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Yury N. Stolyarov

Elements of Written Culture in the Tales
of the One Thousand and One Nights

Abstract. The Article continues the theme of the folklore Origin of the Biblioculture of the Peoples of the ancient East, started by the author's Articles The Book of the Thousand Nights and a Night is an Outstanding Phenomenon of Medieval Biblioculture of the Arab East (Culture and Arts Herald. No 1 (69): 18–27) and Subject and Pictorial Writing in the Tales of the One Thousand and One Nights (Culture and Arts Herald. No 2 (70): 7–15). Soon after the establishment of Islam (VII century), the artistic gift of the Persians and Arabs was transferred to the letters of the alphabet and the accessories of writing: letters of the alphabet, lines, pages, paper, kalam, ink, printing and others, which are poetized in Arabic and Persian fairy-tale folklore.

Keywords: Origins of Biblioculture, One Thousand and One Nights, Persian and Arabic fairy tale folklore, the material Basis of written Works

Elena I. Poltavskaya

Sheet Music as a Special Document
in the Fund of Music Libraries

Abstract. The collections of music libraries and sheet music departments contain a variety of documents, notes and books about music and musicians. The author suggests that the entire body of literature intended to meet the information needs associated with music is referred to as a library document of the musical fund. Musical literature is considered a special library musical document. Its characteristic feature is the presence of musical writing – notation, with the help of which the sound reproduction of the opus is possible. Works made with musical notation, but not designed for sound reproduction, do not belong to musical literature, this is graphic art. A sounding piece of music can be considered, under certain conditions, as a kind of sound document. A minimal knowledge about the variety of notation and its development will help to novice librarians to clarify such concepts as "musical literature (sheet music)", "electronic musical document" and to pay attention to the similarities and differences between the concepts of "document" and "work".

Keywords: library document of the musical fund (musical library collection), musical literature (sheet music), notation, music library, work

Anna E. Rykhtorova

"Do We Need Us?": Academic Social Networks and CRIS in the Context of the Representation of a Scientist and the Completeness of Information about Scientific Research

Abstract. The purpose of this work is to compare the capabilities of scientific social networks and CRIS in relation to the goals of the scientific community. Scientific social networks have been developing for almost twenty years as a platform for the exchange of opinions and ideas, the implementation of scientific communication and the integration of researchers into the scientific community. However, empirical studies show that the scientific community is not very interested in this function of scientific social networks: researchers are mostly interested in open access initiatives, as well as representation and self-presentation, including demonstration of personal achievements to a wide audience. Given the researches' lack of focus on communication, Current research information system (CRIS) more accurately meets the needs of researchers in demonstrating scientific achievements and, more importantly, in finding information. Nevertheless, scientific social networks still have more developed recommender algorithms. However, the use of such algorithms leads to the danger of the formation of "echo-rooms" that nullify the need for pluralism of opinions and critical analysis of information.

Andrei IA. Flier

Way of Living and Its Cultorological Analysis

Abstract. The article analyzes way of living in its culturological aspect and mutual influence of culture and a human being. The author proposes to structure the way of living into technologies and forms of activity and their artifacts aiming to show the ways of social prestige value in different symbols; technologies and forms of activity and artifacts which latently reproduce common stereotypes of thinking of people in their social practical activity based on "this is the way the things were always done" principle; technologies and forms of activity and artifacts which unite all kinds of specialized professional human activity; situational technologies and forms of activity and their artifacts realized in the way of adaptation to some external conditions. On the whole the article is of the research-exploration character.

Natalia V. Ovsyannikova, Liudmila A. Saenko

The Modern Image and Image of Stavropol: a Socio-Cultural Analysis

Abstract. The city, as part of the socio-cultural space, has its own uniqueness, which is expressed in the understanding of the «image» of the city and its image. The characteristics of the concepts «image of the city», «image of the city» and «brand of the city» are presented, the general and special in these concepts are revealed. The mechanisms of branding the territory, based on the image and image, are

considered. The factors that have a positive and negative impact on the formation of the image and image of the city are identified. The importance of a positive image and image of the city for its population, for those who come to the city and other persons, one way or another connected with the city (tourists, students, etc.), is determined. The mechanisms of forming a positive image of the city on the basis of the emotional component are presented. A number of socio-cultural functions are identified that are of strategic importance for the development of any city, implemented in the context of the city's image. The authors identified and characterized the image components of the city of Stavropol: historical, geographical, educational, environmental. The main results of a sociological study to identify the basic characteristics of the image and image of the city of Stavropol, conducted in 2022, are presented. Based on the presented results of the study, a conclusion was made about the need for marketing strategies for the formation and dissemination of a positive image of the city.

Yuri V. Kitov, Svetlana L. Gertner

Virtual Reality and Media as Subjects of the Socio Etymological Approach Analysis

Abstract. The article attracts the reader's attention to the possibilities of the social etymology method, used mainly in foreign humanities. Thus, the authors believe that in the case of supplementing the method with a culturological component, its effectiveness in conducting culturological research significantly increases. The field of knowledge described by the terms "virtual reality" and "medium" is chosen as the object of application of the method. The authors point out that in modern studies of the phenomena reflected by the above terms their cultural component is overlooked due to the dominance of the technocratic approach. At the same time this component was not only decisive in the emergence of terms, but continues to inform them a cultural character throughout history and in modern reality. Thus, the essence of virtual reality is proposed to be characterized not through the technical means of its provision, such as a processor, video card, etc., but by understanding it as a second reality – the reality of culture. Among the cultural qualities of virtual reality, the article draws attention to such a component as morality. When the article deals with the content reflected by the term "medium", the authors point out that the cultural and historical circumstances of the use of the term gave it the status of subjectivity. However, at the same time, they deprived medium of the quality of an independent translator of a cultural message. That was the damage done to the moral component of the medium.

Sergey L. Grigoriev

The Role of Multiscreen Culture in the Formation of a New Socio-cultural Type of a Person

Abstract. The article is devoted to the problem of transformation of screen types in modern culture, as well as the influence of the multi-screen cultural complex on the formation of new personality characteristics of postmodernity. The article analyzes the role and significance of such basic types of screen as cinema, television, computer (including portable), tablet and smartphone. The methodology for solving this problem consists in the application of empirical and theoretical methods, including historical and comparative, as well as analysis of the available scientific and technical base. The author

notes the multiscreen as a distinctive feature of postmodern culture and arrives at the conclusion that the socio-cultural type of "screen man" was formed under the influence of the expansion of multiscreen technologies. The author concludes and generalizes the characteristics of modern screen culture and "screen man": a) the screen has become a cultural phenomenon that translates in a special way and eventually transforms and creates its own values and meanings; if the cinematic and television types of the screen reflected reality, then the emergence of multimedia technologies made the screen an independent cultural subject, reproducing its own constructions of reality, but "implanted" in the physicality and behavior of a person. The "screen person" seems to have a new organ; b) the main properties of the screen as an active cultural subject in a multi-screen culture are spatial dynamism, polytextuality, spatial projectivity. The article argues that the "screen person" is a new socio-cultural type that demonstrates such characteristic features as increasing the value of publicity, fame, success; hypertrophy of the visual perception channel; clip thinking; the ability to mimic based on cultural cliches and artistic stereotypes; the acquisition of personal and social identity through screen images; the absence of boundaries between reality and screen reality; the dominance of mass consciousness over individual consciousness.

Yuliya V. Lobanova

Computer Video Game as a Socio-cultural Generator of Emotions

Abstract. This study considers a number of new views on the features of the virtual gaming space, as well as on its influence on the perception and consciousness of the game participant through the purposeful formation of emotions corresponding to the game behavior. Particular attention is paid to the analysis of such categories as game functions, game role, game scenarios, ascriptions and statuses. According to the results of the study, the origins of the emotional attractiveness of gaming activity are identified and analyzed on the basis of new types of virtual gaming space such as MMORPG (multi-user gaming multiplexes), within which the basic types of social action and positioning are identified, the main ones of which are the existentials of the heroic character and the virtual (digital) immortality. In conclusion the author thoroughly considers the paradox of the participant's absolute emotional involvement in the space of a virtual game, the pathopsychology of this phenomenon, and its possible causes.

Nikita O. Kharakterov

Reconstruction of Medieval Consciousness
in the Constructed Middle Ages of J. R. R. Tolkien

Abstract. Historical reconstruction as a subject of study can be divided into the reconstruction of material objects, reconstruction of consciousness and reconstruction of behavior. The current article is dedicated to the reconstruction of consciousness and reconstruction of imaginary as part of it. I would like to emphasize that realizing the reconstruction of imaginary the researcher consciously or not is not only reconstructing it but also constructing it because every reconstruction of consciousness of people of the previous epochs is always only the hypothesis. Taking in account that thesis, then as a subject for analysis we can position not only the historical European medieval imaginary but also the constructed

medieval one. An example of such a literature world is Middle-Earth created by J.R.R. Tolkien. In the focus of that article I would like to place European imaginary from one side and the problem of it's connection with the works of J.R.R. Tolkien from another. The books of Tolkien can be the subject of analysis not only for philologists, but also for culturologists, historians, philosophers and anthropologists because they are the continuation of traditions of European medieval humanitarian thought and the framework of texts that reveal the way of consciousness of people of that epoch. The key feature of these texts becomes the immersion of the imaginary reality into the historical reality. Such a view on the world, when the borders between real and imaginary are transparent and both these realities are considered as whole and undivided, an actor and literature hero can exist in both worlds at the same time. However, the imaginary has a connection with the history and I would like to emphasize that point in the current article.

Nadezda A. Tabunova

The Language of European Art in the Age of Enlightenment: Cultural Trends and the Power of Artistic Tradition

Abstract. Referring to the aesthetic and philosophical treatises of the New Age and the artistic heritage of the era, the author considers the driving processes and key factors that determine the manifestation and strengthening of changes in the expressiveness of the artistic language of art. The dialectics of form and content occupy one of the central places in aesthetic theory. The study of the impact of the mechanisms of "artistic form wear" through the particular to the general on the evolution of artistic expressiveness allows us to trace how the content is formalized and concentrated in the particular structures of the artistic language, thereby subsequently influencing the content of contemporary art. The author reveals the incentives that force the artists of the New Age to look for new ways of expressiveness in their work, referring to this as "aesthetics from within", i. e. to the factor of self-movement of art, and to the "aesthetics from the outside", i. e. stereotypes of the era laid down by the mentality, which determine the expressive form of art, the methods and techniques of expressiveness used by artists. The focus of attention in the article is shifted to the art of classicism, since it is in the strict academic framework that the moments of transformations and changes in established forms become especially evident.

Anna A. Rzhavitina

Cat as a Cultural Code: Variability of Image Representations

Abstract. The article is devoted to understanding the image of a male cat / a female cat in various embodiment aspects. The author analyzes the artistic and imaginative representations of the "cat theme" in Europe and Russia; the article reveals the dependence of image principles on the outlook picture of the world. The article represents semantic and associative load of the cat image in the linguistic and folklore traditions of different peoples, reveals their similarities and differences. The author presents the transformation process of the folklore image of the cat-scientist into the character of new folklore, Bayun-Cat. He also shows associative variability of the male cat / female cat image as a metaphor in art. Special attention is paid to the semantics of the image in mass culture and literature. The article also

considers the symbolism of the cat image in the works by A. S. Pushkin, E. T. A. Hoffmann, E. A. Poe, M. A. Bulgakov. The article draws a conclusion about the variability of interpretations and symbolic load of male cat and female cat images as a special cultural code.

Anastasia A. Tokareva

Intellectual Property Integration into Sociocultural Space

Abstract. The salience of the article lies in the fact that today the intellectual property is one of the fundamental factors of the development of various spheres of the society and, its integration into the sociocultural space allows us to give answers to many challenges of the modern civil society. We see the problems of this sphere in its insufficient disclosure for representatives of the humanitarian direction of activity. The aim of the work is to consider the applied value of the objects of intellectual property in the sociocultural space. The article demonstrates the advantages of patent information in its application in the sociocultural design. The objects of intellectual property of cultural institutions, the role of protection of traditional knowledge and traditional culture have been analyzed. The conclusions of the article indicate the intellectual property sphere prospects of both as an integration platform for sociocultural design, and state protection of the results of intellectual activity arising within the design process.

Iulia V. Gushul

Tamara Borisovna Narskaya: Inspiring Others

Abstract. Tamara Borisovna Narskaya is the professor of the Chelyabinsk State Institute of Culture and Arts. She died in July 2022. She was the "Legend of the Academy", Honorary Professor of the Institute, an outstanding teacher, a unique choreographer and organizer of choreographic and pedagogical events in the South Urals. Some episodes of her professional pedagogical life have been recreated in this article. The author describes the beginning of T. B. Khazanova (Narskaya)'s professional way at the institute during the first years of his foundation in the part "Beginning". History based on the documents of the United State Archive of the Chelyabinsk Region, concentrated in the fund dedicated to the the Chelyabinsk State Institute of Culture and Arts. The study of documents from the personal fund of Tamara Borisovna and Vladimir Pavlovich Narsky (which is beginning to take shape in that Archive) plans during next future. The author identified documents and arguments of inviting Tamara Borisovna to work as a teacher at the new Institute of Culture and Arts in the South Urals, her connection with practical choreography and service to art in the theater is emphasized, which left an imprint on her entire subsequent professional path. The first actions of T. B. Narskaya as the head of the department of choreography is describes, and the beginning of her involvement in the research work. Her active participation in scientific and practical con-ferences with approbation of theoretical research and their translation into the practice of choreographic art are highlighted. The author gives the brief characteristics of the research and pedagogical works of T. B. Narskaya, including published in the period 2010–2020 which is undoubted interest for further research by representatives of various fields of knowledge. This is the part "Today".

The circle of scientific interests of Tamara Borisovna is outlined, the main theses, provisions and conclusions of her reflections and researches are shown. The close connection of scientific assumptions with the practice of choreography, the organization and provision of the pedagogical process at the Chelyabinsk State Institute of Culture and Arts, and the training of new personnel for the field of art is emphasized. The author also shows a personal relationship to T. B. Narskaya. The conclusion is drawn about the role of the individual in the history and the importance of forming a model for the formation of traditions, professional thinking, the image of a leader and mentor for future generations and the cultivation of specialists.

Keywords: T. B. Narskaya, Chelyabinsk State Institute of Culture and Arts, Choreography, Choreographer, the role of the individual in the history

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Iulia V. Gushul

Bibliographic Activities of Libraries: Potential for Interdisciplinary Work and Research

Abstract. The article presents the purpose and objectives, methodology and technique, expected results of a study of bibliographic activities of Russian libraries. The study was initiated by the Section of Bibliography and Information and Bibliographic Services of the Russian Library Association. The relevance of this study is determined by the need to identify the state of bibliographic activities of Russian libraries and to translate valuable practices into the work of libraries and other institutions working with documents, information and users. The researchers will apply a variety of different methods and conduct the study in several stages, including the collection of empirical material, as well as theoretical generalization and approbation of the results obtained. At the initial stage, university libraries will be the central object of research. The article shows that determining the prospects of bibliographic activities of libraries and formulating proposals for solving existing and potential problems will be the most important results of the study. The article is an invitation to the cooperation of all libraries of the world, who certainly have a diverse and valuable work experience. It is very interesting for us to see this experience, study it and apply it in the work of our own libraries. We will be happy to cooperate with librarians and promote their best forms of their activity, introduce the best experience into the education of fu-ture librarians.

Keywords: Russian Library Association, bibliographic activities of libraries, bibliography studies

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