museum can find out, create, preserve the identity of the region and provide its quantitative representation.*

Keywords: *collection museum, openair museum, branding, historical and cultural heritage, tourism, brand, museumification*

For citing: *Tandyianova A. 2019. Altai Republic Tourism Brands and the Role of Museums in their Development. Culture and Arts Herald. No 3 (59): 95–101.*

IU. Gushul

READERS AND READING: RELEVANT STUDIES AND PROJECTS IN THE CHELYABINSK STATE INSTITUTE OF CULTURE AND ARTS

Abstract. *The digest covers a number of publications between 2017 and 2019 devoted to the problems of studying and promoting books and reading in the information society. Attention is focused on publications and the work of researchers who work within the framework of the scientific strategy of the Centre of Reading of the Chelyabinsk State Institute of Culture and Arts: E. Kacheva, D. Khafizov, IU. Gushul, and directly related to the problems of reading solved by the Centre: N. Beliaeva, T. Rubanova. Furthermore, we stressed that the Scientific School is in Russia (in Chelyabinsk) is examining modern readers of the Generation Z and current trends and developments in reading and studying in the world and particularly in Russia. The Head of the Centre of Reading is PhD V. Askarova. Multidisciplinary and polydisciplinary research has intensified in the last years, demonstrating the interest of the Russia scientific community on these issues (L. Zubanova, S. Sinetskii, V. Tsukerman, N. Beliaeva). This is a unique scientific school in Russia and its work focuses on the identification and analysis of historical, economic, social, psychological, pedagogical, librarian (and others) patterns and trends of reading in the era of digital culture. We noted that the Centre addresses the full range of issues devoted to readers, books and reading in the digital information society and that it has the capacity to assist libraries in setting priorities to strengthen and further develop their infrastructure. The last and most recent reflection on studying conducted by Centre of reading touches upon the foundation (V. Askarova, L. Zubanova (new big sociological researches and programmes), S. Sinetskii, V. Tsukerman (state culture politics and programmes), T. Rubanova (social media)) and sharing of actionderived (E. Kacheva, D. Khafizov, IU. Gushul) knowledge.*

In addition to theoretical studies, a number of experimental programmes are under way, among them: «Reading of Russian youth in the century of digital technologies: incentives and practices» and «Reading of children and youth in the age of digital reality: actual formats of promotion of book culture» (V. Askarova, L. Zubanova), the Literary Project devoted to the R. Kipling tales, project «Time to read!» (E. Kacheva), «The Great Patriotic War in the History of My Family», «Reading as Arts» (IU. Gushul).

We stressed that further development of international and regional cooperation is of common interest and recognized the importance of the enhanced role of the Ural Centre on that part.

Keywords: *study of reading, Centre of reading, Generation Z, projects of promotion of reading, relevant researches and methods study of reading, readers*

For citing: *Gushul IU. 2019. Readers and Reading: Relevant Studies and Projects in the Chelyabinsk State Institute of Culture and Arts. Culture and Arts Herald. No 3 (59): 103–111.*

Penner R. A

WORD ABOUT TEACHER... [TO THE 70TH ANNIVERSARY OF N. APUKHTINA]

N. G. Apukhtina - Doctor of Philosophy, Professor, Honored Worker of Higher School of the Russian Federation. A specialist in the field of methodology of science, the history of Russian philosophy, global studies; reviewer of the scientific journal Culture and Arts Herald.

Keywords: *N. G. Apukhtina, Russian philosophy*

E. Emchenko

PHILOSOPHY MUSE [TO THE 70TH ANNIVERSARY OF N. APUKHTINA]

N. G. Apukhtina – Doctor of Philosophy, Professor, Honored Worker of Higher School of the Russian Federation. A specialist in the field of methodology of science, the history of Russian philosophy, global studies; reviewer of the scientific journal Culture and Arts Herald.

Keywords: *N. G. Apukhtina, Russian philosophy*

Dydrov A.

THE WAY OF THE INTELLECTUAL (TO THE BIRTHDAY OF V. S. NEVELEVA)

Vera Sergeevna Neveleva – Doctor of Philosophy, Professor. A specialist in the history of philosophy, philosophical anthropology, anthropological ontology, problems of individual identity, individual innovation in history. Reviewer of the scientific journal Culture and Arts Herald.

Keywords: *V. S. Neveleva, Russian philosophy*